

ASX Release
22 September 2025

Successful Completion \$20M Placement

Decidr AI Industries Ltd (ASX: DAI) (“Decidr” or “Company”) is pleased to advise that further to its ASX Announcement dated 19 September 2025, the Company has received binding commitments for its \$20 million placement (before costs) through the issue of 22,222,223 new, fully paid ordinary shares (the “Placement”), representing 10.7% of existing shares on issue. This represents 9.7% dilution post the Placement.

The Placement Shares will be issued at A\$0.90 per share (“Issue Price”), which represents:

- 4.3% discount to last close
- 1.5% premium on the 10-day VWAP
- 27.6% premium to the 30-day VWAP

Proceeds of the equity raise will be used to fund working capital to accelerate existing deployments, expand the existing customer base, growth capital to acquire new partners, pre-board businesses and for further development of DecidrOS and expand into international markets.

The Placement was supported predominantly by existing and new institutional investors. Morgans Corporate Limited acted as sole Lead Manager and bookrunner to the Placement.

Decidr’s Executive Chairman David Brudenell said:

“This raise reflects the strong momentum Decidr is building through our global partnerships, growing customer base, and expanding agentic ecosystem. The support from institutional investors allows us to accelerate global growth and fast-track the creation of the Agentic Graph—the foundation of AI-native organisations. It’s a major step in delivering on our vision to power the Agentic Economy.”

Settlement of Placement Shares is expected to occur on 26 September 2025. The new 22,222,223 Placement Shares will rank equally with existing fully paid shares of Decidr and will be issued within the Company’s placement capacity under LR 7.1A: 4,804,523 based on the residual capacity following the previous raising and the options underwriting shortfall shares issued and LR 7.1: 17,417,700.

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Key dates

Event	Date
Trading Halt Lifted, announce completion of the Placement	Monday, 22 September 2025
Settlement of New Shares under the Placement	Friday, 26 September 2025
Allotment and trading of New Shares under the Placement	Monday, 29 September 2025

Dates and times are indicative only and subject to change. Unless otherwise specified, all times and dates refer to Sydney time. Decidr reserves the right to amend any or all of these dates and times, with the consent of the Lead Manager, subject to the Corporations Act, the ASX Listing Rules and other applicable laws.

-Ends-

For further information, please contact:

David Brudenell
Executive Chairman, Decidr AI Industries Ltd.
E: dbrudenell@decidr.ai

This announcement has been authorised for release by the Board of DAI.

About Decidr AI Industries (ASX:DAI)

Decidr AI Industries is an Agentic AI Enablement Group. With a controlling interest in Decidr.ai, the Group is transforming into an AI-enablement company following the successful deployment of cutting-edge applications using technology developed by Decidr. DAI will also leverage this technology to fuel innovation through new product development, in additional sectors and geographies to unlock rapid growth and gain a competitive edge for its existing businesses and its go-to-market strategy.

To be updated on all DAI activities, news and access historical information register on the DAI Investor Portal: <https://decidrindustries.ai/auth/signup>

For more information see:

<https://www.decidr.ai/>

<https://ediblebeautyaustralia.com/>

<https://decidrindustries.ai/>

<https://13seeds.com.au/>

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Disclaimer

The information in this announcement does not constitute investment or financial product advice (nor tax, accounting or legal advice) nor any recommendation to acquire Placement Shares. It does not take into account any individual's investment objectives, financial situation or particular needs. Before making an investment decision, prospective investors should consider the appropriateness of the information having regard to their own objectives, financial situation and needs and seek appropriate advice, including financial, legal, accounting and taxation advice appropriate to their jurisdiction.

The Company is not licensed to provide financial product advice in respect of the Placement Shares. All amounts listed in this announcement are in Australian dollars unless otherwise indicated.

This announcement is not and should not be considered an invitation or offer to acquire or sell shares in the Company or any other financial products, or a solicitation to invest in or refrain from investing in shares in the Company or any other financial products. This announcement is for information purposes only and it is not a prospectus, disclosure document, product disclosure statement or other offering document under Australian law or any other law.

This document is not for release to US wire services or distribution in the United States. This announcement has been prepared for publication in Australia and may not be released to US wire services or distributed in the United States. This announcement does not constitute an offer to sell, or a solicitation of an offer to buy, securities in the United States or any other jurisdiction. Any securities described in this announcement have not been, and will not be, registered under the *US Securities Act of 1933* and may not be offered or sold in the United States except in transactions exempt from, or not subject to, the registration requirements of the US Securities Act and applicable US state securities laws.

Equity Raising Presentation



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The Agentic Operating System for SMEs.

Evolving businesses from static systems to active intelligence

Capital Raising Presentation – 19 September 2025

IMPORTANT INFORMATION

The forward-looking statements included in these materials involve subjective judgement and analysis and are subject to significant uncertainties, risks and contingencies, many of which are outside the control of, and are unknown to, Decidr AI Industries Limited ("Decidr" or "DAI" or "The Company"). In particular, they speak only as of the date of these materials, they are based on particular events, conditions or circumstances stated in the materials, they assume the success of The Company's business strategies, and they are subject to significant regulatory, business, competitive, currency and economic uncertainties and risks.

Decidr AI Industries Limited disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statements in these materials to reflect any change in expectations in relation to any forward-looking statements or any change in events, conditions or circumstances on which any such statement is based. You should monitor any announcements by the company lodged with the ASX. Nothing in these materials shall under any circumstances create an implication that there has been no change in the affairs of The Company since the date of these materials. Organisation structure is subject to change.

No representation, warranty or assurance (express or implied) is given or made in relation to any forward-looking statement by any person (including The Company). In particular, no representation, warranty or assurance (express or implied) is given in relation to any underlying assumption or that any forward-looking statement will be achieved. Actual future events and conditions may vary materially from the forward-looking statements and the assumptions on which the forward-looking statements are based. Given these uncertainties, readers are cautioned to not place undue reliance on such forward-looking statements. To the maximum extent permitted by law, Decidr disclaims all liability and responsibility (including without limitation, any liability arising from fault or negligence) for any direct or indirect loss or damage which may arise or be suffered through use or reliance on anything contained in, or omitted from, this presentation.

Content and concepts in this presentation are contained in the presentation released in March 2025 as well as public information found on www.decidr.ai and other owned Decidr.ai digital assets

This presentation has been authorised for release by the Board of DAI.

Decidr AI Industries Limited ACN 614 347 269 - 347 Kent St, Sydney NSW 2000, Australia.

All amounts are in AUD \$ unless stated otherwise.

Some amounts may not add due to rounding.

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Decidr brings SMEs into the era of AI

Guided by human creativity, DecidrOS allows SMEs to evolve into AI-first businesses that operate and adapt autonomously
- elevating human work, outperforming human-native businesses and creating the [New Agentic Economy](#).

 Decidr =  Palantir for SMEs

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Accelerating our commercialisation pathway

Transforming the SME landscape, streamlining operations and enhancing efficiencies

Company overview

The problem we are solving

Recent acquisition of remaining 49% of Decidr.ai

Strategic outlook

Equity Raising to accelerate growth

- Decidr AI Industries Limited ("Decidr, the "Company" or "DAI") is an Agentic AI Enablement Group.
- DAI is transforming into an AI-enablement company, following the successful deployment of cutting-edge applications using technology developed by Decidr.
- DecidrOS, Decidr's proprietary operating system through Agentic AI Apps caters to SMEs to streamline operations, breaking down data silos and reducing manual work.
- Traditional enterprise software is disconnected, with fragmented tools and legacy systems making decision-making and workflows inefficient.
- The lack of scalable enterprise adoption means everyday tasks and processes are slow and costly, whilst integration efficiencies falls behind
- Decidr positions itself as a plug-in AI operating system, bridging the gap between legacy systems and driving efficient growth.**
- On 25 August 2025, Decidr announced the acquisition of the remaining 49% of Decidr.ai¹, reinforcing the Company's commitment to integrating Decidr's proprietary Agentic technology into its operating model and customer offering.
- Full ownership of the Decidr platform enables Decidr to accelerate our Agentic AI strategy with speed and cohesion.
- Acceleration of DecidrOS** deployment across commercial and enterprise partnership network
- Drive global expansion** through unified leadership team and streamlined governance structure
- Enhance platform capabilities** through consistent product evolution; and
- Increasing revenue scale and operational leverage**, consolidating go-to-market, customer success and support functions into a single platform.
- Decidr has completed an Equity Raising via an Institutional Placement of \$20.0m at an Offer Price of \$0.90 per New Share to professional and sophisticated investors, within the Company's existing placement capacity under Listing Rule 7.1 and 7.1A. The Equity Raising is not underwritten.
- Use of proceeds from the Equity raising will further accelerate Decidr's commercialisation and roll out strategy of its Agentic AI platform.
- The Equity Raising will strengthen the institutional ownership of Decidr and increase free-float and liquidity in the market for Decidr shares.
- Morgans Corporate Limited ("Morgans") acted as sole Lead Manager and bookrunner to the Equity Raising.

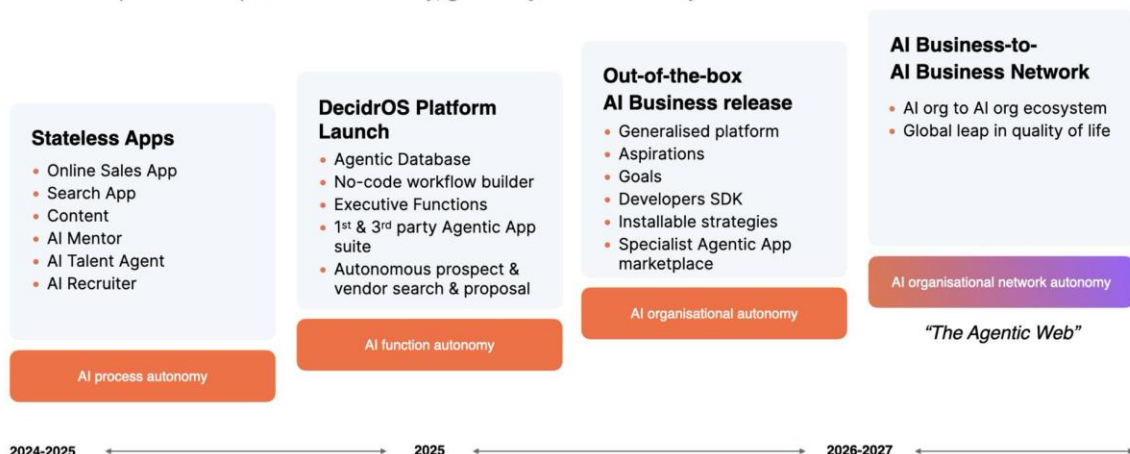
1. Subject to shareholder approval in or around October 2025.

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Building the Agentic Web

AI-first companies that operate autonomously, guided by human creativity



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Revolutionising the Agentic AI industry

Solving the global problem

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Why now - The Agentic Layer

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Market forces driving the Agentic economy

Every major technological shift redefines who wins by changing the dominant system of record and removing friction in how customers, products and vendors connect.

In the Agentic era, there will be one record for every customer, product and vendor - and Decidr will own it.

Era	Bricks & Mortar	Online	Agentic
Service Model	Human-led full service	Human-led self service	AI-led full service
Infrastructure Winner	SIMON	aws	OpenAI
Market Power	Square footage	Server scaling	Generative AI
Hardware Winner	IBM	Apple	NVIDIA
Market Power	Cash registers, mainframes	Smart Phone	Compute
Software Winner	SAP	Google	Decidr
Market Power	ERP	Search	AI Organizations

These shifts happen fast once infrastructure and hardware reach a tipping point....which is now

Signals: • Fewer GPT Wrappers • More system buys • Risk-on for outcomes → → →

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95% of generative AI pilots fail

Despite the rush to integrate powerful new models, about 5% of AI pilot programs achieve rapid revenue acceleration; the vast majority stall, delivering little to no measurable impact on the P&L.

<https://mandu.media.mit.edu/>

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Agents fail in the wild

Error Compounding

Error rates compound exponentially in multi-step workflows.

95%
Reliability
per step



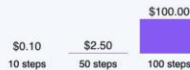
20 steps

36%
Workflow
success

Multi-step agents are unreliable in real-world business workflows

Token Cost Bloat

Context windows create quadratic token costs.



Multi-step workflows are prohibitively expensive at scale

Tool brittleness

Operating across systems creates many failure points

Unreliable decision making at scale

Multi-step AI Agents:

Fail too often

Cost too much

Don't have reliable connectivity

What businesses need isn't better models (LLMs); it's a fundamentally different, reliability-first architecture.



"I don't think we've kind of nailed the the right way to interact with these agent applications. I think a human in the loop is kind of still necessary because they're not super reliable."

Harrison Chase, Co-founder LangChain

<https://www.wired.com/story/ai-agents-legal-liability-issues/>

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Competitive landscape

Positioning in the Agentic Economy

Moving beyond generative copilots and vertical agents into the defensible quadrant of horizontal orchestration

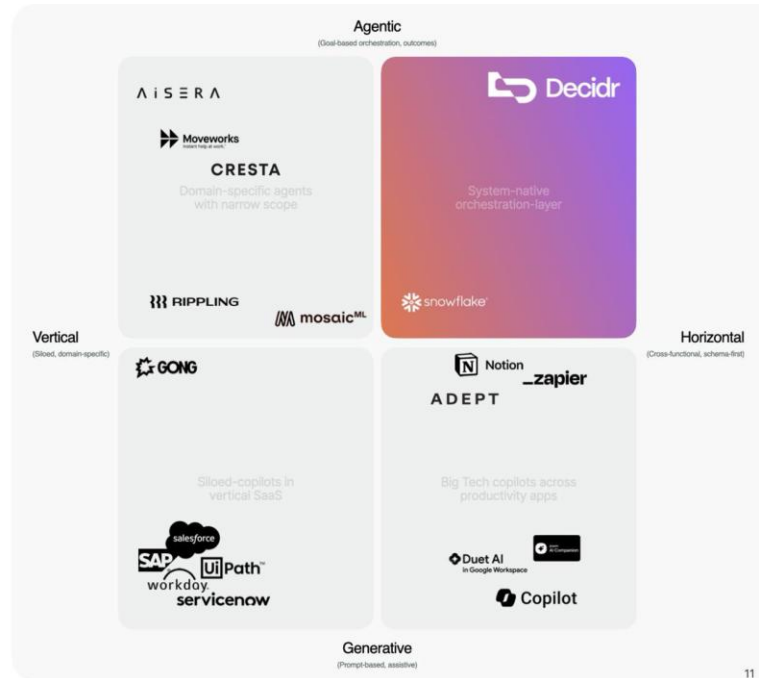
They bolt on AI → We're system native

They stay siloed → We unify

They hallucinate → We verify

They bloat costs → We scale efficiently

"[The] first agent to connect all of your work apps - so it can access information and complete tasks across all of them - will probably win."
David Sacks - General Partner Craft Ventures, White House AI Czar



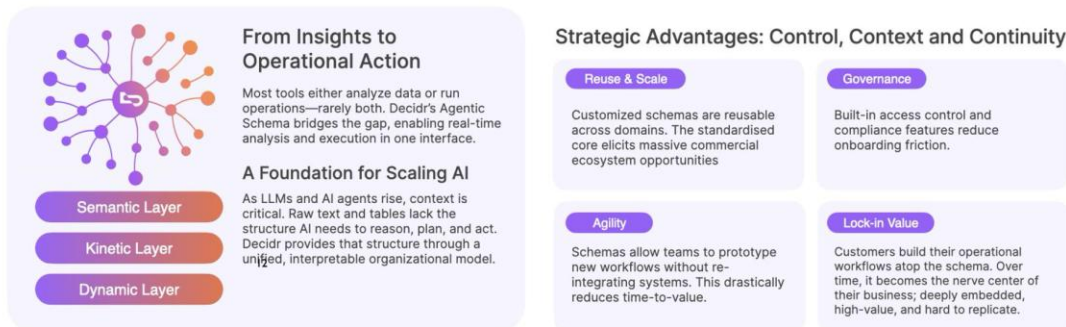
Decidr's Agentic Schema: Unique, defensible technology

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An agentic schema unlocks the power of generative AI

Traditional enterprise software focuses on infrastructure—cloud, pipelines, dashboards—but not meaning. Without context, data is just noise.

Decidr solves this by adding semantic clarity through a machine-readable, business-aware model.



The Decidr Agentic Schema is a first-principles, operational blueprint of the organization itself.



In an era of AI disruption, data fragmentation, and operational complexity, Decidr's schema strategy offers something rare: **coherence**

Decidr has built a framework for thought and action in a world increasingly governed by data and machines. DecidrOS brings structure to chaos, enabling human teams and AI agents to operate in concert, grounded in a shared understanding of their environment. **It turns businesses from brittle, siloed systems into adaptive, intelligent networks.**

If the 20th century business ran on hierarchy and reporting lines, the 21st century organization will run on a schema; **a semantic layer as important to operations as the balance sheet is to finance.**

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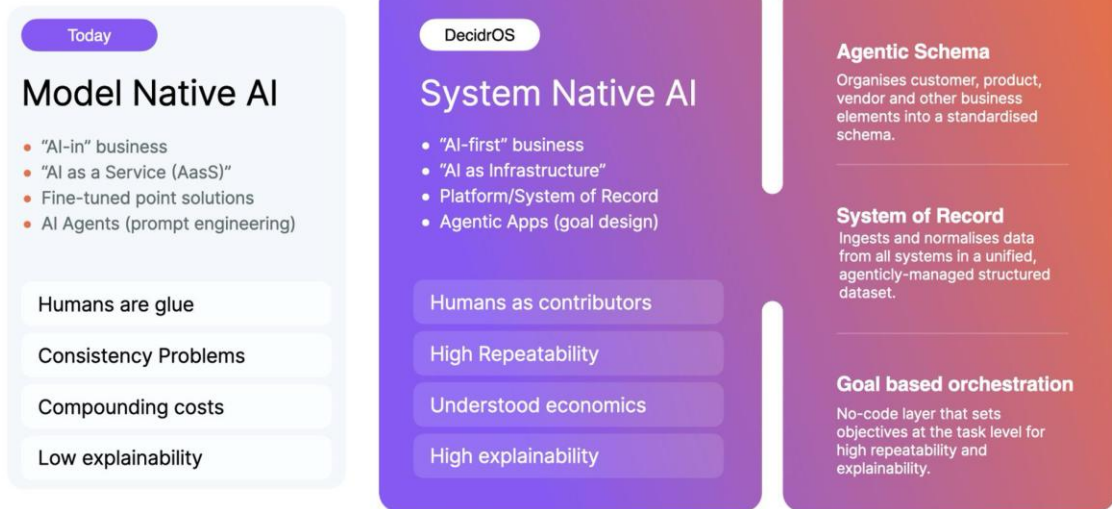


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DecidrOS

The platform in action

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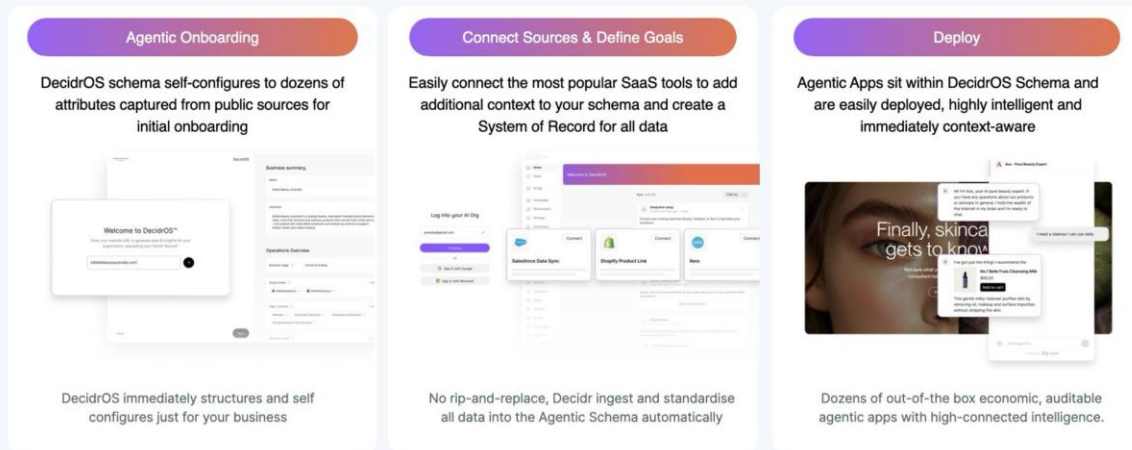
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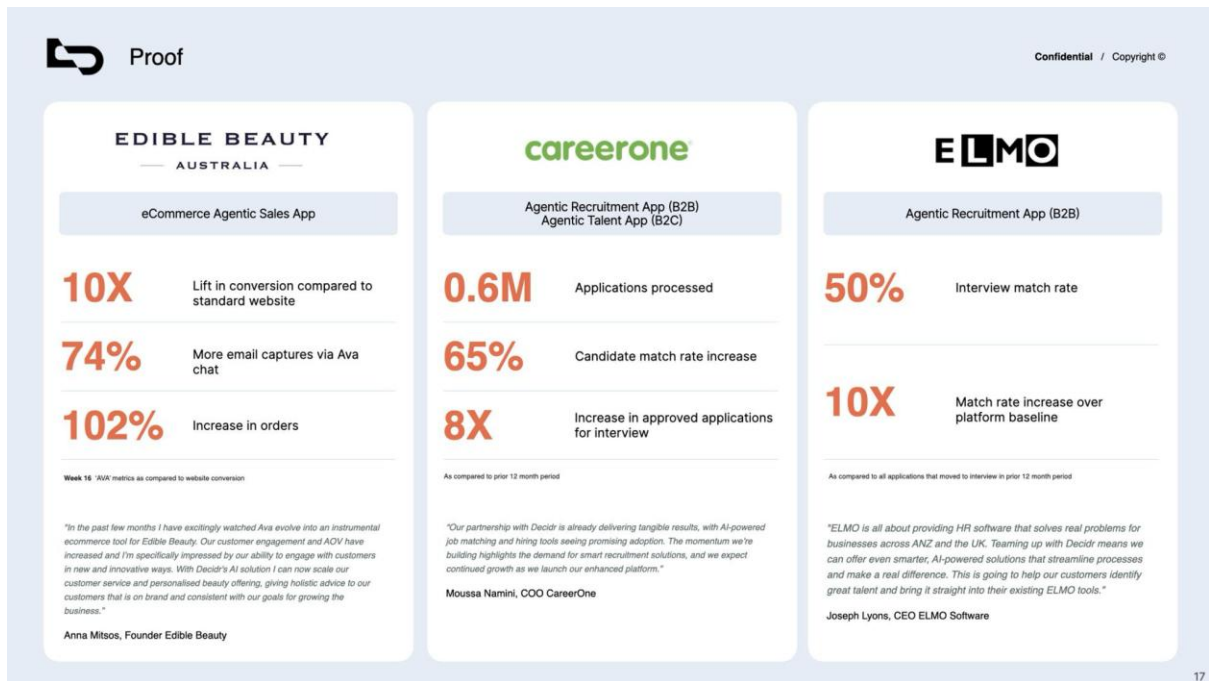
Platform in action

DecidrOS in 60 seconds

From data to outcomes in three steps



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Go to market strategy
Building significant momentum

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Scaling through embedded partnerships

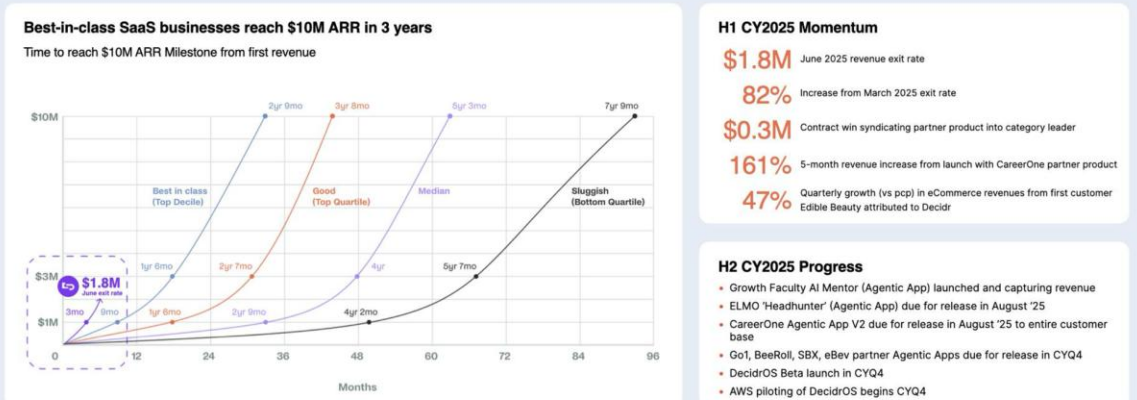
A capital efficient GTM model leveraging partner distribution and embedded AI value



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Early proof points & ecosystem momentum

Early pilots and ecosystem apps show strong demand and adoption velocity

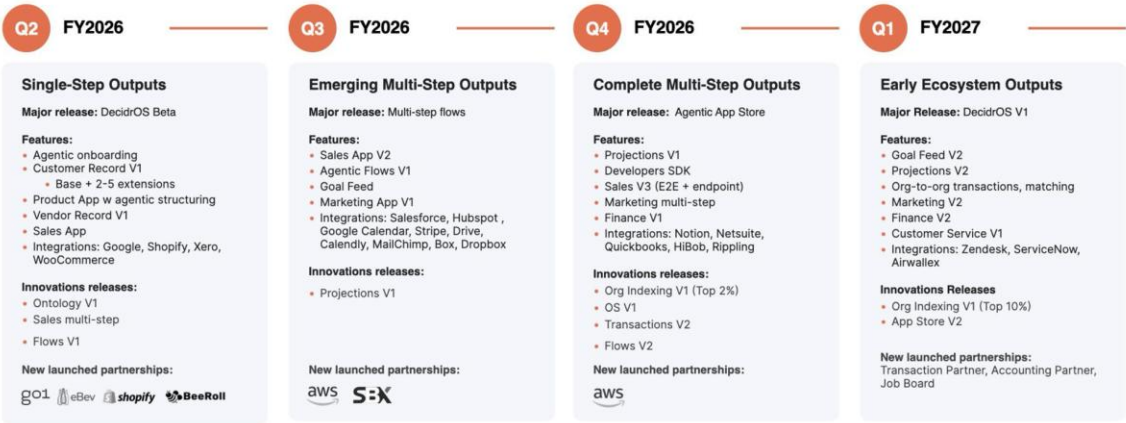


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Building the Agentic Web

AI-first companies that operate autonomously, guided by human creativity



Growth strategy & equity raising

Advancement of commercialisation and deployment






Agentic Graph Creation & Fast-track Strategy

Building on an existing partnership universe...



And several near-term market entry opportunities to fast-track US expansion and land-grab partnerships.

with new Australian partners announced...

	eBev Traction	Paid piloting started mid-Sept. Very high pilot accuracy: 88% match rate across 10,000 products
	Hospitality Partner Expansion	NowBookIt partnership signed: access to 11,000 hospitality venues via reservation booking app - deepening sector value
	AIM Extension	Currently in negotiation for a 3X-5X increase in CY2026 on June announced contract for for agentic app development in education sector
	Existing Partner Traction	1st agentic app: candidate ranking as default-on for ELMO recruitment customers starting Oct 1. Front and back-book GTM commencing. Go1 on-track for October launch.
	SME Pre-boarding	New pre-boarding technology released in DecidrOS Beta to build out 10,000s of AU and US businesses

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Equity raising overview

Driving commercial roll out and deployment of proprietary technology

Institutional Placement	<ul style="list-style-type: none"> Institutional Placement of \$20.0 million to new and existing professional and sophisticated investors through the issue of approximately 22.2 million New Shares within the Company's ASX LR7.1 and 7.1A placement capacity. New Shares issued in the Institutional Placement will be approximately 10.7% of current issued capital. The Company reserves the right to increase the size of the Placement, subject to demand. The placement is not underwritten.
Offer Price	<ul style="list-style-type: none"> Equity Raising is priced at an offer price of \$0.90 per new share ("Offer Price"), representing: 4.3% discount to the last traded share price of \$0.940 on Thursday, 18 September 2025; and 1.5% premium to 10-day VWAP of \$0.886 per share.
Use of Funds	<ul style="list-style-type: none"> Funds raised will be used for: Accelerating deployment of Agentic AI platform direct and with partners Accelerating global growth opportunities Growth working capital; and Costs of the Equity Raising.
Ranking	<ul style="list-style-type: none"> All New Shares issued under the Equity Raising will rank equally with existing shares on issue as at their date of issue
Lead Manager	<ul style="list-style-type: none"> Morgans Corporate Limited ("Morgans") acted as the sole Lead Manager and bookrunner to the Equity Raising.

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Sources, uses of funds and pro forma capital structure

Sources	ASM
Institutional Placement	\$20.00
Cash and cash equivalents balance as at 30 June 2025	\$7.75
Option Exercise	\$8.00
Total Sources	\$35.75

Uses	ASM
Accelerating commercialisation and deployment of proprietary technology inc. partnerships	\$9.00
International expansion initiatives	\$6.00
Working capital and costs of the Equity Raising	\$20.75
Total Uses	\$35.75

Fully paid ordinary shares ¹	Existing shares	% pre-offer	Offer shares issued	Post-offer shares	% Post-offer shares
Lead Nation Holdings	5,217,210	2.5%	0	5,217,210	2.3%
KLI Pty Ltd	4,115,116	2.0%	0	4,115,116	1.8%
Blue Boat Group Limited	3,883,654	1.9%	0	3,883,654	1.7%
Vincent Corp Pty Ltd	3,830,000	1.8%	0	3,830,000	1.7%
Institutional Placement	0	0.0%	22,222,223	22,222,223	9.7%
Other shareholders	190,584,631	91.8%	0	190,584,631	82.9%
Total shares outstanding	207,630,611	100%	22,222,223	229,852,834	100.0%
Other securities					
Options	65,946,950	31.8%	0	65,946,950	28.7%
ESOP – performance rights	2,692,246	1.3%	0	2,692,246	1.2%
Decidr.ai 49% shares ¹	78,400,000	37.8%	0	78,400,000	34.1%

(1) Fully paid ordinary shares as of last close on 16 September 2025 (2) Scrip issuance shares are subject to shareholder approval

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Equity raising timetable

Indicative summary of events	Date
Trading halt announced	Friday, 19 September 2025
Placement bookbuild completed	Friday, 19 September 2025
Trading halt lifted – Securities recommence trading on ASX and announce completion of Institutional Placement	Monday, 22 September 2025
Settlement of New Shares under the Institutional Placement	Friday, 26 September 2025
Allotment and Quotation of New Shares under Institutional Placement	Monday, 29 September 2025

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Case studies

The proof

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Agentic App Scaling - AI Mentor

Decidr Agentic Apps have bridged the trust divide with expert talent



Andrea Clarke

Australian work futurist, award-winning author, and keynote speaker



"It's a very personal thing to have an AI version of yourself. I wanted to be represented in a way that ChatGPT couldn't do.

To have your content curated in such a way that's deliberate and more helpful for the user is true to who I am. Decidr was able to achieve this challenge."



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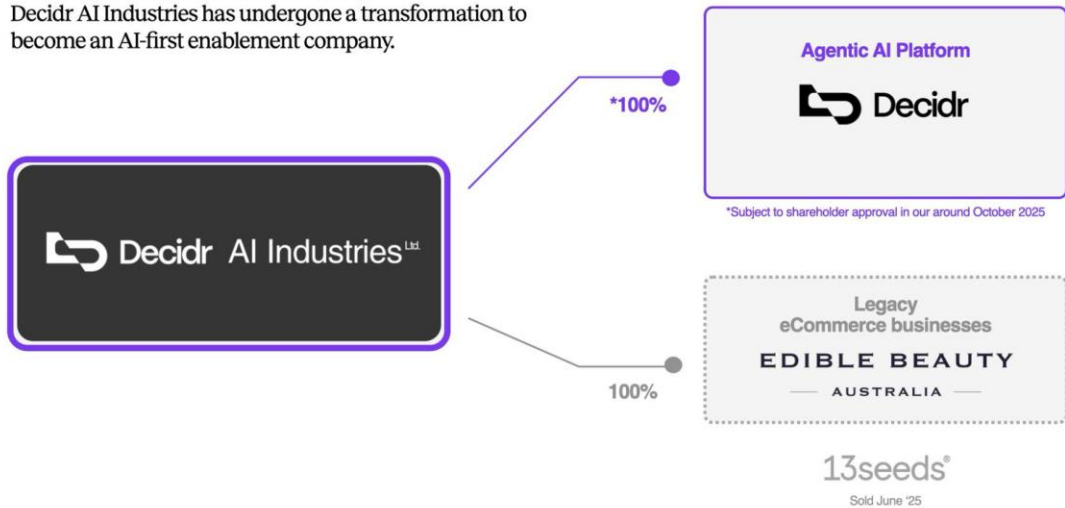
Appendix

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Who is DAI?

Formerly known as LiveVerdure (LV1), Decidr AI Industries has undergone a transformation to become an AI-first enablement company.



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Senior Leadership Team

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Paul Chan

Co-CEO, Chief Innovation Officer

Paul founded Pureprofile in 2000, raising capital from large institutions, building international teams and alliances and developing industry leading technology platforms. In July 2015, he successfully took Pureprofile public on the Australian Stock Exchange (ASX:PPL), establishing it as a global business with offices worldwide.



Michael Cindric

Global CTO

With extensive experience across high profile projects, Michael has been pivotal in the success of platforms like [airtasker.com](#), [shipt.com](#), [pureprofile.com](#) and [OneBigSwitch.com.au](#). His expertise also extends to iPhone application development, having worked with Football Federation Australia, and Telstra



David Brady

Global CFO

David Brady brings over 18 years of diverse commercial experience to Decidr, consistently driving success across sectors such as FinTech, B2B lending and digital technology. He has expertly overseen businesses at various stages, including startups, scaleups and high-growth private equity ventures.

Most recently, David served as CFO at Angle Asset Finance, a B2B lending company owned by Cerberus Capital. Before this role, he was the CFO for FinTech giant Beforepay Group Limited (ASX: B4P), where he laid the groundwork for significant growth, ultimately leading to an IPO in 2022.

David's extensive career also includes senior finance and commercial positions at tech-driven companies Zoom2u Limited, Medical Director, Fusion Payments and Link Market Services Group.



Ash Farr

US President, Global CMO

Ash Farr is a business strategist and growth operator with a track record across startups, multinationals and Fortune 100 companies.

Ash founded SMART, Australia's largest independent marketing services company (acquired by McCann Worldgroup), and SpikeRadio, the world's first global music streaming platform to IPO. He began his career at Virgin Group, launching new businesses and markets, and later led major innovation programs at WPP and McCann for clients including Mazda, Microsoft, Verizon and MasterCard.



David Brudenell

Executive Chair, Co-CEO



Craig Hodges

Global Chief Commercial Officer

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Decidr technology disrupts legacy SaaS technology and reimagines databases for AI

Decidr technology allows businesses to use their current data to shortcut expensive AI training and build costs to deliver highly intelligent, contextually aware Agentic Agents across an entire business.

Decidr Technology Feature	Benefit	Disrupts	Unfair Advantage
Proprietary "AI Database" optimised for Large Language Models (LLM)	<ul style="list-style-type: none">Significant reduction in AI build costsHigh AI result accuracyLLM agnostic	Expensive ERP, Datalakes Data cleaning & structuring AI training and retraining	<ul style="list-style-type: none">Significant increases in deployment speedSignificant decrease in compute costs
Complete organisational schema design	<ul style="list-style-type: none">Uniform data design for all customersAI-structured data from unstructured and semi-structured dataHighly scalable design for AI-to-AI communicationUpgradable	AI orchestration tools	<ul style="list-style-type: none">Faster onboarding and system interoperabilityReusable structure across industries
Agentic data enrichment	<ul style="list-style-type: none">Any business gets enterprise-level dataSignificant reduction in human costsSignificant increase in data quality and workflow impact	CRM systems Datalakes System connectors	<ul style="list-style-type: none">High-quality AI input without enterprise investmentEnables lean AI transformation
Horizontal Agent Deployments	<ul style="list-style-type: none">Agentic Agents can be deployed in most areas of the businessProductivity & efficiency gainsDeploys can be fit to the customers' readiness	AI 'point solutions'	<ul style="list-style-type: none">Broad applicability accelerates time to valueFuture-proof: scales with the business

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What's new and defensible:
why DecidrOS wins

Where today's point-solutions fail,
DecidrOS provides the system design

