ASX Release
06 March 2025

Decidr Investor Presentation

Further to LV1's announcement confirming its name change to Decidr AI Industries Ltd (ASX: DAI) ("Decidr" or "the Company") as voted by shareholders on March 5, 2025, please find attached an overview of the Decidr.ai business. A recording of the presentation, conducted by Executive Chairman, David Brudenell can be found here or at www.decidrindustries.ai

Authorised for release by the Board of Decidr AI Industries Ltd.

For further information please contact:

Investor relations

investors@decidr.ai

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. LV1 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 LV1 activities, news and access historical information register on the LV1 Investor Portal: https://liveverdure.com.au/auth/signup

For more information see:

https://www.decidr.ai/

https://ediblebeautyaustralia.com/

https://decidrindustries.ai/

https://13seeds.com.au/

Decidr

Agentic Agent Onboarding for every business

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.

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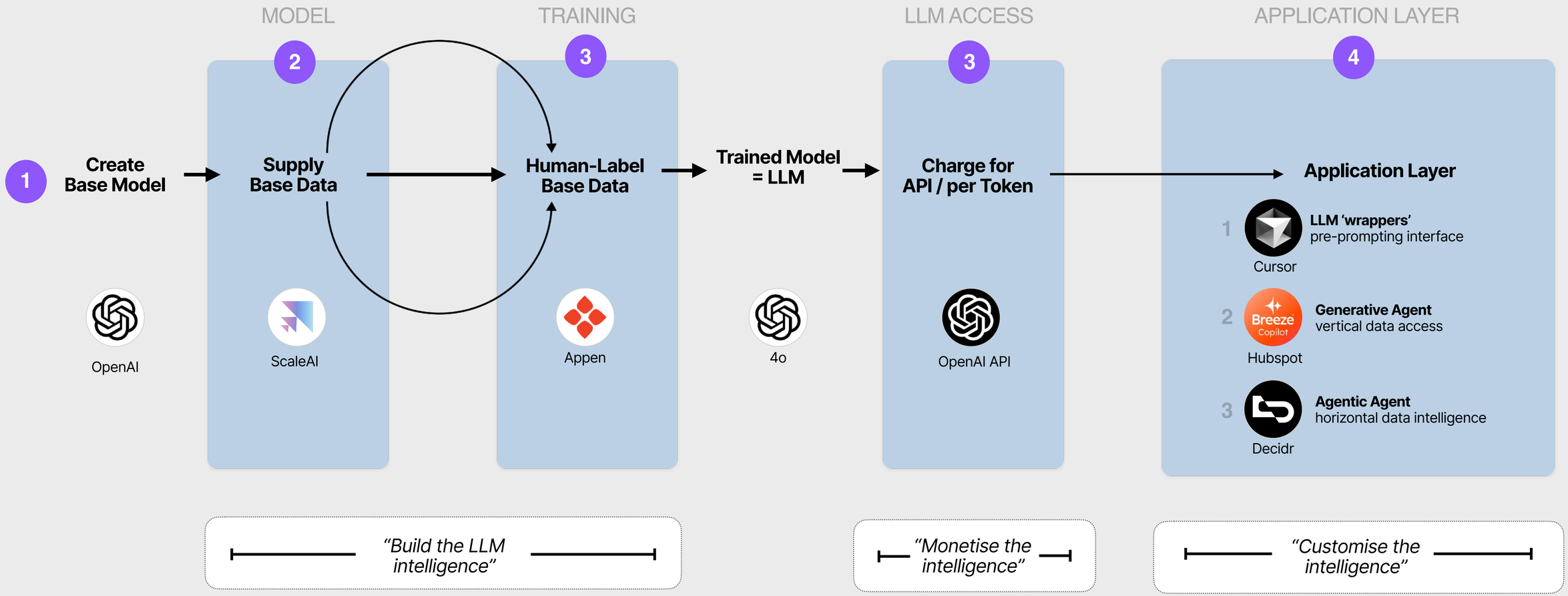
Decidr AI Industries Limited ACN 614 347 269 - 347 Kent St, Sydney NSW 2000, Australia.

All amounts are in AUD $ unless stated otherwise.

Some amounts may not add due to rounding.

AI Development: Four Investment Areas

A neural network that is trained to predict what word should come next in a sequence based on a prompt



AI Agents: Today's third wave of Generative AI

We are moving from AI experimentation to AI application

Today

Generalist Chat

AI tools that can provide general assistance, but require human context

Examples

ChatGPT, Claude, Gemini

Expert Chat

AI tailored for specific industries, but still needing human input

Examples

Jasper, Socks, Wordsmith

AI Agents

AI that can execute tasks autonomously with human oversight

Examples

Operator, Replit, Relevance

Agentic Agents

AI capable of setting goals and exploring creative paths from a human goal

Examples

Decidr, ?, ?

AI Organisations

A network of AI agents, Agentic Teams and human overseers

Examples

Decidr, ?, ?

Core skills

Working with LLMs

Core skills

Building AI agents

The Agentic Web

2022 — 2025 — ?

Decidr agents are truly Agentic

They can think creatively while working toward a goal and are significantly ahead of the market

Decidr Agentic Online Sales Agent -'Jerk' Testing Protocol - Live Commercial Install

EDIBLE BEAUTY
AUSTRALIA

Ava

I am Ava, your Edible Beauty AI skincare and wellness consultant.
May I have your name, please?

To view the video and a talk-track of this presentation go to decidr.ai/investors

Type your message here

Powered by Decidr

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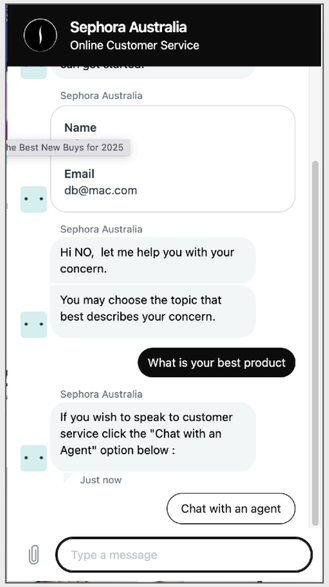
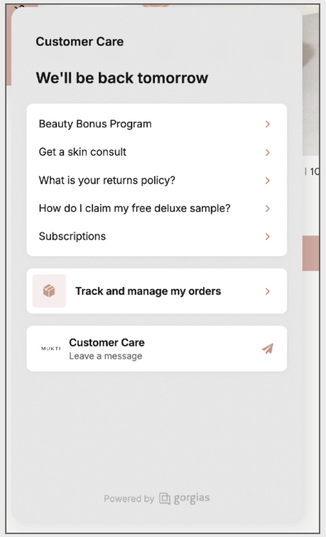
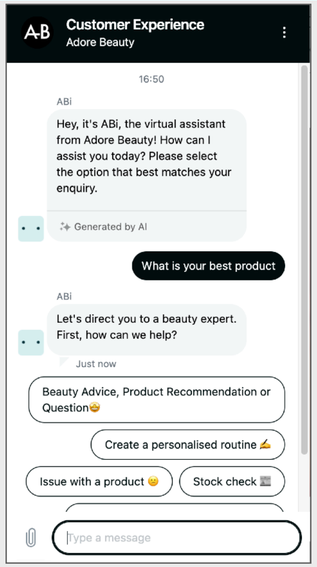
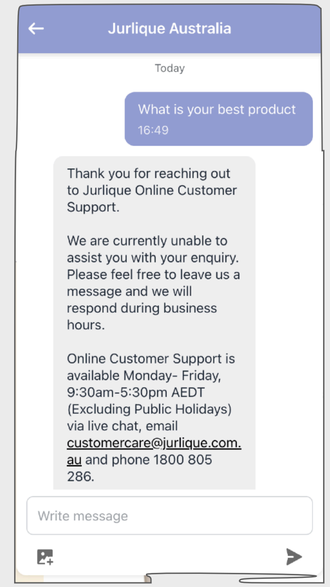








- 5/5 top comparable agents in the same category fail the first question
- Likely all are AI Agent, so are workflow based and cannot creatively adapt to the question approach
- These are good examples of the difference between an AI Agent vs. an Agentic Agent

AI Sales Agent
Commercially Deployed
Directly Integrated into shopify
5.2M STORES
2.1M DAILY USERS

Building a commercial-ready agent is hard and expensive so companies are forced to create vertical agents

Vertical agent offerings will create a subscription stack worse than our current SaaS reality

No strategic approach



Yann LeCun
Chief AI Scientist, Meta

“There's a lot of hype around AI, but the reality is that building robust, reliable AI systems is incredibly complex and challenging.”

1 Use Cases & Objectives

5-10%

Future ‘AI Tax’ with many AI subscriptions, integration costs, and poor data interoperability



Ben Thompson
CEO, Stratechery

"The subscription stack of SaaS solutions is already a point of friction; adding AI layers will create what can only be called an 'AI tax' that few organisations can sustain."

2 Design & Prototype

10-15%

Not enough initial data



Andrew Ng
Stanford University

“The key to increasing adoption is to make the AI produce better outcomes through a data-centric approach.”

3 Data Collection & Preprocessing

10-15%

Not enough ongoing data



Peter Norvig
Google Research

“The dirty secret of AI is that it runs on data. Lots and lots of data.”

4 AI Model Development

20-25%

Hidden integration costs, SaaS+ AI fees



Satya Nadella
CEO, Microsoft

"The democratisation of AI tools is critical, but it will also come with the challenge of integrating them into existing systems, a task that requires significant expertise and resources.”

5 System Integration

15-20%

6 Deployment & Testing

10-15%

High specialist costs



Lila Ibrahim
COO Google Deepmind

“The biggest challenge we face in AI is not the technology itself, but the talent to build and deploy it effectively”

7 Maintenance, Updates & Monitoring

10-15%

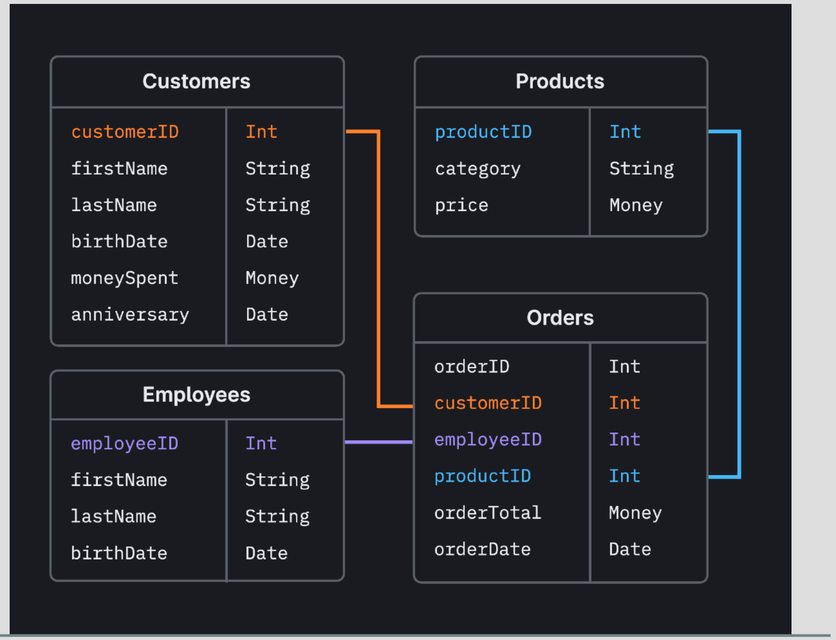
100%

AI Agents Development Stages Cost

Building Agents is expensive, so providers are vertically focused

All AI operates on databases that were built for human intelligence making Agent building expensive

AI TODAY EXISTS ON DATABASE STRUCTURES BUILT FOR HUMAN INTELLIGENCE



Built for HI - Human Intelligence
(Classic structure)

HIGH COSTS, FEW VERTICAL AGENTS WITH WIDE RESPONSIBILITIES

Large Vertical Agents or Complex Development

High data prep costs	High Training Costs
High RLHF[1]	Vertical Smarts
Data sovereignty issues	Training IP issues
Hallucination[2]	Low inference[3]

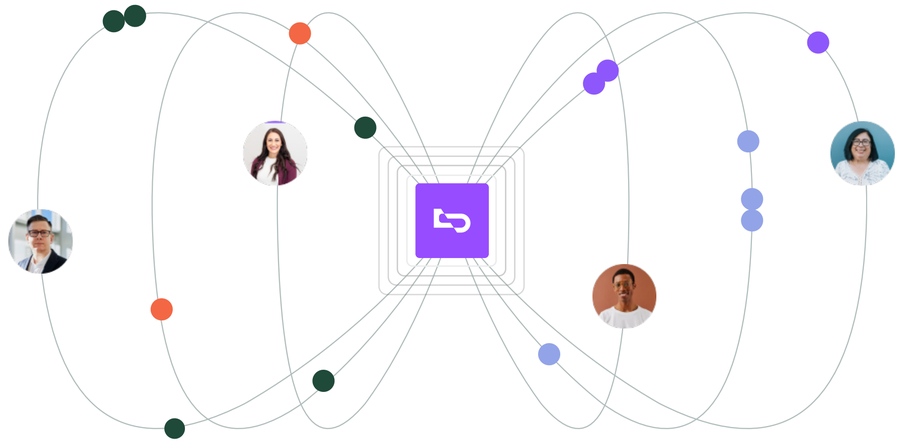
Vertical Agent Examples: salesforce einstein, servicenow Now Assist, HubSpot Breeze

1. RLHF = reinforcement learning from human feedback
2. Incorrect or misleading results that AI models generate
3. Inference = the ability for a trained AI model to draw accurate conclusions from brand-new data

Decidr built a database for Artificial Intelligence dramatically dropping the preparation costs of Agent building

You can create more, smaller agents and avoid many of the current intelligence limitations

DECIDR HYPERVECTOR DATABASE ARCHITECTURE IS DESIGNED FOR ARTIFICIAL INTELLIGENCE



Built for AI - Artificial Intelligence
(Org AI)

LOW COSTS, MANY HORIZONTAL AGENTS WITH NARROW RESPONSIBILITIES

Small Horizontal Agents

Low data prep costs	Low Training Costs
Low RLHF[1]	Horizontal Wisdom
Fully Federated	Trustless
Low Hallucination[2]	High Inference[3]

Horizontal Agent Examples Decidr

1. RLHF = reinforcement learning from human feedback
2. Incorrect or misleading results that AI models generate
3. Inference = the ability for a trained AI model to draw accurate conclusions from brand-new data

Decidr Onboarding Studio gives Agents to every business

Our platform strips away the complexity and costs of Agent building and increases Agent intelligence

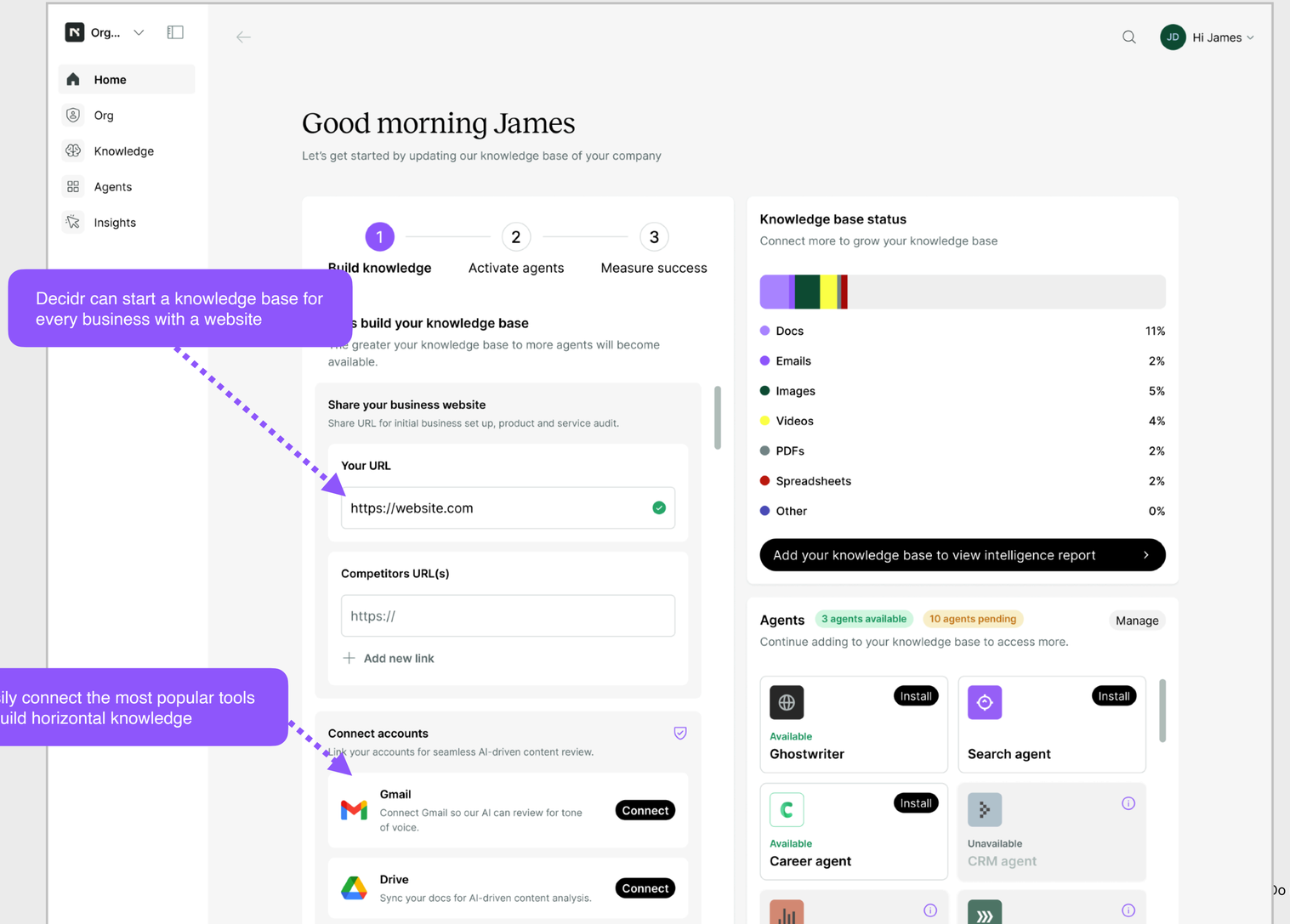
By moving from large vertical agents to small horizontal agents, Decidr makes agents accessible to all business sizes.

Decidr Horizontal Agents:

- Get context from *looking across* your business data
- Don't require training. They are *quickly intelligent*
- You *don't need* specialised teams to integrate
- All agents are natively *networked across all your business data*
- You can start simply and grow your agents over time on a single platform

When signing up you get:

Ability to connect the most popular SaaS tools to your account	An AI data warehouse for your company knowledge	Ability to launch, tune and monitor multiple Agentic AI Agents



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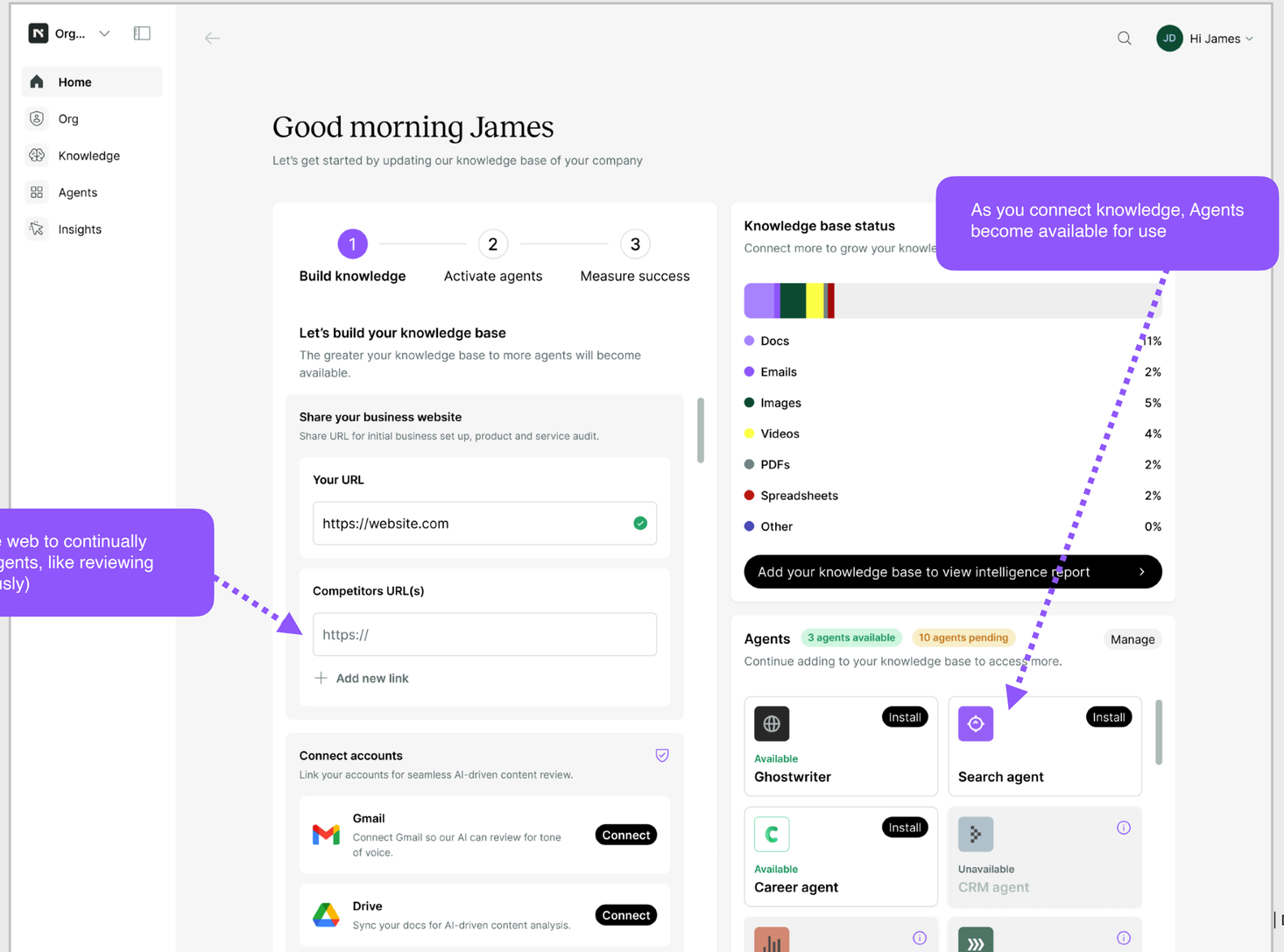


Fast-track productivity for a SME

Our platform strips away the complexity and costs of Agent building and increases Agent intelligence.

After quickly connecting and building their corporate knowledge, businesses can activate multiple agents to drive productivity and efficiency immediately.

Agents activated with your URL, competitors' URLs and popular file storage subscriptions

AI Content Writer
Writes product descriptions, blogs, white papers. Fully abreast of all company and competitor outputs.

AI Recruiter
Writes job ads, sifts through candidates, recommends top applicants, books interviews.

CRM Agent
Creates a live, continuously updating CRM of all clients, customers and prospects.

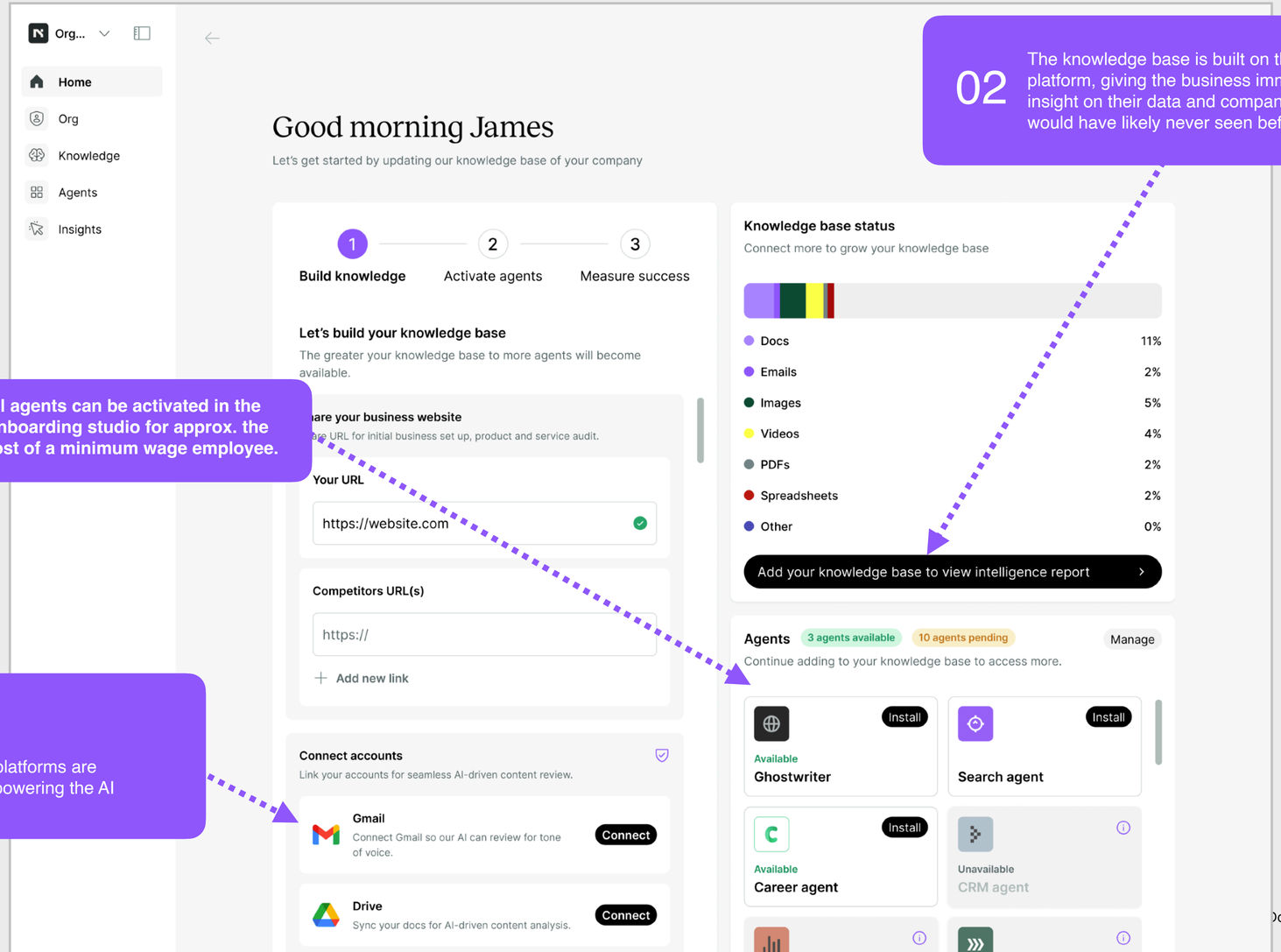
Salary Intelligence
Provides real-time salary performance benchmarking on current employees and prospect candidates.

Search Agent
Provides real-time salary performance benchmarking on current employees and prospect candidates.

All agents can be activated in the Onboarding studio for approx. the cost of a minimum wage employee.

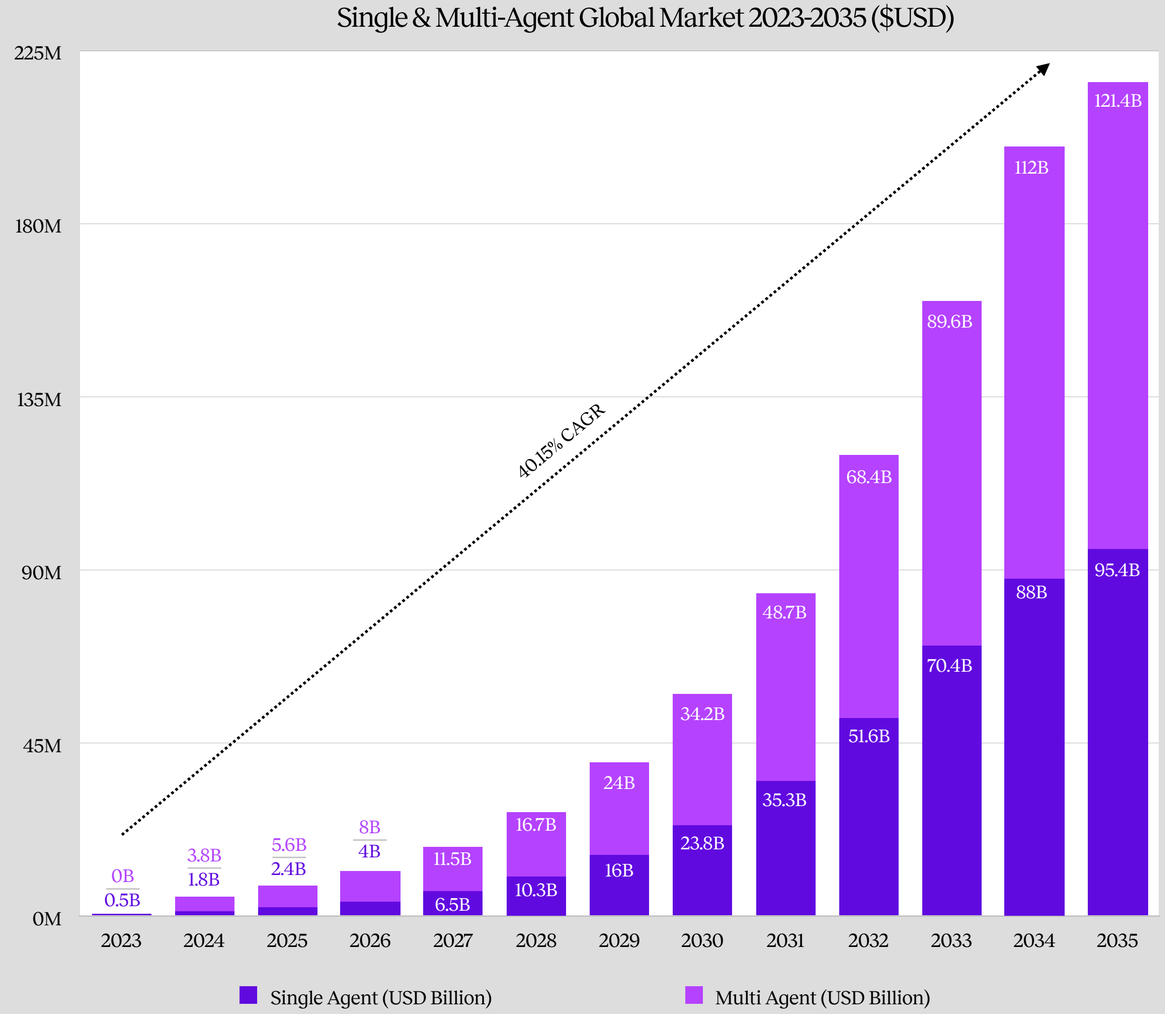
01
The most popular platforms are easily connected, powering the AI Agent intelligence

02
The knowledge base is built on the Decidr platform, giving the business immediate, new insight on their data and company that they would have likely never seen before



Decidr has advantage in both single & multi-agent marketplaces

Our technology and GTM approach via partnerships allows for highly defensible first-Agent deployment



MULTI-AGENT SYSTEMS - BUYER = ENTERPRISE

- Trained multi-agent systems are complex and expensive
- Data connectivity becomes a prohibitive cost
- Expertise required for creation and maintenance
- Agent IP and data ownership issues

Decidr

- Access via direct customers
- Expansion via partnerships
- Buyer = SME-MID-LARGE
- Multi-agents are native technology
- No-code building
- Fully federated, low IP/Data issues

SINGLE-AGENT SYSTEMS - BUYER = MED/ENTERPRISE

- Custom single agent systems are expensive
- Off-the-shelf single agents are vertical and limited in impact
- Medium/large ongoing data requirement for tuning
- Agent IP and data ownership issues

Decidr

- Access via partners large SAMs
- Horizontal agent = low cost, high intelligence
- Expansion via partner marketing & sales channels
- Piggy-back off accepted partner contracts, IP and data positions

1. Roots Analysis: AI Agents Market 2019-2035

Revenue pathways

Decidr 's horizontal platform allows for low-cost agent development syndicated into multiple channels

Direct

Customers discover Decidr via digital marketing and branding and engage directly

Current Customers

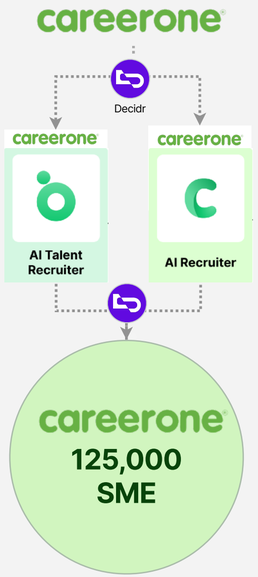
EDIBLE BEAUTY AUSTRALIA · ONSIDE · SYDNEY BEER CO · *Solynta · Ipromea · bellyME · mercha · Anchorage · DAVID JONES · SPL · access Uru Ākea

B2B Gross Revenue: AUD $1,000-3,000/pm per Agent inc. Onboarding Studio

Partner Co-created Products

Decidr and Partner co-create and Agent and they sell into their customer base on a contracted revenue share arrangement

Example

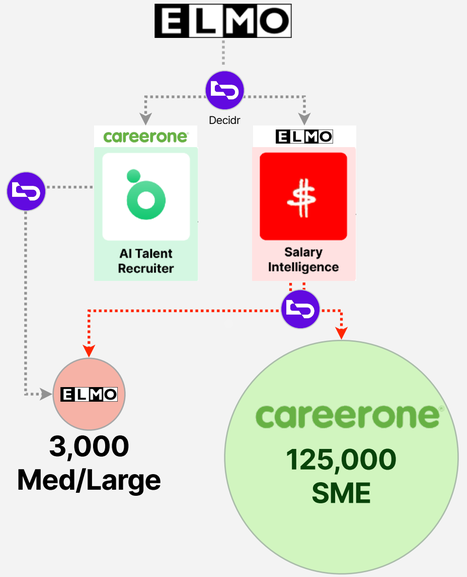


B2C Gross Revenue: Free - AUD $35/pm
B2B Gross Revenue: AUD $50-200/per job posting

Partner Ecosystem Syndication

Decidr has the commercial rights to embed Partner A agent into Partner B. Partner A, Partner B and Decidr share syndicated revenues

Example



B2B Gross Revenue: AUD $100-800+/pm per Agent

Marketplaces

Decidr builds agents directly into app marketplaces. Decidr captures recurring revenue and/or percentage of transaction via Decidr agent(s)

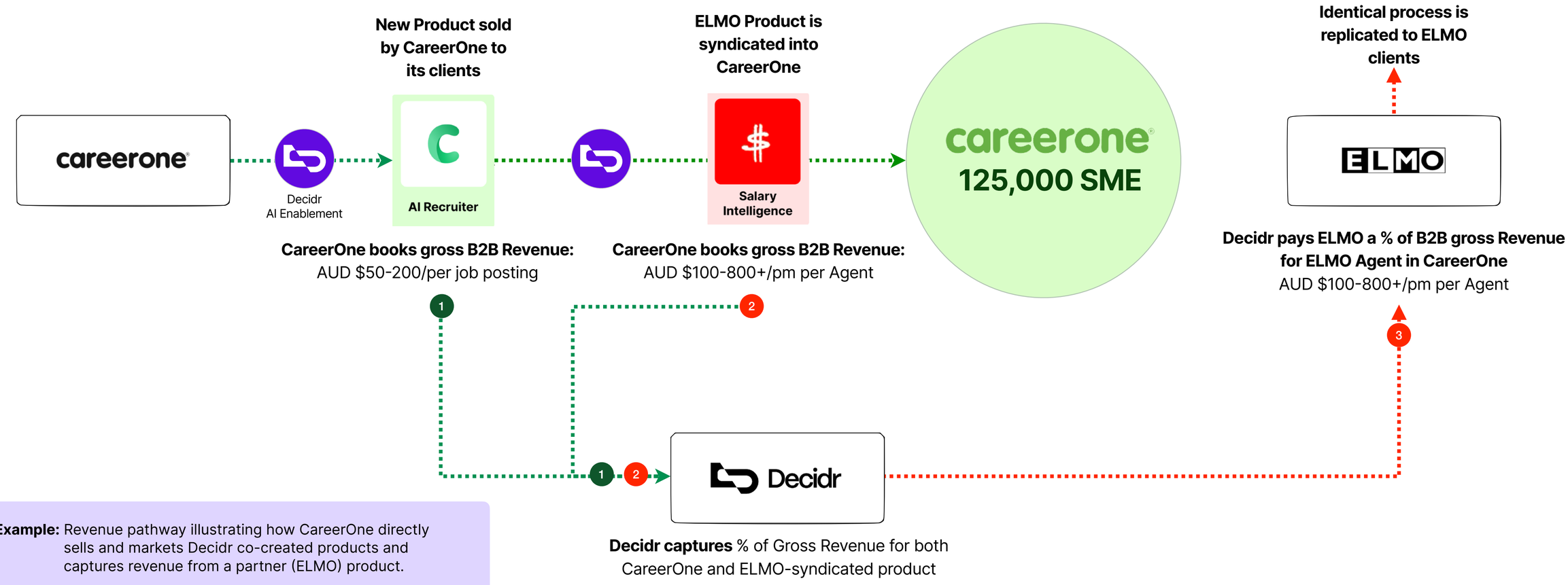
Example



B2B Gross Revenue: % of transaction + nominal monthly fee

Partners are creating new products with Decidr and are selling them to their clients

A revenue pathway example showing how partners sell their Decidr agents directly to their customers and how ecosystem partner agents are cross-sold



Example: Revenue pathway illustrating how CareerOne directly sells and markets Decidr co-created products and captures revenue from a partner (ELMO) product.

Partnerships give access to large audiences with low costs

Platform partners also face high AI development costs that Decidr can eliminate via co-created product development

Micro Business & Startups

Access:
- Partnerships
- Digital marketing

Monetisation pathway
- Build a AI-first business
- Multi-agent business functions (i.e. sales & marketing)

Decidr Advantage
- No-code platform
- Low cost entry / App Store access

SMEs

Access:
- Partnerships
- Digital marketing

Monetisation pathway
- Single partner-branded Agent
- Cross-sell to multi-agent

Decidr Advantage
- Embedded value in partner platform
- Low cost entry

Large Companies

Access:
- Partnerships
- Inbound AI leaders

Monetisation pathway
- Single-agent pilot
- Multi-agent deploy in business function (i.e. sales & marketing)

Decidr Advantage
- Speed to deploy
- Federated deployment

Marketplace Partnerships

shopify | 5.2M STORES 2.1M DAILY USERS

shopify | 5.2M STORES 2.1M DAILY USERS

Partners with Commercial Contracts

COHABIT | 0.25 LISTINGS 4.5M CONSUMERS

BeeRoll | 2,000 BUSINESSES 10,000 CREATORS

SBX BUSINESS BROKERS | 4,000 BUSINESS TRANSACTIONS P/A

careerone | 125,000 EMPLOYERS 5M EMPLOYEES

ELMO | 3,000 EMPLOYERS 1M EMPLOYEES

ONSIDE | 100 LARGE CUSTOMERS

go1 | 3,000 EMPLOYERS 8M EMPLOYEES

THE GROWTH FACULTY | 500 EMPLOYERS 10,000 SUBSCRIBERS

Why partner with Decidr?

DECIDR INCURS COST OF AI DEVELOPMENT

AI INCREASES SAAS REVENUE PER PARTNER CUSTOMER

EXPAND REVENUES VIA PARTNER-TO-PARTNER AI AGENT SYNDICATION

The Agentic opportunity in Australia is material Decidr is solving real business problems

Decidr's partner ecosystem and fast-to-market technology represents a large opportunity to enable tasks, processes and roles with Agentic tools to increase productivity and efficiency in organisations.

AU Partner B2B Universe

SBX · The Growth Faculty · COHABIT · ELMO · ONSIDE · careerone · BeeRoll

160,000 Businesses

Partner B2B Universe Salaries and Jobs

175B - 200B Salaries[1]

1.75 - 2.0M Jobs[2]

Example penetration rate **0.5%**

Example penetration rate **0.5%**

800 Businesses

880M in Salaries

0.88M Jobs

Current Decidr Agentic Agents

Recruitment & HR

AI Talent Agent	Better job matching
AI Recruiter	Faster time to hire
Salary Intelligence	Real time salary benchmarking
AI Tutor	Better course matching
AI Mentor	Intelligent mentorship

B2B Sales & eCommerce

AI Sales Agent	Intelligent on-site sales
Always-On CRM	AI powered CRM

Marketing

AI Ghost Writer	Informed content production
AI Search Agent	All company data natural language search

Backoffice

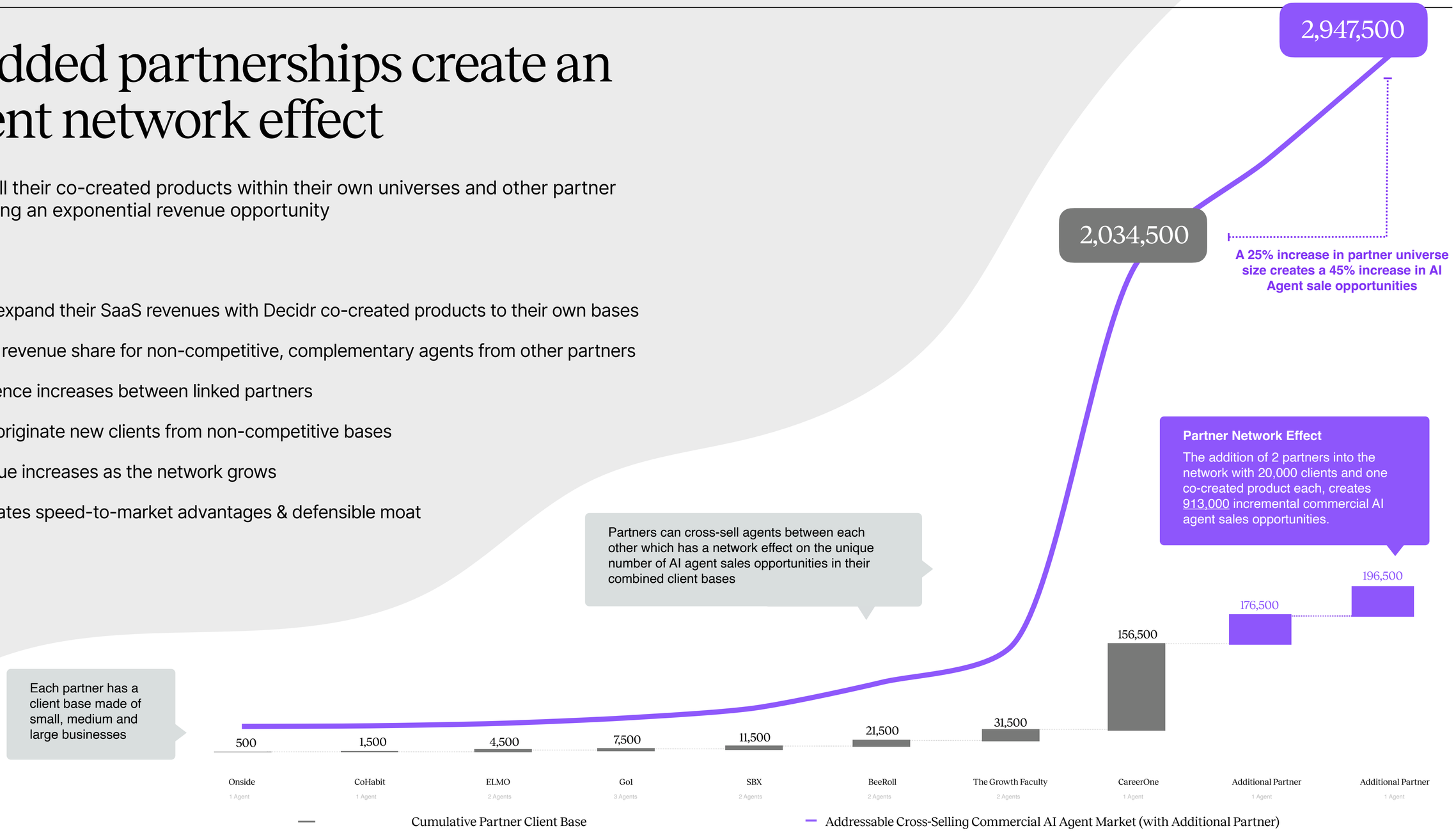
AI Service Agent	Intelligent customer service
AI Accounts Receivable	Automated reconciliation, report production and bookkeeping functions
AI Analysis	

1. Average Australian salary $101,955, Dec 2024 | https://www.abs.gov.au/statistics/labour/earnings-and-working-conditions/monthly-employee-earnings-indicator/dec-2024
2. 150,000 businesses each with an avg of 5-10 employees + c. 1,000,000 employees in ELMO universe

Embedded partnerships create an AI agent network effect

Partners can sell their co-created products within their own universes and other partner universes creating an exponential revenue opportunity

- Partners can expand their SaaS revenues with Decidr co-created products to their own bases
- Partners earn revenue share for non-competitive, complementary agents from other partners
- Agent intelligence increases between linked partners
- Partners can originate new clients from non-competitive bases
- Partner revenue increases as the network grows
- Approach creates speed-to-market advantages & defensible moat



1. GoI international customer base is circa 10,000. Australian base c.3,000

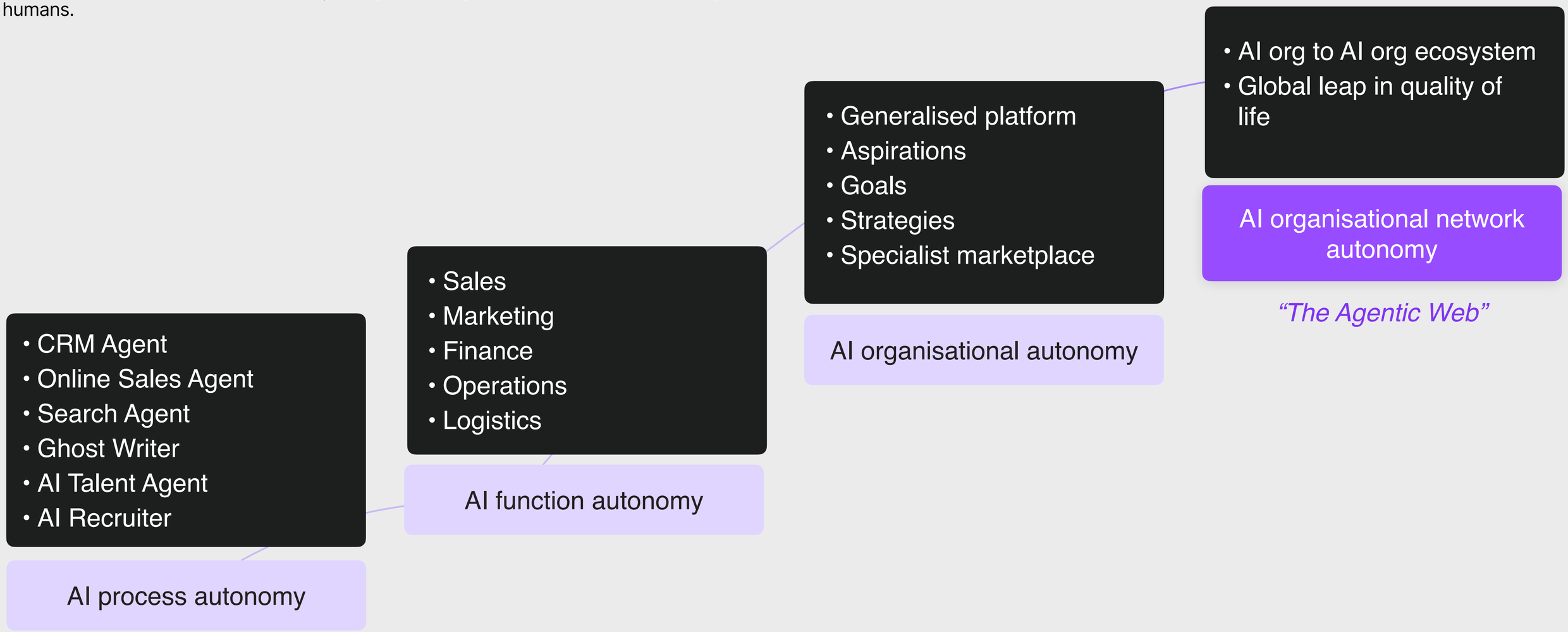
Decidr's horizontal approach allows low-cost entry to vertical SaaS

Via partnerships we can leap-frog into large customer bases quickly, build a defensible 'agent moat' and cross-sell additional agents into other business functions

ROLES AUGMENTED	Recruiters, and internal Talent Attraction teams	Sales development representatives	Marketing and social media managers	Receptionists and customer support agents	Finance back-office clerks
AI NATIVE WORKFLOW	Builds a comprehensive and accurate profile of the job seeker applying highly precise and expanded skills, location and expanded attributes to match to employers all via an AI agent	Understands your customer target, develops a pipeline, writes personalised outbound emails, and converts new customer all via an AI agent	Ingests data from every customer touch point (social media, payments, booking) to create personalised marketing campaign and content for existing and target customers.	Delivers exceptional customer service over any channel (phone, chat, email), including booking/rebooking appointments	Performs data entry of subscriptions, receipts, bills, procurement, and competes reporting on business performance
DIRECT-TO-BUSINESS AI AGENT VENDORS	PIT: moonhub, HeroHunt.ai, CONVERZAI, Newton.ai, Leap, leoforce, workato — FIGHT	PIT: 11x, ACTIVELY AI, AiSDR, lyzr, ONESHOT, clay, regie.ai, people.ai, IOX, unify — FIGHT	PIT: AgencyEngine, voicepanel, Twain, Coframe, Validated, REACH.ai, outset.ai, WRITER, Mutiny — FIGHT	PIT: Slang.ai, RASA, SIERRA, yellow.ai, Moven AGI, Gradient Labs, Dreamhub, PYLON, Relevance AI, Jeeva — FIGHT	PIT: askLio, Firmbase, fintastic, Puzzle, datarails, truewind, CONCOURSE, runway, = Equals, Sapien — FIGHT
DECIDR PARTNER SYNDICATION	ELMO, careerone, go1, THE GROWTH FACULTY — Contracted Commercial Partnership	shopify — Marketplace partnership	ONSIDE, BeeRoll — Contracted Commercial Partnership	COHABIT — Contracted Commercial Partnership	SBX BUSINESS BROKERS — Contracted Commercial Partnership
DECIDR PRODUCT(S)	AI Talent Agent; AI Tutor; AI Recruiter; AI Mentor; Salary Intelligence	AI Sales Agent; Always-On CRM	AI Ghost Writer; AI Search Agent	AI Service Agent	AI Accounts Receivable; AI Analysis

Where we are going

We are focused on our long-term vision of creating the next layer on the internet where AI-first businesses conduct commerce agenticly, driven by the aspirations and creativity of humans.



HORIZION 1

HORIZION 2

HORIZION 3

Management team



David Brudenell

Executive Chairman

David's 20 years of international executive roles have included start-up-to-IPO (ASX:PPL), venture capital, large private and public market companies, Eclipx (ASX:FPR) and Appen. Most recently David was CRO of Flare HR, acquired by MYOB/KKR

David's recent technology experience also extends into Artificial Intelligence, where he led the Global Solutions & Advanced Research teams at Appen, the largest provider of training data for AI/ML globally. This team worked at the frontier of generative AI and machine learning for the largest global technology company and federal agencies.

He also serves as an advisor for several US-based Artificial Intelligence and Consumer Companies.



Paul Chan

Founder, Chief Innovation Officer

Paul has a degree in land economics and spent the first few years of his career working on large scale development projects in Australia. His experience working on internet projects in Silicon Valley at the height of the dot com boom taught him to think about the ways the world was expanding into virtual spaces from physical ones.

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.

In February 2018 Paul left his company to start something new. That something is Decidr and everything you see here.



David Brady

Chief Financial Officer

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.



Michael Cindric

Chief Technology Officer

Michael is a seasoned Ruby on Rails developer and founder of Sentia, a leading development agency which he successfully lead for over 18 years.

With extensive experience across high profile projects, Michael has been pivotal in the success of platforms like Airtasker.com, Shipit.com, Pureprofile.com and One BigSwitch.com.au. His expertise also extends to iPhone application development, having worked with Football Federation Australia, Telstra, Smart Salary and Vow Financial.

Board of Directors



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He also serves as an advisor for several US-based Artificial Intelligence and Consumer Companies.



Jenny Fielding

Non Executive Director

Based out of NYC, Jenny Fielding brings a wealth of experience to LV1, with a background that spans law, finance, technology, and investment. After graduating from law school and working in finance, Jenny transitioned to technology as a founder of two mobile software companies. This experience fuelled her passion for technology and innovation, leading her to a prominent career as an early-stage investor.

Jenny is also an adjunct professor at Columbia University and Cornell Tech. For 7.5 years, Jenny was the Managing Director at Techstars, where she led investments into companies that now have a market cap of over USD $10B. She then co-founded Everywhere Ventures, a global venture capital firm.

Jenny has been the first investor in over 250 tech-enabled companies, including five companies achieving unicorn (USD $1B+) valuations.



Adrian Bunter

Non Executive Director

Currently partner of Modus Partners Australia, a boutique specialist technology, media and commerce financial advisory firm. Adrian is an experienced professional advisor, and non-executive director with 25 years' experience.

Adrian is also on the board of and advises several high growth, technology businesses, ranging from early-stage pre-revenue companies through to early-stage ASX listed companies Carly Holdings Limited (ASX:CL8) and 8Common Limited (ASX:8CO) through to larger high growth businesses, like ezyCollect and Australian unicorn, Employment Hero.

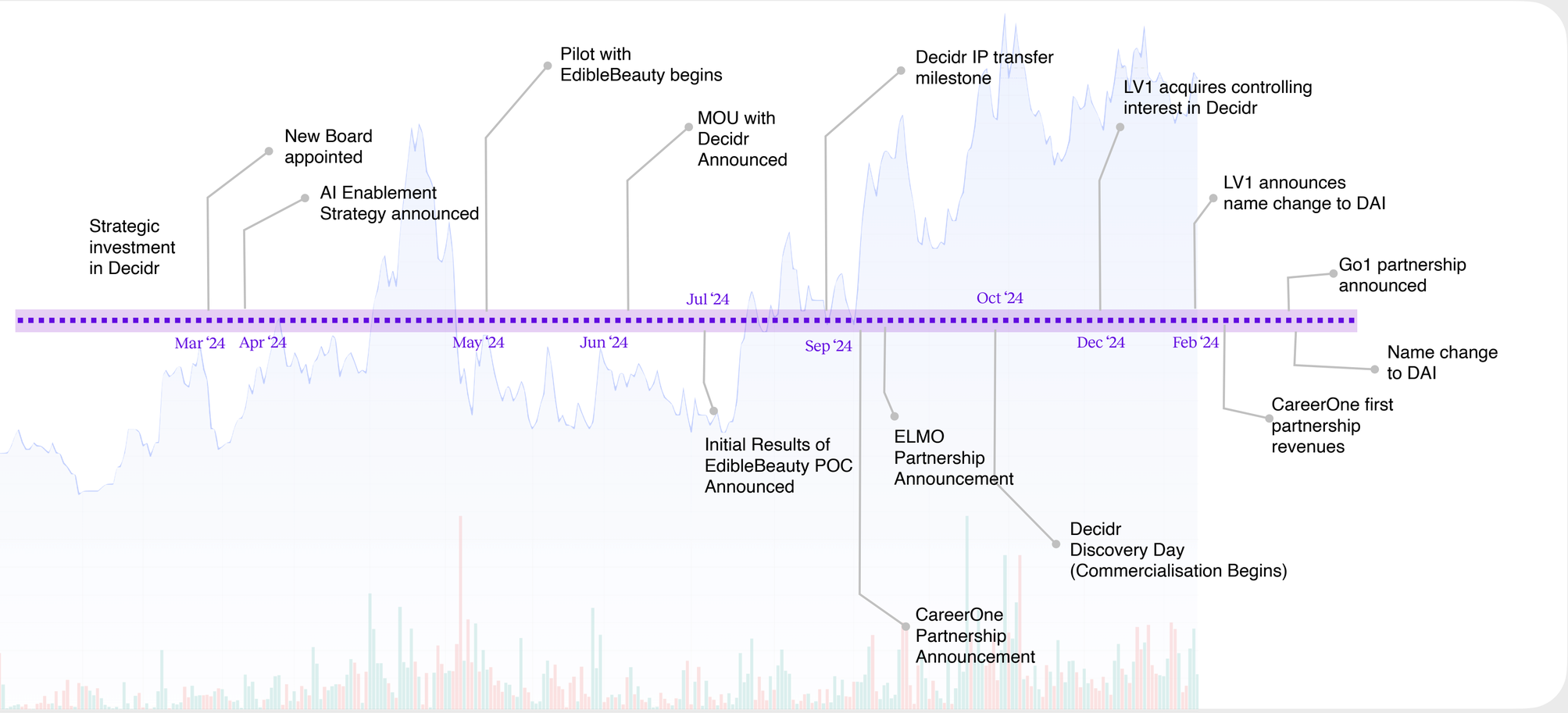
Adrian is also a member of the Executive Committee of one of Australia's leading angel investing group, Sydney Angels.

Decidr

Appendix

LV1 AI Transformation is underway

The group continues to move purposefully to becoming the first AI Enablement group on the ASX



- AI Enablement Strategy is underway with owned brands, increasing financial performance
- Acquisition of controlling interest in Decidr.ai completed Dec 31, 2024
- All Decidr intellectual property contained within Decidr.ai acquisition
- Decidr.ai capturing AU and US direct and partner revenues
- Partnerships expanding in HR and new domains
- Name change to Decidr AI industries on March 5, 2025

Custom AI is out of range for most businesses

"AI is the new electricity"- Andrew Ng

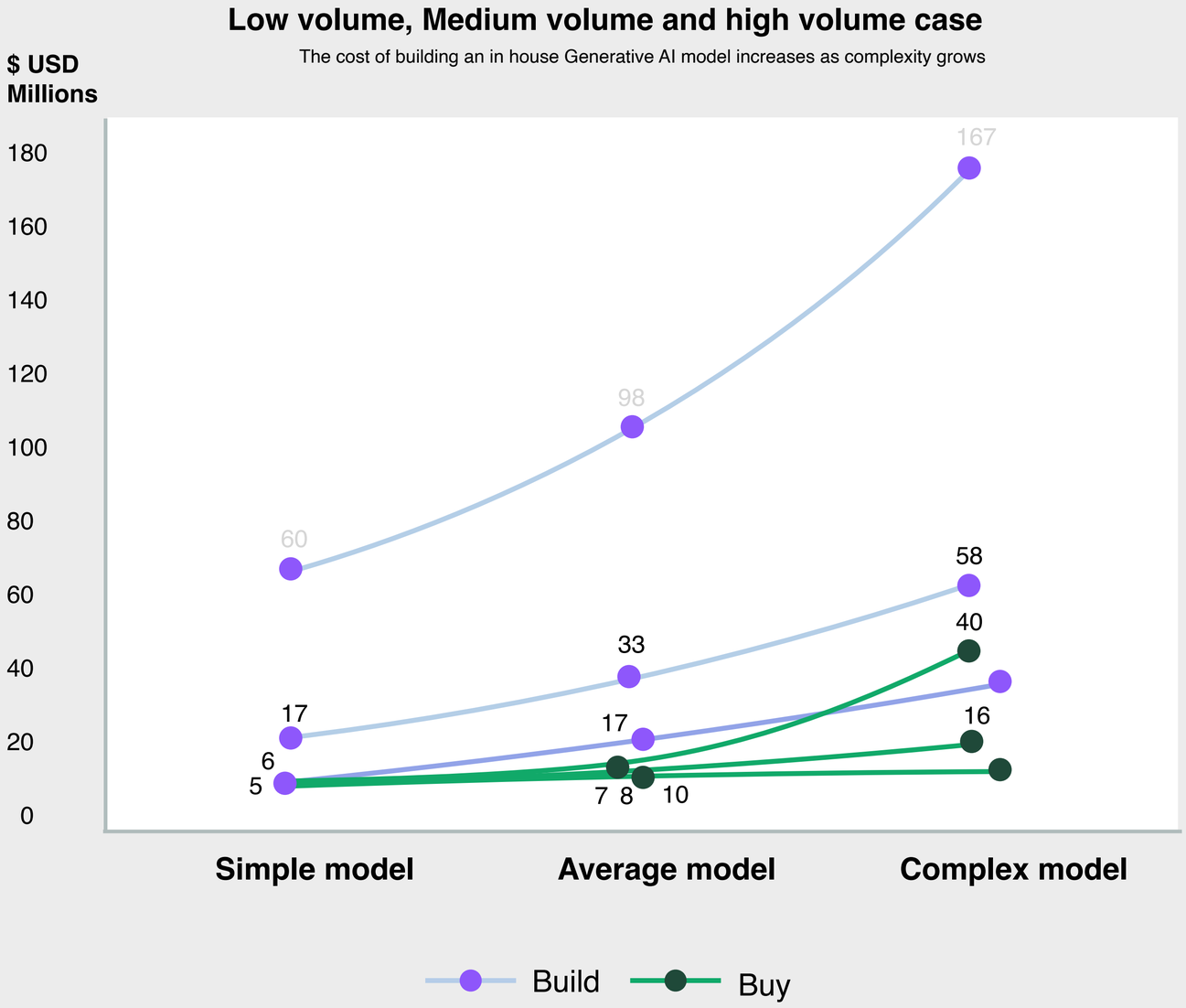
Build your own nuclear power plant, or buy one...

You can't just bolt-on an LLM to your data...

Training an agent to be commercially ready is hard

- You have to have enough data to *train it*
- You have to have enough on-going data to *tune it*
- You have to have a specialised team to *manage it*
- You have to *connect it* into your legacy systems

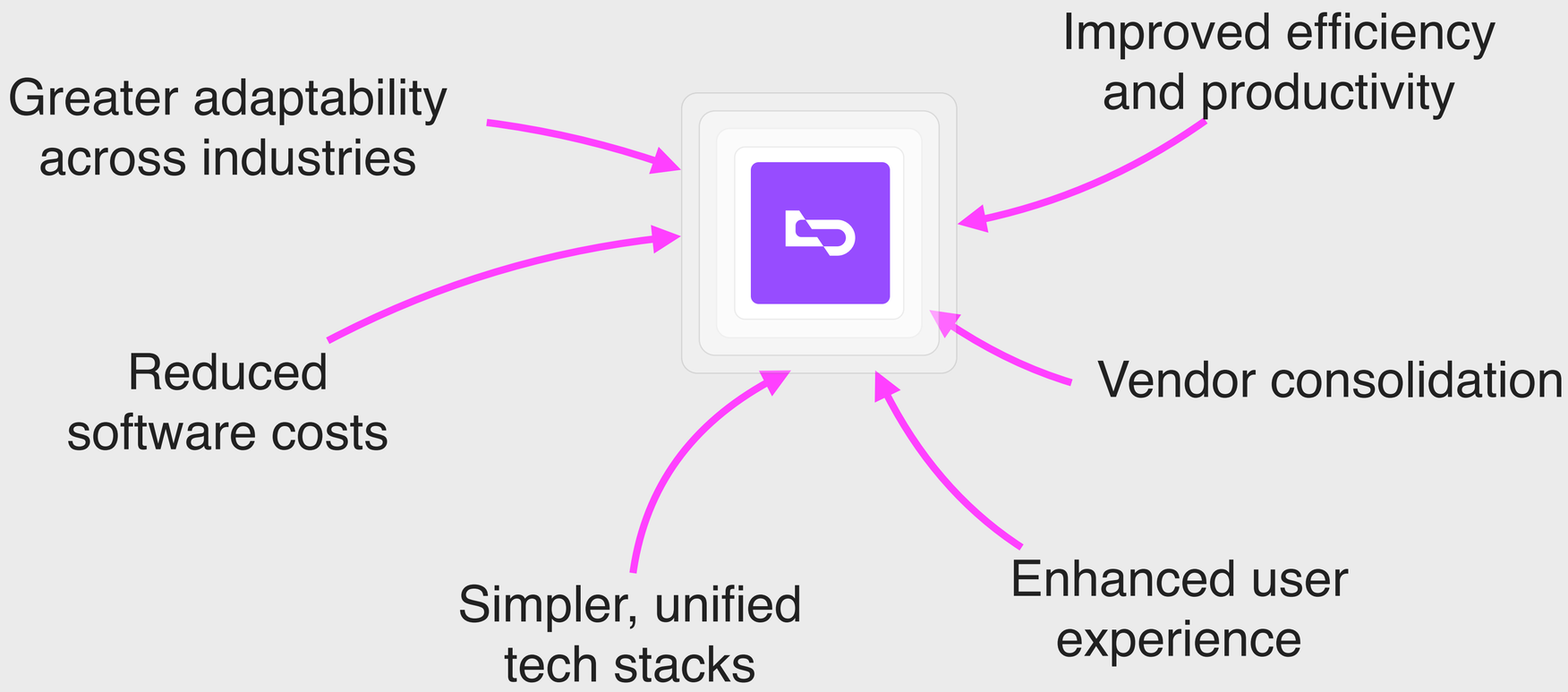
~1-3% of businesses can meet these hurdles



Source: BCG-Expand

The forces driving the future of software

A case for horizontal software



Why horizontal software will be the winner for AI Agents

A case for horizontal software

	Vertical AI	Horizontal AI
Focus	**Problem Space:** Trying to unlock a challenge in a narrow problem the user faces, and focused on providing relief for a specific pain	**Solution Space:** What the user is trying to achieve, aiming to solve the overall challenge by providing a broad solution to customer pain
Adaptability	Limited adaptability; designed for specific, niche needs	Highly adaptable; can scale across industries and functions
Cost Efficiency	Higher costs due to narrow applicability and the need to source form multiple vendors	Cost-effective for tool consolidation and reduced expenses
Competitiveness	Can't compete with bundled products	Competitive and sticky

Decidr

END

Decidr.ai | decidrindustries.ai | Investors@decidr.ai