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.

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/

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.

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Equity Raising Presentation



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.

2

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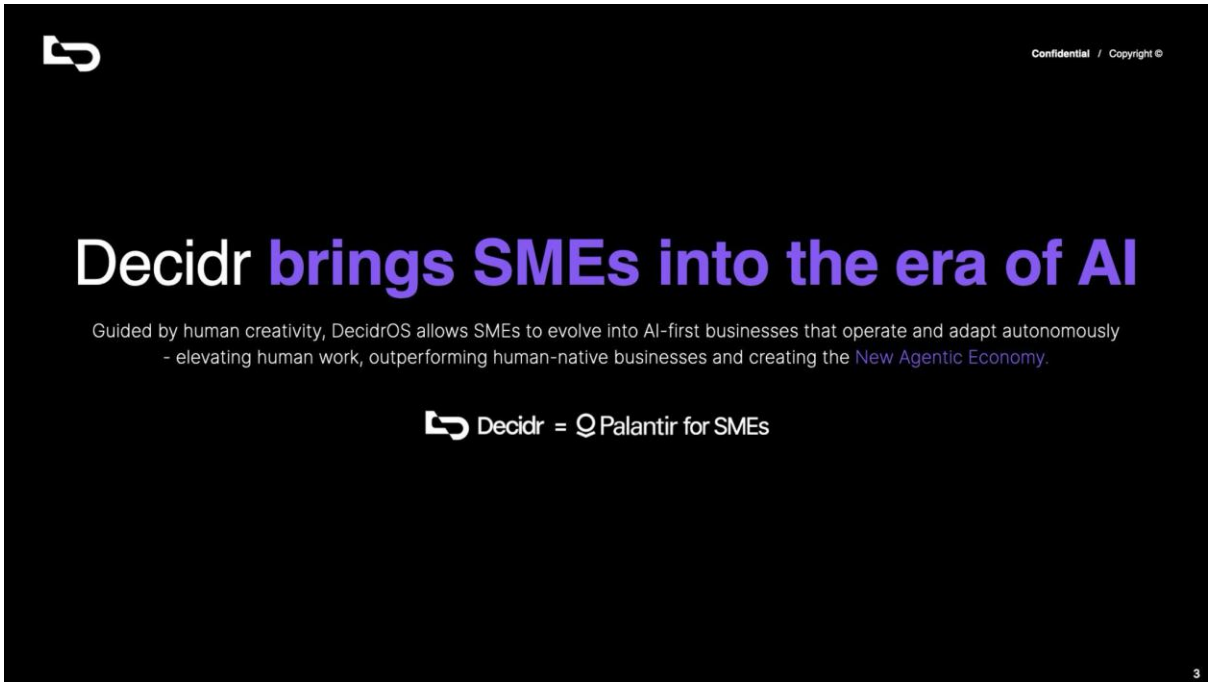

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Executive Summary

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Accelerating our commercialisation pathway

Transforming the SME landscape, streamlining operations and enhancing efficiencies

Company overview	• 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.
The problem we are solving	• 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.**
Recent acquisition of remaining 49% of Decidr.ai	• On 25 August 2025, Decidr announced the acquisition of the remaining 49% of Decidr.ai[1], 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.
Strategic outlook	• **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.
Equity Raising to accelerate growth	• 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

Vision

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Building the Agentic Web

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

Stateless Apps
- Online Sales App
- Search App
- Content
- AI Mentor
- AI Talent Agent
- AI Recruiter

AI process autonomy

DecidrOS Platform Launch
- Agentic Database
- No-code workflow builder
- Executive Functions
- 1st & 3rd party Agentic App suite
- Autonomous prospect & vendor search & proposal

AI function autonomy

Out-of-the-box AI Business release
- Generalised platform
- Aspirations
- Goals
- Developers SDK
- Installable strategies
- Specialist Agentic App marketplace

AI organisational autonomy

AI Business-to-AI Business Network
- AI org to AI org ecosystem
- Global leap in quality of life

AI organisational network autonomy

"The Agentic Web"

2024-2025 → 2025 → 2026-2027 →

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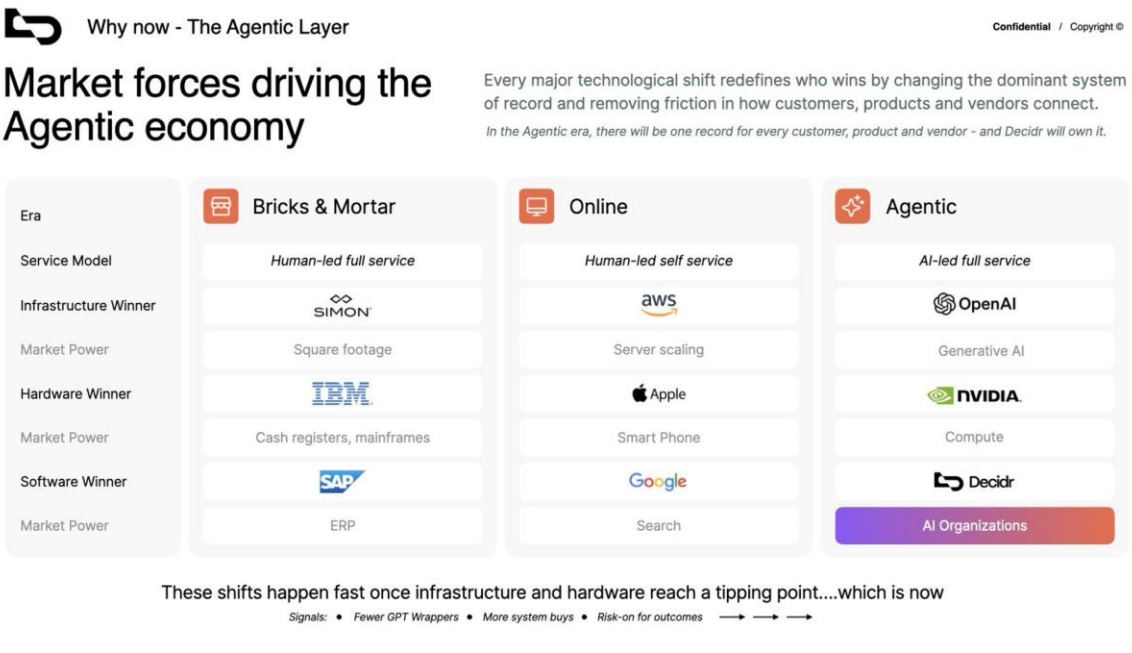
Revolutionising the Agentic AI industry
Solving the global problem
7


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
Service Model
Infrastructure Winner
Market Power
Hardware Winner
Market Power
Software Winner
Market Power
Bricks & Mortar
Human-led full service
SIMON
Square footage
IBM
Cash registers, mainframes
SAP
ERP
Online
Human-led self service
aws
Server scaling
Apple
Smart Phone
Google
Search
Agentic
AI-led full service
OpenAI
Generative AI
NVIDIA
Compute
Decidr
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
8

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://mlanda.media.mit.edu/

9

Agents fail in the wild

Error Compounding

Error rates compound exponentially in multi-step workflows.



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.1"
Harrison Chase, Cofounder LangChain

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

10

Competitive landscape

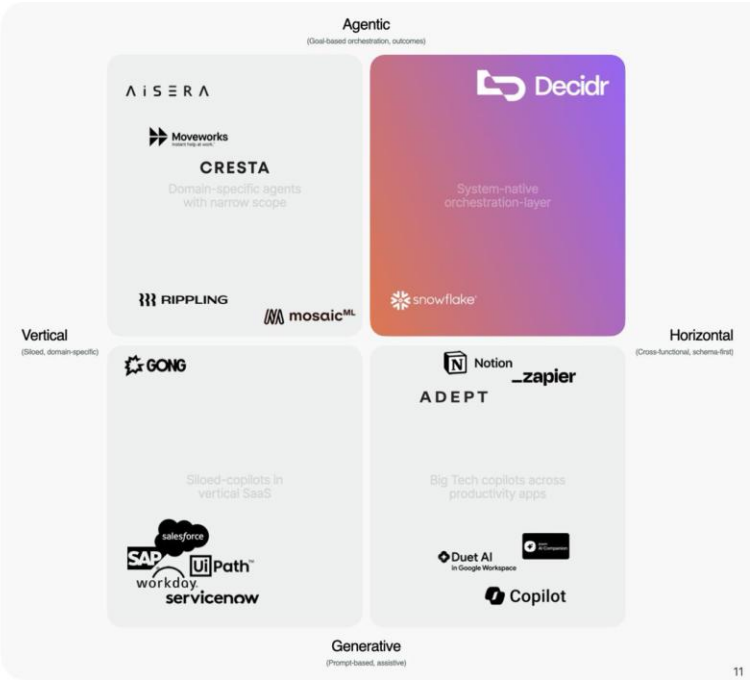
Positioning in the Agentic Economy

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.



Semantic Layer

Kinetic Layer

Dynamic Layer

From Insights to Operational Action

Most tools either analyze data or run operations—rarely both. Decidr's Agentic Schema bridges the gap, enabling real-time analysis and execution in one interface.

A Foundation for Scaling AI

As LLMs and AI agents rise, context is critical. Raw text and tables lack the structure AI needs to reason, plan, and act. Decidr provides that structure through a unified, interpretable organizational model.

Strategic Advantages: Control, Context and Continuity

Reuse & Scale

Customized schemas are reusable across domains. The standardised core elicits massive commercial ecosystem opportunities

Governance

Built-in access control and compliance features reduce onboarding friction.

Agility

Schemas allow teams to prototype new workflows without re-integrating systems. This drastically reduces time-to-value.

Lock-in Value

Customers build their operational workflows atop the schema. Over time, it becomes the nerve center of their business; deeply embedded, high-value, and hard to replicate.

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

12

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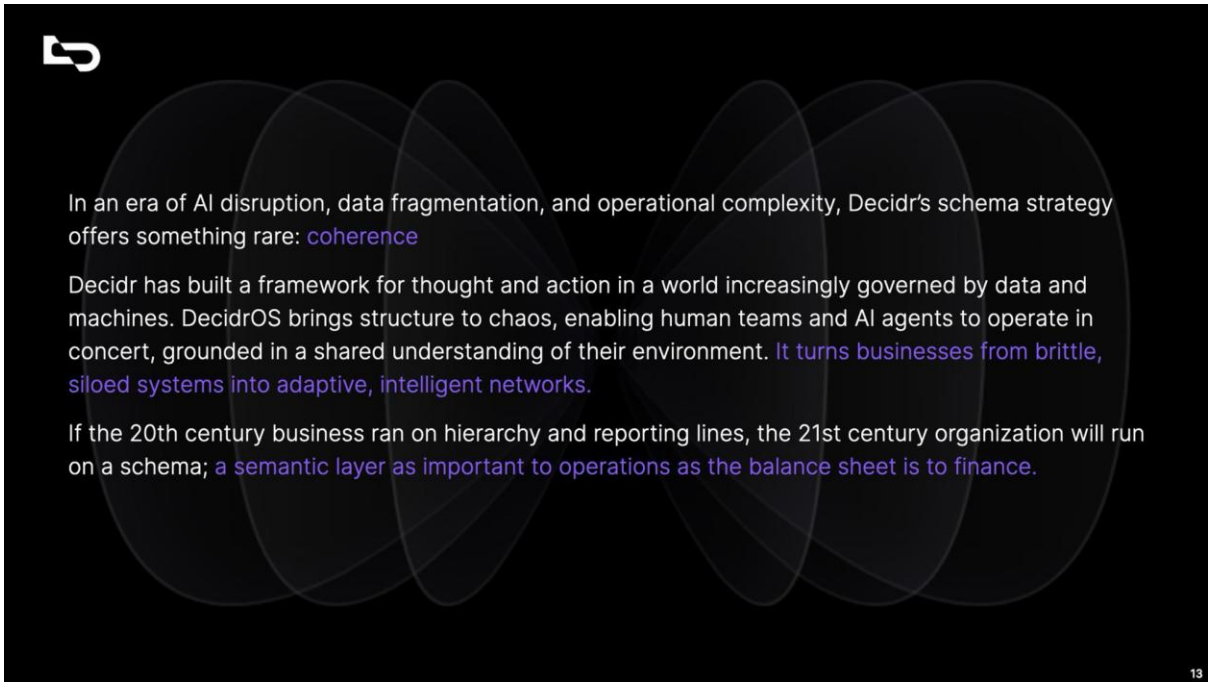
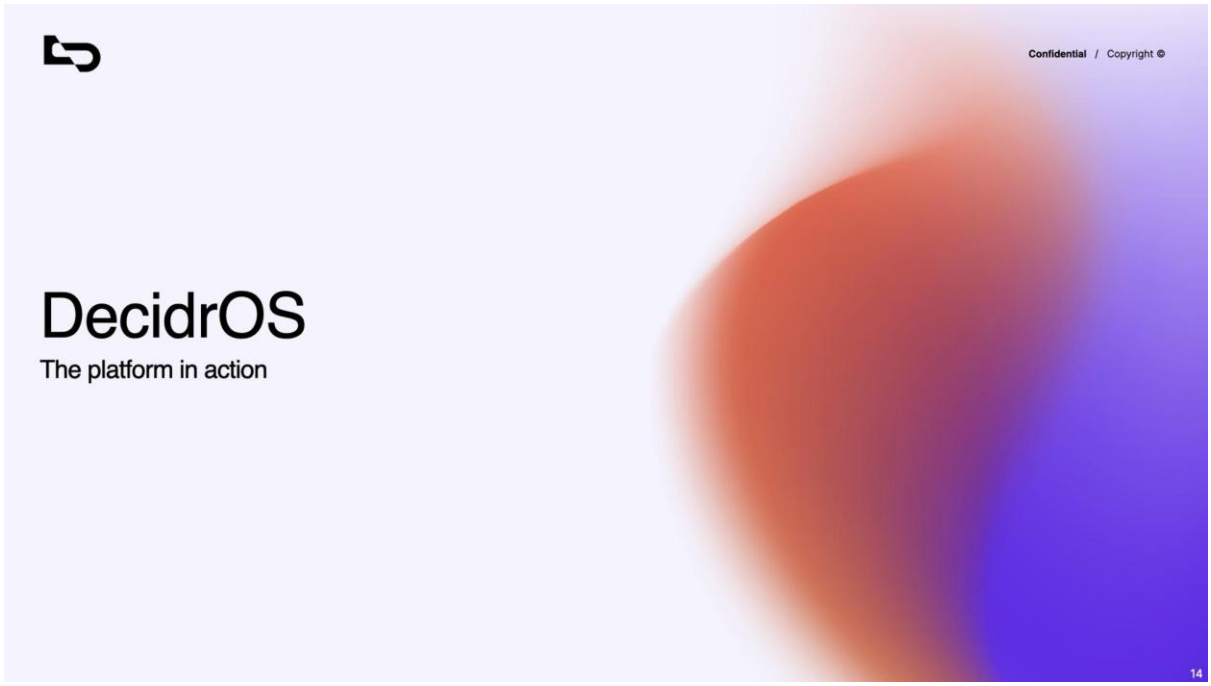

In an era of AI disruption, data fragmentation, and operational complexity, Decidr's schema strategy offers something rare: coherence
Decidr has built a framework for thought and action in a world increasingly governed by data and machines. DecidrOS brings structure to chaos, enabling human teams and 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.
13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DecidrOS
The platform in action
14

The solution: DecidrOS - the platform to evolve SMEs to AI-first companies

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Today

Model Native AI

- "AI-in" business
- "AI as a Service (AasS)"
- Fine-tuned point solutions
- AI Agents (prompt engineering)

Humans are glue

Consistency Problems

Compounding costs

Low explainability

DecidrOS

System Native AI

- "AI-first" business
- "AI as Infrastructure"
- Platform/System of Record
- Agentic Apps (goal design)

Humans as contributors

High Repeatability

Understood economics

High explainability

Agentic Schema

Organises customer, product, vendor and other business elements into a standardised schema.

System of Record

Ingests and normalises data from all systems in a unified, agenticly-managed structured dataset.

Goal based orchestration

No-code layer that sets objectives at the task level for high repeatability and explainability.

15

Platform in action

DecidrOS in 60 seconds

From data to outcomes in three steps

Agentic Onboarding

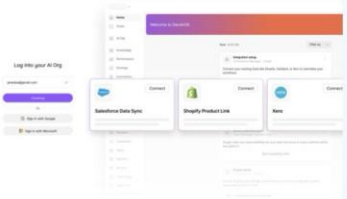
DecidrOS schema self-configures to dozens of attributes captured from public sources for initial onboarding



DecidrOS immediately structures and self configures just for your business

Connect Sources & Define Goals

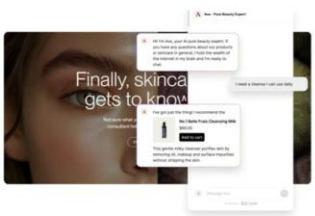
Easily connect the most popular SaaS tools to add additional context to your schema and create a System of Record for all data



No rip-and-replace, Decidr ingest and standardise all data into the Agentic Schema automatically

Deploy

Agentic Apps sit within DecidrOS Schema and are easily deployed, highly intelligent and immediately context-aware



Dozens of out-of-the box economic, auditable agentic apps with high-connected intelligence.

16

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Proof
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EDIBLE BEAUTY
AUSTRALIA
eCommerce Agentic Sales App
10X
Lift in conversion compared to standard website
74%
More email captures via Ava chat
102%
Increase in orders
Week 16 'AVA' metrics as compared to website conversion
"In the past few months I have excitingly watched Ava evolve into an instrumental ecommerce tool for Edible Beauty. Our customer engagement and AOV have increased and I'm specifically impressed by our ability to engage with customers in new and innovative ways. With Decidr's AI solution I can now scale our customer service and personalised beauty offering, giving holistic advice to our customers that is on brand and consistent with our goals for growing the business."
Anna Mitsos, Founder Edible Beauty
careerone
Agentic Recruitment App (B2B)
Agentic Talent App (B2C)
0.6M
Applications processed
65%
Candidate match rate increase
8X
Increase in approved applications for interview
As compared to prior 12 month period
"Our partnership with Decidr is already delivering tangible results, with AI-powered job matching and hiring tools seeing promising adoption. The momentum we're building highlights the demand for smart recruitment solutions, and we expect continued growth as we launch our enhanced platform."
Moussa Namini, COO CareerOne
ELMO
Agentic Recruitment App (B2B)
50%
Interview match rate
10X
Match rate increase over platform baseline
As compared to all applications that moved to interview in prior 12 month period
"ELMO is all about providing HR software that solves real problems for businesses across ANZ and the UK. Teaming up with Decidr means we can offer even smarter, AI-powered solutions that streamline processes and make a real difference. This is going to help our customers identify great talent and bring it straight into their existing ELMO tools."
Joseph Lyons, CEO ELMO Software
17


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Go to market strategy
Building significant momentum
18

Go to market

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Scaling through embedded partnerships

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

Partners are powered by DecidrOS

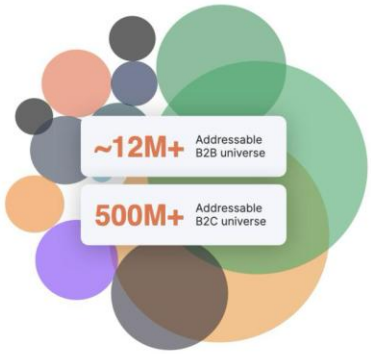
No long R&D	Instant AI capability
Differentiate & deepen value	Become an AI company overnight
New revenue streams	Shared monetisation - direct & indirect growth
Zero CapEx	Decidr builds, carries and maintains costs
Future proofing	Positioned as AI leader in category

Commercial partnerships

COHABIT · BeeRoll · SBX · careerone · GROWTH FACULTY · ELMO · eBev · ONSIDE · go1 · aws startups 2025 FasTrack Selection

Marketplaces

shopify · BIGCOMMERCE · woo



Decidr creates scale & defensibility

$0 CAC	Customer acquisition costs driven down to $0 via embedded distribution
Sales Leverage	Hundreds of partner sales reps selling Decidr as part of their own stack
Accelerated Adoption	Hundreds of partner sales reps selling Decidr as part of their own stack
Ecosystem Moat	1. Decidr becomes AI partner blocking others 2. Decidr embeds in partner customers for horizontal expansion

Traction

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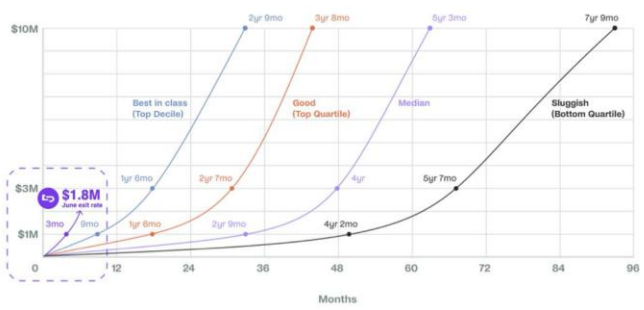
Early proof points & ecosystem momentum

Early pilots and ecosystem apps show strong demand and adoption velocity

Best-in-class SaaS businesses reach $10M ARR in 3 years

Time to reach $10M ARR Milestone from first revenue



H1 CY2025 Momentum

$1.8M	June 2025 revenue exit rate
82%	Increase from March 2025 exit rate
$0.3M	Contract win syndicating partner product into category leader
161%	5-month revenue increase from launch with CareerOne partner product
47%	Quarterly growth (vs pcp) in eCommerce revenues from first customer Edible Beauty attributed to Decidr

H2 CY2025 Progress

- Growth Faculty AI Mentor (Agentic App) launched and capturing revenue
- ELMO 'Headhunter' (Agentic App) due for release in August '25
- CareerOne Agentic App V2 due for release in August '25 to entire customer base
- Go1, BeeRoll, SBX, eBev partner Agentic Apps due for release in CYQ4
- DecidrOS Beta launch in CYQ4
- AWS piloting of DecidrOS begins CYQ4

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12 Month Roadmap

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Building the Agentic Web

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

Q2 FY2026

Single-Step Outputs

Major release: DecidrOS Beta

Features:
- Agentic onboarding
- Customer Record V1
  - Base + 2-5 extensions
- Product App w agentic structuring
- Vendor Record V1
- Sales App
- Integrations: Google, Shopify, Xero, WooCommerce

Innovations releases:
- Ontology V1
- Sales multi-step
- Flows V1

New launched partnerships:

go1 eBev shopify BeeRoll

Q3 FY2026

Emerging Multi-Step Outputs

Major release: Multi-step flows

Features:
- Sales App V2
- Agentic Flows V1
- Goal Feed
- Marketing App V1
- Integrations: Salesforce, Hubspot , Google Calendar, Stripe, Drive, Calendly, MailChimp, Box, Dropbox

Innovations releases:
- Projections V1

New launched partnerships:

aws S=X

Q4 FY2026

Complete Multi-Step Outputs

Major release: Agentic App Store

Features:
- Projections V1
- Developers SDK
- Sales V3 (E2E + endpoint)
- Marketing multi-step
- Finance V1
- Integrations: Notion, Netsuite, Quickbooks, HiBob, Rippling

Innovations releases:
- Org Indexing V1 (Top 2%)
- OS V1
- Transactions V2
- Flows V2

New launched partnerships:

aws

Q1 FY2027

Early Ecosystem Outputs

Major Release: DecidrOS V1

Features:
- Goal Feed V2
- Projections V2
- Org-to-org transactions, matching
- Marketing V2
- Finance V2
- Customer Service V1
- Integrations: Zendesk, ServiceNow, Airwallex

Innovations Releases
- Org Indexing V1 (Top 10%)
- App Store V2

New launched partnerships:
Transaction Partner, Accounting Partner, Job Board

21

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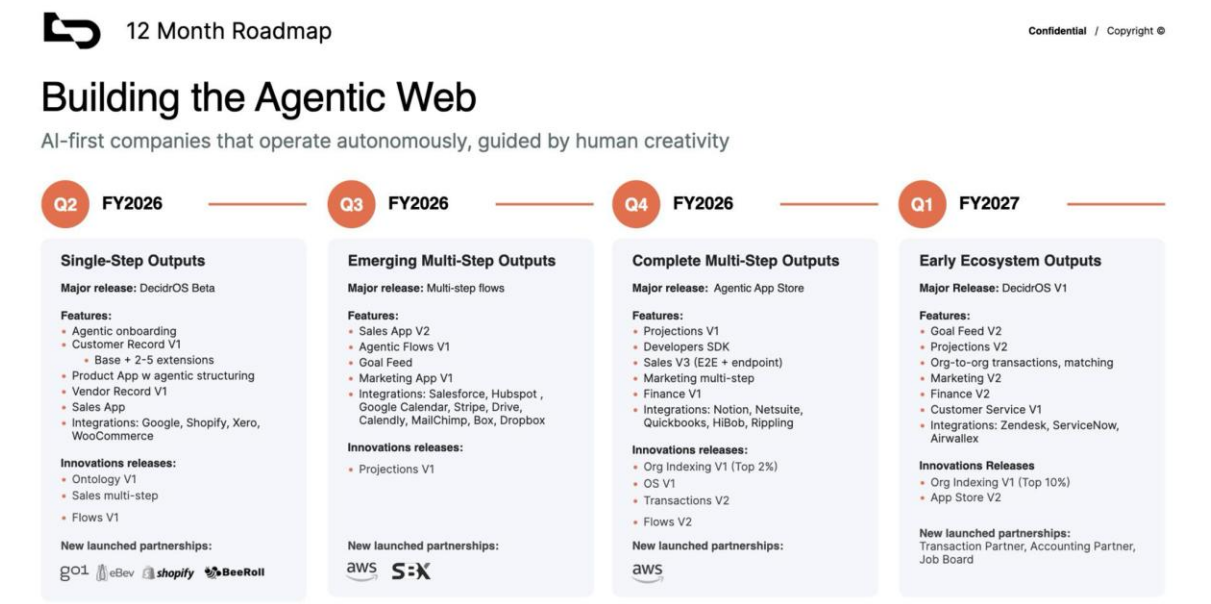
Growth strategy & equity raising

Advancement of commercialisation and deployment

22





Agentic Graph Creation & Fast-track Strategy

Building on an existing partnership universe...

careerone · The Growth Faculty · eBev · Australian Institute of Management · ELMO · go1 · ONSIDE · SBX · BeeRoll · aws

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

Equity raising overview

Driving commercial roll out and deployment of proprietary technology

Institutional Placement	• 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	• 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	• 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	• All New Shares issued under the Equity Raising will rank equally with existing shares on issue as at their date of issue
Lead Manager	• 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	A$M
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	A$M
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

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

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



"Its 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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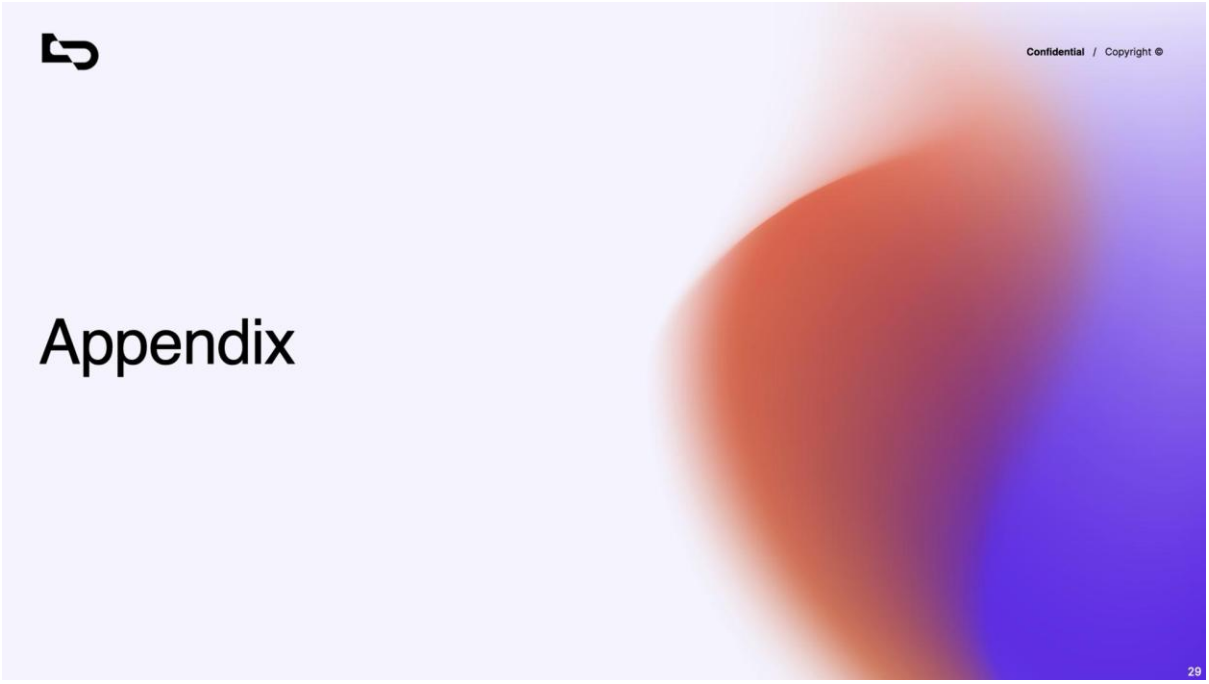

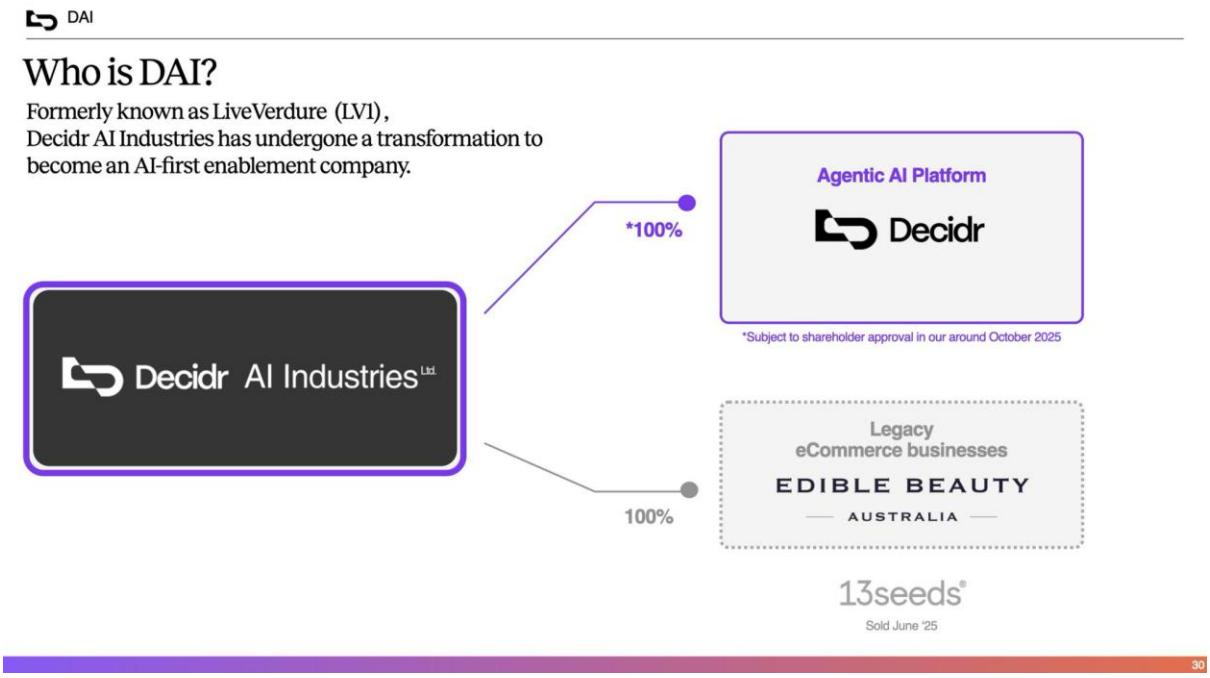

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Senior Leadership Team

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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, shipit.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)	• Significant reduction in AI build costs • High AI result accuracy • LLM agnostic	Expensive ERP, Datalakes Data cleaning & structuring AI training and retraining	• Significant increases in deployment speed • Significant decrease in compute costs
Complete organisational schema design	• Uniform data design for all customers • AI-structured data from unstructured and semi-structured data • Highly scalable design for AI-to-AI communication • Upgradable	AI orchestration tools	• Faster onboarding and system interoperability • Reusable structure across industries
Agentic data enrichment	• Any business gets enterprise-level data • Significant reduction in human costs • Significant increase in data quality and workflow impact	CRM systems Datalakes System connectors	• High-quality AI input without enterprise investment • Enables lean AI transformation
Horizontal Agent Deployments	• Agentic Agents can be deployed in most areas of the business • Productivity & efficiency gains • Deploys can be fit to the customers' readiness	AI 'point solutions'	• Broad applicability accelerates time to value • Future-proof: scales with the business

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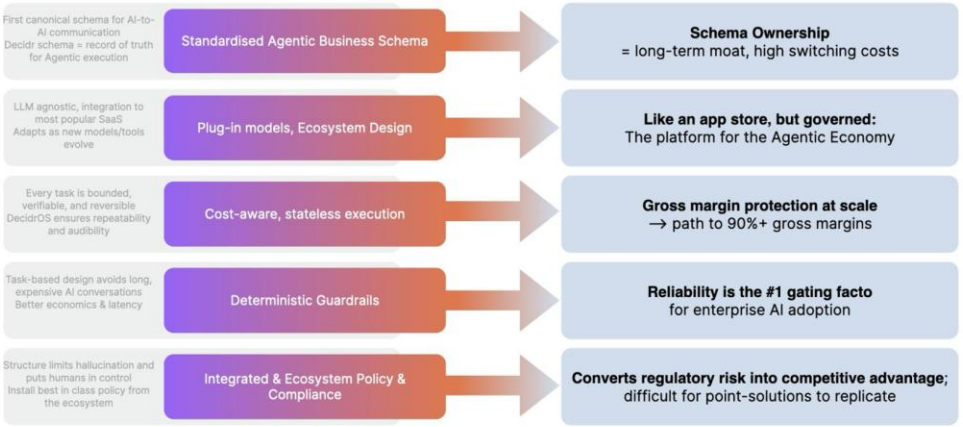
What's new and defensible: why DecidrOS wins

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



33

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