ASX Release
14 November 2025

Annual General Meeting Presentation

Decidr AI Industries Ltd (ASX: DAI) ("Decidr" or the "Company") provides the attached presentation to be delivered to shareholders at the Company's 2025 Annual General Meeting to be held today at 4:00pm (AEDT) at Level 20, 347 Kent Street, Sydney NSW 2000 and online via https://meetnow.global/M4UCZV4

-Ends-

For further information, please contact:

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

About Decidr AI Industries (ASX:DAI)

Decidr AI Industries (ASX:DAI) is an AI Enablement Group with a controlling interest in AI platform Decidr.ai. Following the successful deployment of organisational AI applications built on Decidr's proprietary technology, the Group is increasing its focus on AI-enablement. We will leverage this technology to drive innovation through new product development, expanding into multiple industries and geographies to unlock rapid growth and gain a competitive edge for its existing businesses and 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://decidrindustries.ai

Decidr

The Agentic Operating System for SMEs.

Evolving businesses from static systems to active intelligence

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.

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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.

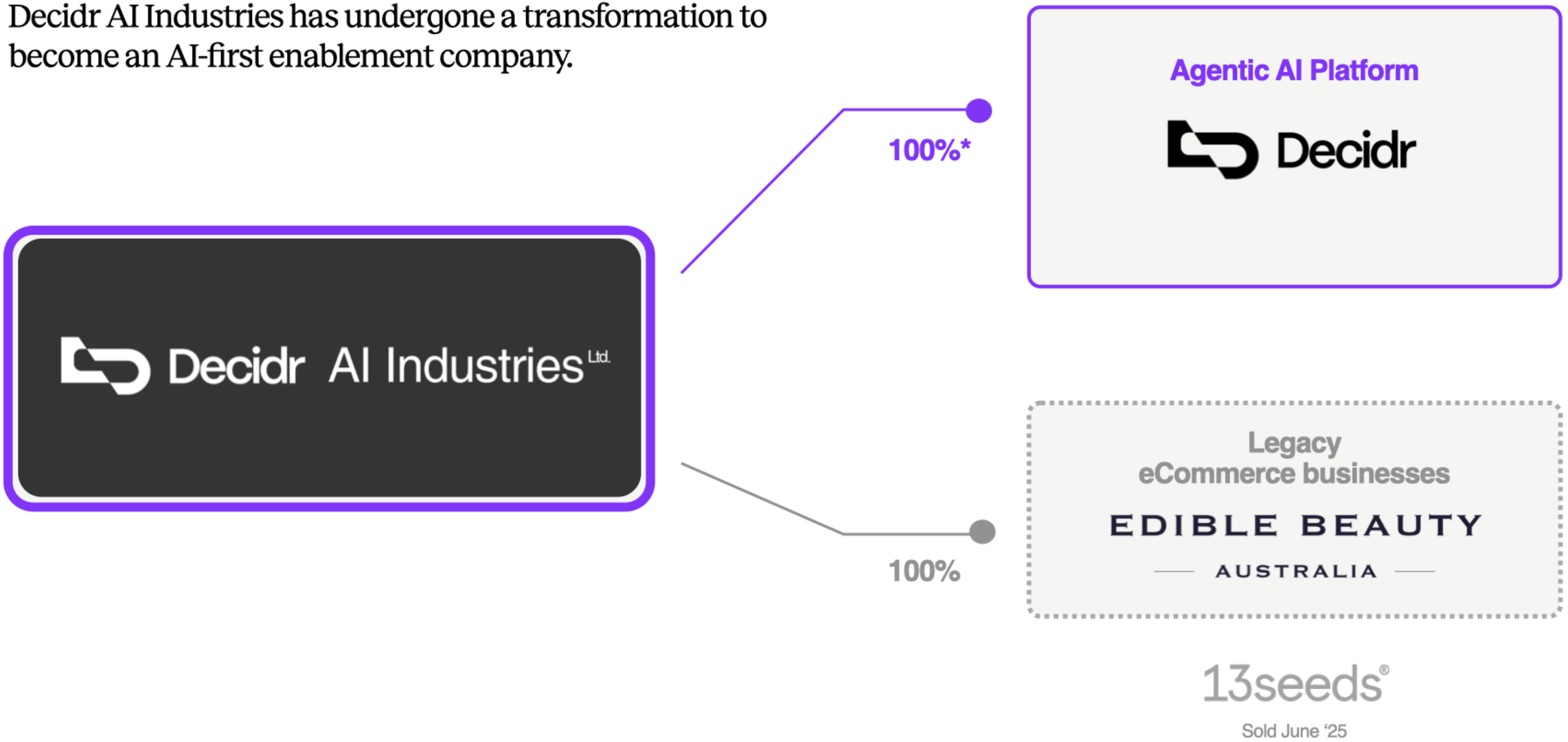
Decidr brings SMEs into the era of AI

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

Who is DAI?

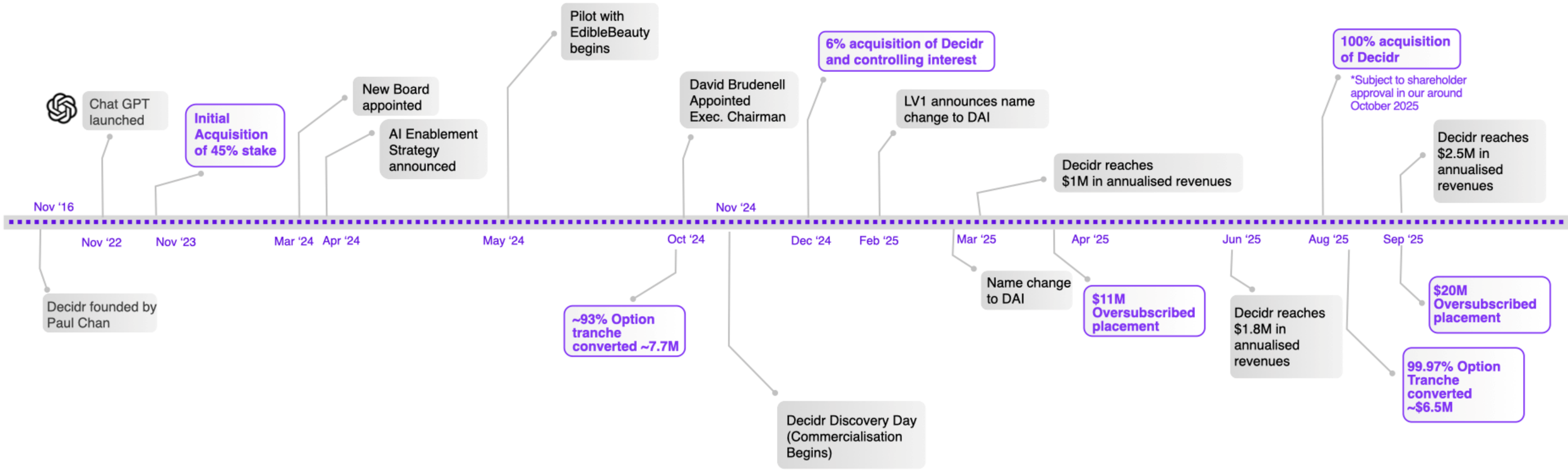
Formerly known as LiveVerdure (LVI),
Decidr AI Industries has undergone a transformation to become an AI-first enablement company.



*announced binding agreement to acquire subject to shareholder agreement at AGM (and completion)

Meaningful Milestones

DAI has executed against its plan to commercialise the Decidr AI platform



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** →

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* → → →

AI Agents: Today's third wave of Generative AI

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 · ZimmWriter · Writesonic

AI Agents

Today

AI that can execute tasks autonomously with human oversight

Examples

ChatGPT · Copysmith · Relevance AI

Agentic Apps

Decidr

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

Examples

Decidr · ? · ?

AI Organisations

Decidr

A network of Agentic Apps, Teams and human overseers

Examples

Decidr · OneTeam · ?

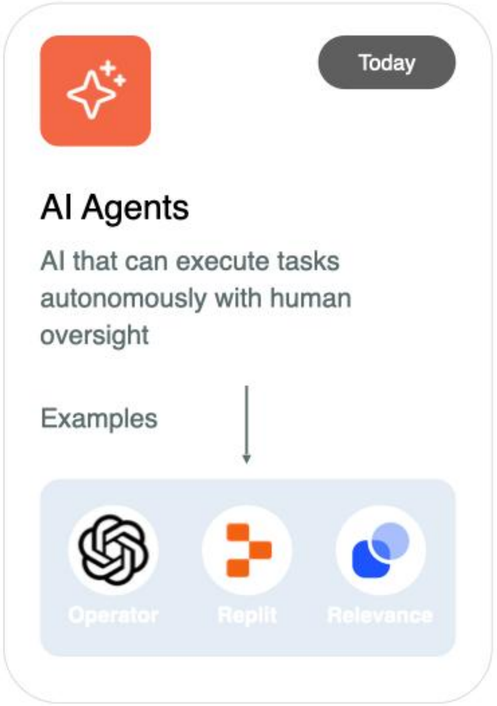
Core skills
Working with LLMs

Core skills
Building AI agents

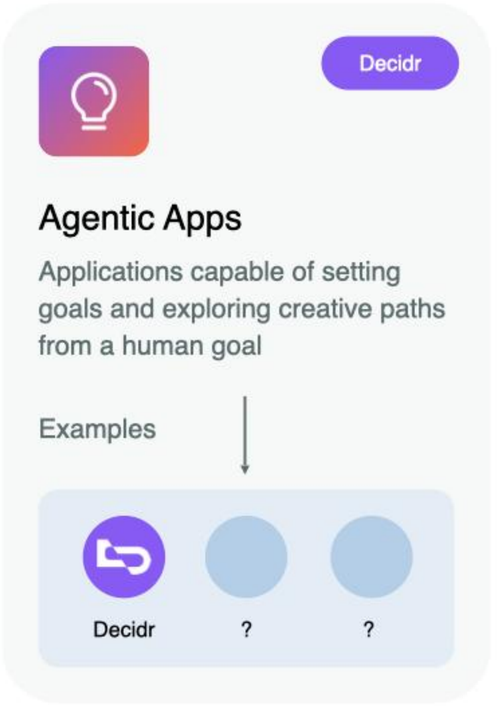
The Agentic Web

2022 — 2025

Subtle name change, pronounced capability



"Book me a flight to Paris"



"Find me a holiday that my family will love"

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

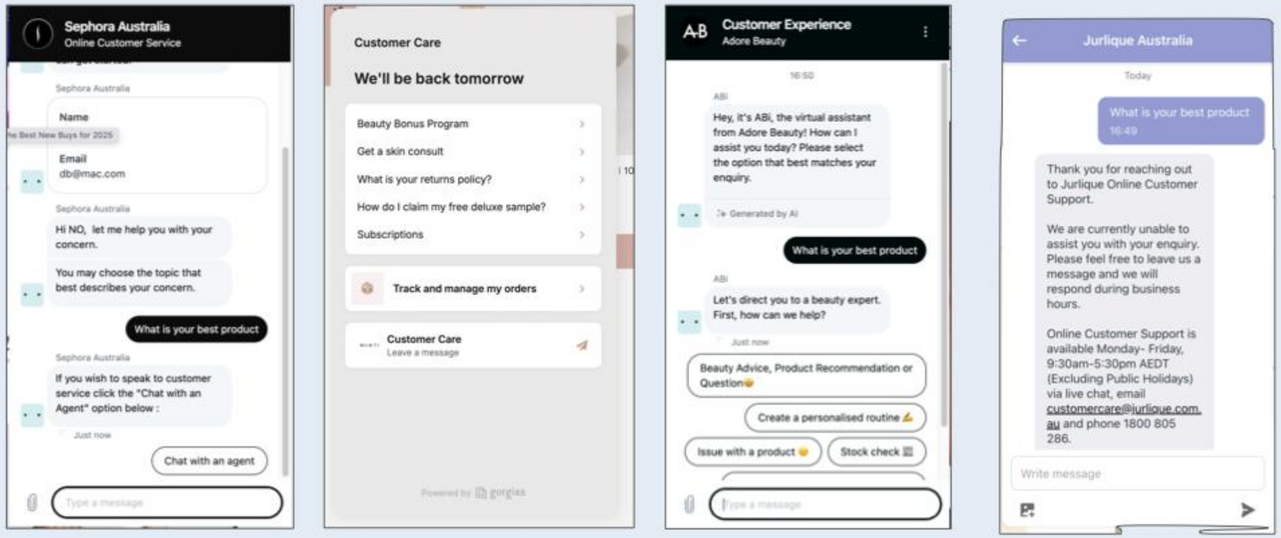
A Ava

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

Type your message here

Powered by Decidr

FAILED – 1ST QUESTION – FAILED – 1ST QUESTION – FAILED – 1ST QUESTION – FAILED – 1ST QUESTION – FAILED – 1ST QUESTION



- 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

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.

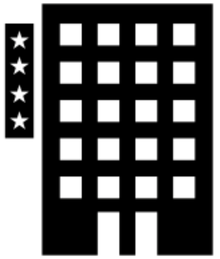
Probabilistic Technology



‘Super guessers’

≠

Deterministic Structure



‘Repeatable workflows’

Agents fail in the wild

Error Compounding

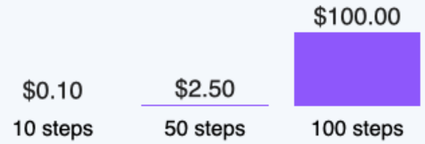
Error rates compound exponentially in multi-step workflows.



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/

Vertical AI versus Horizontal AI

Because people are used to buying SaaS, they are buying AI in the same way

Nearly all AI solutions are 'Vertical' or 'Point Solutions'

- Narrow view of data, typically limited by the supplying SaaS provider
- Pre-defined use cases, typically novelty-based that address a single or few tasks in a workflow
- Limited data access and fine-tuning results in narrow impact of the solution with commercial scale
- Vertical AI adds to current SaaS costs
- Hidden AI Tax of AI training, fine tuning, security, compliance and maintenance for each point solution.

Vertical AI
"Smarts, not wisdom"

Financial	Strategy & Planning	Communication	Knowledge	Communication	Customer
Xero AI Agent	Copilot	Hubspot AI Agent	AgentSpace	AgentSpace	Salesforce AI Agent

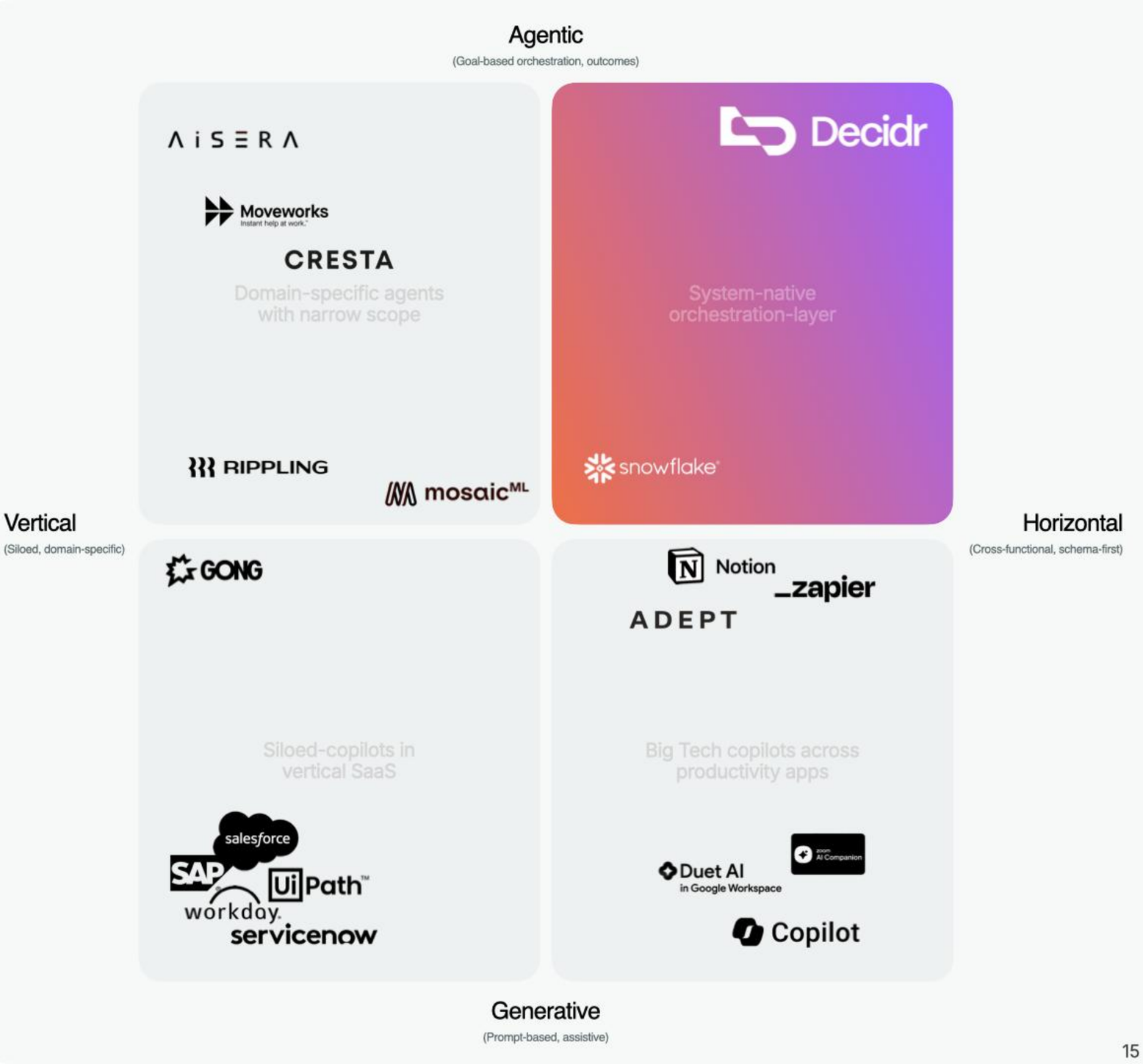
Positioning in the Agentic Economy

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



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.

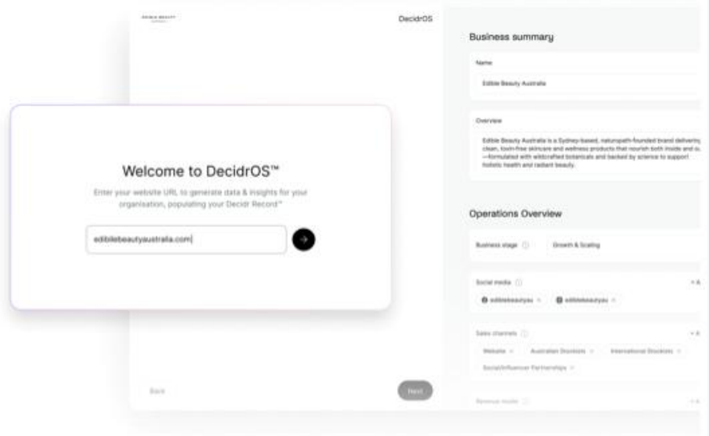
The Decidr Agentic Schema is a first-principles, operational blueprint of the organization itself.

DecidrOS in 60 seconds

From data to outcomes in three steps

Agentic Onboarding

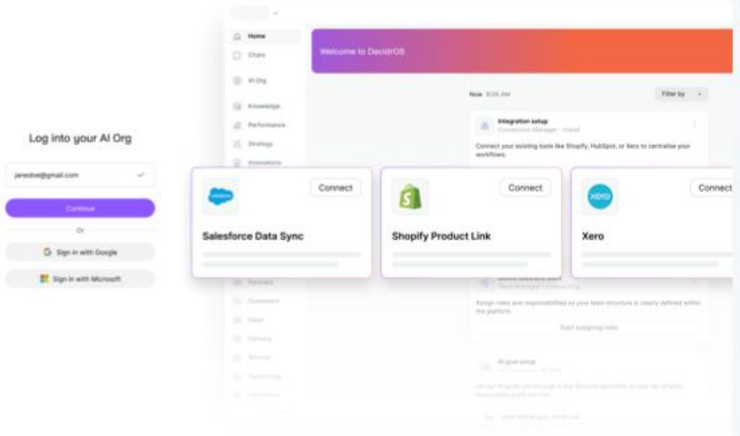
DecidrOS schema self-configures to dozens of attributes captured from public sources for initial onboarding



DecidrOS immediately structures and self configures just for your business

Connect Sources & Define Goals

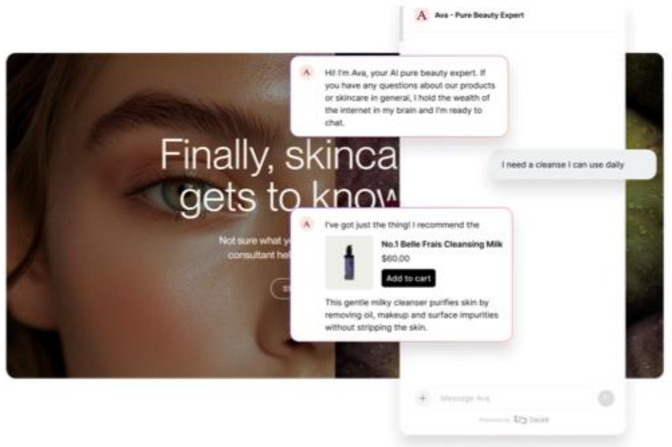
Easily connect the most popular SaaS tools to add additional context to your schema and create a System of Record for all data



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.

Proof

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

Scaling through embedded partnerships

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

Partners are powered by DecidrOS

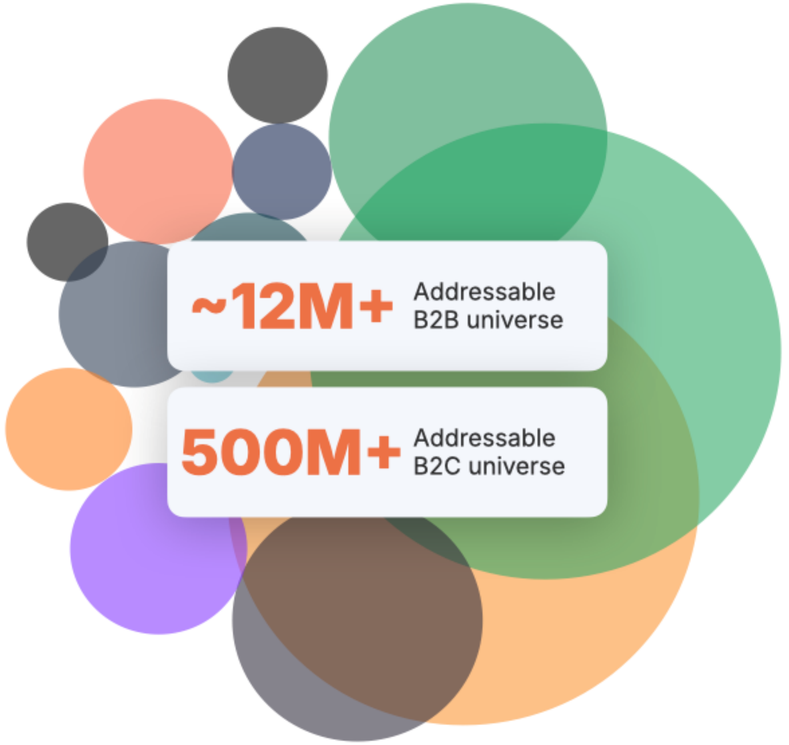
No long R&D	Instant AI capability
Differentiate & deepen value	Become an AI company overnight
New revenue streams	Shared monetisation - direct & indirect growth
Zero CapEx	Decidr builds, carries and maintains costs
Future proofing	Positioned as AI leader in category

Commercial partnerships

COHABIT · BeeRoll · SEX · 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

Direct Sales

Focused on Australian and US customers in the SME segment. Customers discover Decidr via digital marketing and branding and engage directly

Current Customers

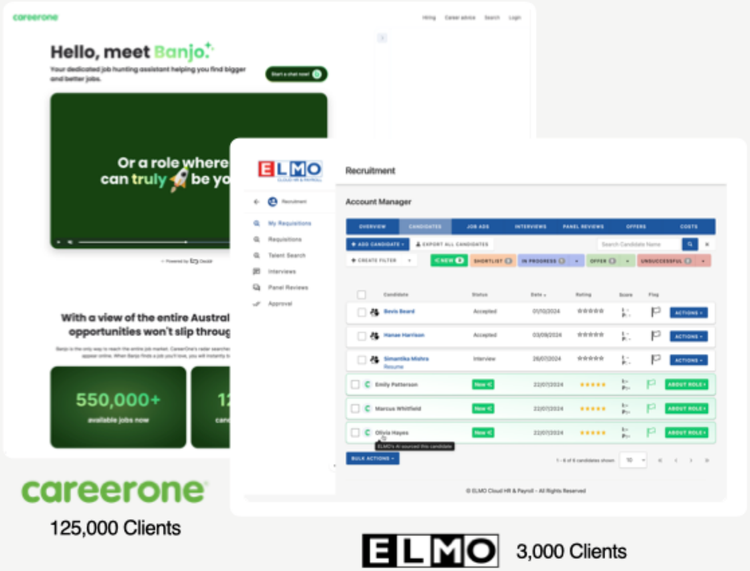
EDIBLE BEAUTY AUSTRALIA · ONSIDE · SYDNEY BEER CO · *Solynta · Ipromea · bellyME · mercha · Anchorage · DAVID JONES · SPL · access · + more

Est. B2B Gross Revenue: AUD $1,000-3,000/pm

Partnerships & Syndication

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

Current Deployed Customers



careerone
125,000 Clients

ELMO 3,000 Clients

B2C Gross Revenue: Free - AUD $35/pm
CareerOne Gross Revenue: AUD $50-200/per job posting
ELMO 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).

Supported Marketplace(s)

AI Sales Agent

shopify
5.2M STORES

Decidr AI Sales Agent built directly into Shopify platform. Public marketplace availability begins in FY26

B2B Gross Revenue:
% of transaction + nominal monthly fee

Board of Directors



David Brudenell

Executive Chair

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 (ASX: APX).

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.



Jenny Fielding

Non Executive Director

Based out of NYC, Jenny Fielding brings a wealth of experience to DAI, 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 over 30 years' experience.

Adrian also advises or is on the board of several high growth, technology businesses, ranging from early-stage pre-revenue companies through to high growth companies including Latner Software, Mary Technology, VenueNow, 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.

USA Team



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

Appendix

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.

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

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.

What's new and defensible: why DecidrOS wins

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

