ASX Release
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Decidr To Enter US Market with Acquisition of Sugarwork, Inc.

Decidr AI Industries Ltd (ASX: DAI) ("DAI Industries" or the "Company"), an Agentic AI Enablement Group and majority owner of Decidr.ai Pty Ltd ("Decidr") is pleased to announce it has entered into a binding agreement to acquire 100% of **Sugarwork Inc.** ("Sugarwork"), a Delaware-based AI knowledge transfer and enterprise collaboration platform.

Highlights:

- **DAI Industries has entered into a binding term sheet to acquire 100% of Sugarwork Inc., a Delaware-based enterprise AI company.**
- **The transaction is a scrip-for-scrip deal made through the Company's newly established US subsidiary, Decidr U.S. Inc. ("Decidr US"), the acquisition is expected to complete in Q2 FY2026**
- **Acquisition rationale reflects strong strategic alignment, including:**
    - **Providing Decidr with an immediate United States operational presence, reflecting a major step in the Company's global expansion strategy;**
    - **Providing Decidr with US revenue and a pipeline of Sugarwork customers who have completed workflow identification to cross sell into Decidr agentic systems;**
    - **Supports Decidr's mission to scale Agentic AI infrastructure across enterprise markets, expanding customer access and client base across financial, industrial and education sectors; and**
    - **Strengthening Decidr's horizontal Agentic AI platform, by bringing together complimentary technology capable of accelerating Decidr adoption.**
- **Investor webinar to discuss the acquisition to be held at 11.15am (AEDT) Friday, 21 November 2025 - click here to register.**

About Sugarwork

Founded in 2022 in the United States, Sugarwork (www.sugarwork.com) helps organisations identify where to focus their AI efforts by capturing operational and workflow knowledge from employees through structured interviews and generating detailed process documentation. Its platform enables enterprises to retain institutional knowledge, ensure operational continuity, and accelerate AI adoption by identifying high-impact areas for automation.

Sugarwork's customers include enterprise organisations like Supergoop, Appen and L-Cubed amongst other customers across finance, healthcare, industrial services, and professional services. Its technology solves one of the most persistent challenges in digital transformation — the inability for businesses to effectively capture and transfer critical operational expertise before automation.

Through the integration, Decidr's engineering resources will enable Sugarwork to accelerate product development and scale distribution. For Decidr, the acquisition provides access to well-defined workflows and organisational processes that can be orchestrated through DecidrOS, giving customers a seamless pathway from insight to execution.

Strategic Fit & Synergies

The acquisition marks Decidr's official entry into the United States — the world's largest and fastest-growing market for enterprise AI adoption. Sugarwork's platform, specialising in knowledge capture, transfer, and workflow automation, perfectly complements Decidr's DecidrOS platform by introducing an enterprise-grade knowledge intelligence layer that strengthens the Company's horizontal AI ecosystem. Sugarwork is also expected to further accelerate Decidr's Embedded Partnership Strategy by identifying new workflow monetisation opportunities within Partners' software and surfacing current Partner workflows for faster development cycles.

Sugarwork's established US customer base across **financial services, industrials, professional services, and healthcare** provides immediate commercial traction and positions Decidr to expand its global pipeline through cross-selling and integration opportunities.

The acquisition strategically aligns with Decidr's goal of creating a **fully integrated Agentic AI value chain**, combining the discovery, documentation, and execution of workflows into a single platform. Together, Sugarwork and Decidr enable organisations to transition seamlessly from identifying opportunities to deploying autonomous solutions at scale:

- **Diagnosis to Execution:** Sugarwork identifies and documents where AI can create measurable value, while Decidr's DecidrOS automates those workflows across connected systems and data.

- **Bridging the Implementation Gap:** Many organisations struggle to pinpoint where AI can drive performance. Sugarwork's process intelligence and Decidr's automation layer close that gap — accelerating time-to-value and ensuring efficient adoption.

- **Accelerated Product Innovation:** Decidr's engineering investment will enable Sugarwork to scale its platform and feature set more rapidly, while Decidr gains structured workflow intelligence that enhances orchestration and agentic performance.

- **Geographic Expansion:** The combination expands both companies' global reach — Sugarwork provides Decidr with an established US presence and enterprise customer relationships, while Decidr also unlocks access to the Asia-Pacific market for Sugarwork's technology.

Collectively, the two platforms deliver an end-to-end Agentic AI solution — from capturing tacit knowledge to autonomously executing intelligent workflows — eliminating the traditional divide between process documentation and automation tools.

For Decidr shareholders, the acquisition strengthens the Company's commercial and technical foundation through multi-region deployments and enterprise-grade customer solutions, while reinforcing its position as a leader in horizontal Agentic AI enablement.

Vanessa Liu, Co-Founder & CEO of Sugarwork, added:

"We're excited to join forces with Decidr. This partnership connects Sugarwork's ability to uncover and document business insights with Decidr's agentic execution layer. Our shared goal is to redefine how organisations capture knowledge and convert it into action."

David Brudenell, Executive Chairman of Decidr, also commented:

"Acquiring Sugarwork marks a transformational step in Decidr's growth and global reach. Their expertise in capturing organisational knowledge complements Decidr's strength in orchestrating intelligent workflows. Together, we can help enterprises move seamlessly from identifying opportunities to automating them — a critical bridge in realising the Agentic Web."

Overview of the Transaction

Decidr AI Industries Ltd has signed a binding term sheet to acquire 100% of Sugarwork Inc. through its wholly owned US entity, Decidr US. Upon completion, Sugarwork will become a wholly owned subsidiary, establishing a strategic foothold for Decidr's US operations, partnerships, and enterprise expansion.

The transaction is structured as a scrip-for-scrip equity swap with Sugarwork shareholders receiving a 4.24% ownership stake in the new Decidr US entity. Additionally, upon settlement, Decidr US will also acquire approx USD$0.4M in outstanding SAFE notes in Sugarwork. Existing Sugarwork customers and associated revenues will be consolidated into the new Decidr US business supporting US growth and cashflow. Decidr will acquire commercial software and IP as well as eight Sugarwork personnel to expand US commercialisation opportunities. As communicated in the September 2025 Placement, Decidr will contribute US$4 million in working capital to Decidr US to support US expansion.

DAI Director Jenny Fielding is a Managing Partner of venture capital company Everywhere Ventures. Everywhere Ventures currently has over USD100M invested across 300 portfolio companies. Everywhere Ventures is a minority shareholder in Sugarwork (less than 1%). The company believes that this shareholding is immaterial. In an abundance of caution, Ms. Fielding has recused herself from the proposed transaction.

Outlook

This acquisition will establish Decidr US as the Company's North American operating base, providing a foundation for expansion, partnerships, and enterprise sales. The integration of Sugarwork's technology into DecidrOS is expected to enhance Decidr's customer acquisition pipeline, driving commercial synergies across both hemispheres.

Completion of the transaction remains subject to customary closing conditions, including execution of a definitive merger implementation agreement, Decidr undertaking due diligence, and the parties obtaining any shareholder and regulatory approvals in both the US and Australia.

The Company will provide further updates to the market as the rollout progresses.

Investor Webinar

The Company will host an investor webinar on Friday, 21 November 2025 at 11.15am (AEDT) to discuss the Sugarwork acquisition, including strategic fit and synergies as well as answer investor questions relating to the transaction. Joining the webinar will be David

Brudenell (Executive Chairman, DAI) as well as Vanessa Liu (Co-Founder & CEO of Sugarwork).

Investors can register to the webinar via:

https://us02web.zoom.us/webinar/register/WN_0enrKgbkRsqtH4nfA-FQcQ

Questions can be submitted prior to the event for the panel to answer to simon@nwrcommunications.com.au

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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 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

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