

ASX Announcement

6 August 2025

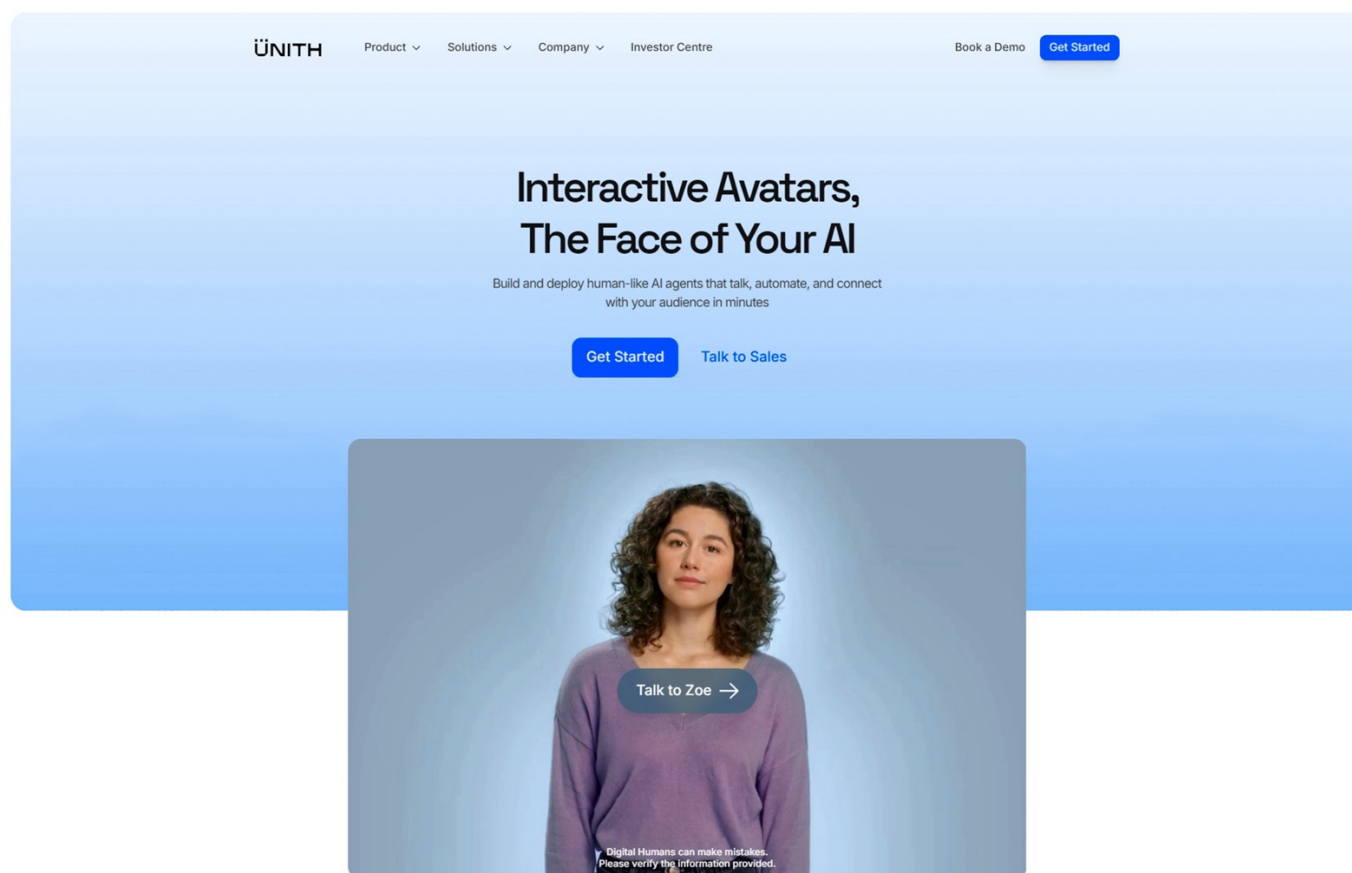
New Unith.ai Website Launched, Enhancing User Experience

Digital human and conversation design solutions company **Unith Ltd (ASX:UNT)** (“Unith” or “the Company”) is pleased to announce the successful completion and immediate launch of its new website, which represents a key deliverable in the Company’s growth strategy. The revamped platform, now live at unith.ai, is designed to both elevate the Company’s digital presence and enhance the user experience for existing and potential clients.

Key Highlights

- The new website offers clear communication of the Unith brand, enhanced discoverability and a conversation focused design.
- The new website has a host of innovative features including targeted messaging, new pricing tiers to enhance conversion rates, and a revamped content management system.

Unith’s Executive Director, Scott Mison commented, *“We are confident that these strategic enhancements to our digital platform will reinforce Unith's position as a leader in our field, foster stronger connections with our audience, and drive sustainable growth. We're leaning into the fast-growing no-code market-expected to reach **US\$45B+** by **2027**, growing at **25%+ annually**. Our technology is well-positioned to grow with this ecosystem and provides a natural path into larger enterprises. Becoming **THE** no-code platform for those who want to add AI Conversational Avatars into their workflows and systems.”*



Unith Ltd
ACN 083 160 909
unith.ai

Perth
202/37 Barrack St
Perth WA 6000,
Australia

Amsterdam
Piet Heinkade 95B
1019GM Amsterdam
Netherlands

Barcelona
Carrer de Mallorca,
289 Entresuelo 08037
Barcelona, Spain

The New Website has Brand Communication, Discoverability and Design Enhancements

- **Clear Brand Communication:**
 - Our updated website clearly articulates Unith's core functions and offerings, ensuring that visitors immediately understand Unith's operations upon arrival.
- **Enhanced Discoverability:**
 - Through strategic updates, the Unith website is optimised for easier discovery by those unfamiliar with the Company, driving increased traffic and engagement.
- **Conversion-Focused Design:**
 - The website serves as a crucial tool for conversion, crafted to guide visitors seamlessly through their journey from interest to action.

Innovative Features Deliver Improved Messaging and Pricing Transparency

- **Targeted Messaging:**
 - Tailored content aligns with the priorities and interests of decision-makers across various industry verticals, facilitating informed decision-making.
- **Content Management System (CMS) Overhaul:**
 - A comprehensive overhaul of Unith's CMS supports a scalable, SEO-rich content strategy, ensuring the Company remains at the forefront of search engine visibility and engagement.

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

(ENDS)

For further information, please contact:

Unith Ltd

Scott Mison

Executive Director

M: + 61 410 594 349

E: scott@unith.ai

Media & Investor Enquiries

The Capital Network

Julia Maguire

P: 61 2 7257 7338

E: julia@thecapitalnetwork.com.au



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About UNITH

Unith Ltd (ASX:UNT) is a technology company that specialises in AI-driven digital human and conversation design solutions. Its focus is the design, development, and deployment of interactive, artificial intelligence (AI)-powered, conversational agents that are realistic, multilingual and scalable. This technology, which can take the form of AI avatars, interacts in a lifelike manner and enhances business clients' customer engagement, education, and entertainment metrics. Unith is now successfully implementing a strategy to monetise its proprietary AI and digital human capabilities.

Unith also operates a growing business-to-consumer (B2C) subscription division, which leverages the value-add created by the company's digital human and conversation design solutions technology. This division, which utilises literally thousands of Unith-created digital humans, generates recurring revenue from clients through subscription models for their services or platforms. Driven by individual business client's requirements, Unith's subscriptions arm can offer a range of services, including access to specific functionalities, tools, or content related to digital humans and AI technology. These subscription services help Unith clients generate a steady income stream and develop long-lasting relationships with their customers.

To learn more, please visit: www.unith.ai/

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