

ASX Release
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Appointment of Chief Revenue Officer & Head of Partnerships

Decidr AI Industries Ltd (ASX: DAI) (“DAI” or “the Company”) is pleased to announce two key executive appointments as the Company enters its next phase of commercial scale and global expansion. The Company is pleased to have attracted both Gordon Starkey as Chief Revenue Officer (CRO), and Kael Hudson as Head of Partnerships, who commence immediately.

Highlights

- Gordon Starkey appointed Chief Revenue Officer to lead global commercial operations and revenue strategy.
- Gordon brings 18 years of enterprise SaaS leadership, most recently as CRO at ELMO Software, where he scaled the platform from early stage to a top-tier formerly ASX-listed business.
- Kael Hudson appointed Head of Partnerships to drive Decidr’s partner-led expansion model, bringing experience across SaaS, media and enterprise ecosystem growth.
- Kael brings 10 years of partnership experience, most recently as Director of GTM and Ecosystem Partnerships ANZ at Airwallex.
- Executive hires mark a key step in delivering DAI’s partner-led commercial strategy and reinforce Decidr’s momentum following major wins across Australia and the U.S. in healthcare, media, finance, education and energy and demonstrated fast initial revenue traction.

Chief Revenue Officer Appointment - Gordon Starkey

Gordon Starkey brings nearly two decades of experience building and scaling high-performance SaaS commercial companies, most recently serving as Chief Revenue Officer (CRO) at ELMO Software. As ELMO’s CRO he helped grow it into one of the largest HRTech platforms in Australia, New Zealand and the UK. In his role, Mr Starkey was responsible for ELMO’s multi-functional revenue organisation, encompassing product, marketing, business development, and client success. His leadership contributed to ELMO’s expansion to over 3,000 clients and more than two million end users.

At Decidr, Mr Starkey will oversee the end-to-end commercial organisation, including global sales, strategic accounts, and customer experience. His near-term focus will include evolving Decidr’s direct customer sales engagement, expanding the partner revenue model alongside Mr. Hudson, and embedding scalable processes to support high-volume

customer onboarding. He will also support the continued expansion of Decidr's Agentic Platform into strategic sectors including HR, media, finance, and website automation.

Executive Chairman, David Brudenell commented:

"We are thrilled to welcome Gordon to Decidr. His track record speaks for itself—he's helped build one of Australia's most successful SaaS scale-ups from the ground up. His expertise in driving product-led growth, revenue discipline, and partner alignment will be instrumental as we expand into global markets and pursue our FY26 self-service platform strategy."

Head of Partnerships Appointment - Kael Hudson

Additionally, Decidr is pleased to announce the appointment of **Kael Hudson** as Head of Partnerships. Mr. Hudson brings a wealth of experience from leading roles at Square, Airwallex, and Disney, where he specialised in developing strategic partnerships, specifically in SME solutions. In his role at Decidr, he will focus on strengthening existing alliances and forging new partnerships to enhance the Company's market presence.

Executive Chairman, David Brudenell commented:

"We are fortunate to have Kael join Decidr to lead the expansion of our partner ecosystem, supporting go-to-market (GTM) activation across key partnerships with AWS, Go1, CareerOne, CoHabit, BeeRoll, and ELMO. We believe he will make a significant impact taking charge of the co-development of commercial partnership frameworks to support new, global sector launches."

The appointments align with Decidr's strong momentum following its commercial launch in late 2024. Decidr's Agentic AI platform is now deployed across customers in over eight sectors, including recent and upcoming partner-led deployments with ELMO, The Growth Faculty and CareerOne. The company recently reported A\$1.0 million in annualised revenue in its first five months of commercialisation confirming the business as a best-in-class performer in SaaS. The Company looks forward to providing shareholders with further updates on the progress of the business.

-Ends-

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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>

For more information see:

<https://decidrindustries.ai>