

## Appointment of President, Decidr America & Global CMO

Decidr AI Industries Ltd (ASX: DAI) (“DAI” or “the Company”) is pleased to announce the strategic appointment of Ash Farr as Global Chief Marketing Officer (“CMO”) and President of Decidr America as the Company enters its next phase of commercial scale and global expansion. Mr. Farr will commence immediately, focused on the launch of Decidr America in the first half of the upcoming new financial year.

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### Highlights

- Ash Farr appointed Global Chief Marketing Officer and President Decidr America to lead global marketing and US expansion.
  - Ash brings 25 years of marketing and executive leadership from top global agencies such as WPP and McCann Worldgroup supporting iconic global brands in technology, automotive, financial, healthcare, alcohol, sports and consumer goods.
  - This hire supports a dedicated focus on DAI’s U.S. expansion of its partner-led commercial strategy, capitalising on Decidr’s existing partner and direct sales momentum in the United States.
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### Global Chief Marketing Officer & President Decidr America Appointment - Ash Farr

Ash Farr brings over 25 years of senior leadership in marketing and strategy, including recent executive roles at WPP and IPG’s McCann Worldgroup. He served as CEO of McCann Australia before relocating to the U.S., where he has spent the past decade leading global strategy and transformation for Microsoft, Mazda, General Motors, Cigna Healthcare, and Verizon. Under his leadership, McCann Australia was recognised as one of the world’s most awarded agencies. In Australia, he delivered commercial and creative success for brands including Vodafone, Nestlé, Nike, MasterCard, Google, and Coca-Cola.

At Decidr, Ash will lead the global marketing strategy and brand positioning efforts while spearheading Decidr’s expansion into the U.S. market as President of Decidr America. Ash’s immediate focus will include establishing Decidr’s market presence in the U.S., building brand awareness, and driving partner and customer acquisition strategies aligned with Decidr’s FY26 U.S. launch plans.

Decidr is poised to launch its first generation Agentic Onboarding Studio in the United States in the first half of FY26, supported by its strategic global and US partnerships with

AWS, Go1, Onside Content, The Growth Faculty and BeeRoll. These partnerships will provide robust U.S. entry infrastructure, go-to-market alignment, and significant co-sell opportunities, with the aim to accelerate adoption and growth within the U.S. market.

**Executive Chairman, David Brudenell commented:**

*"We are delighted to welcome Ash to the Decidr leadership team. Ash's proven ability to deliver market-leading strategies, combined with his deep understanding of brand positioning and marketing innovation, will be instrumental as we launch and scale Decidr in the U.S. market. His appointment as both CMO and President of Decidr America marks an exciting milestone in our journey towards global expansion and sustained growth."*

**President, Decidr America & CMO, Ash Farr commented:**

*"What drew me to Decidr wasn't just the products, the global team that has been assembled, or David's and Paul's leadership, though all three are formidable. It was the tectonic shift Decidr will enable. The vision for Decidr isn't incremental. It's radical. This isn't another AI agent company. It's the beginning of a new operating system for ambition. For companies, it brings clarity and velocity. For individuals, it will restore agency. And for communities, it will deliver something rare in AI: distributed power. This is not evolution. It's a bold deliberate reorientation of the status quo by design. The opportunity to be part of this and help navigate this change, was something I had to be part of"*

This appointment aligns with Decidr's ongoing 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 in-pilot 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.

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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>