

ASX Release
24 June 2025

Decidr signs commercial agreement with Australian Institute of Management

Decidr AI Industries Ltd (“DAI” or “the Company”) is pleased to announce a contract and partnership between Decidr.ai (“Decidr”) and Scintia Australia Pty Ltd, which operates under the Australian Institute of Management (“AIM”) brand. The partnership represents a significant milestone in the Company’s growth trajectory, and will see Decidr’s Agentic AI technology deployed across AIM’s education ecosystem to enhance learner personalisation, automate key workflows, and improve training outcomes at scale.

The contract is expected to contribute an additional 30% to Decidr’s March 2025 revenue run rate, and is recurring income over a two-year period. The agreement demonstrates strong market validation of Decidr technology and expands our presence in the education ecosystem.

Highlights

- Strategic agreement signed with The Australian Institute of Management (AIM), one of Australia’s largest providers of corporate training and education.
 - AIM will onboard and deploy the Decidr platform utilising Decidr’s core agents as well as a series of education and learning apps being roadmapped in a *whole of business initiative* with expanded recurring revenue growth planned for CY 2026.
 - In addition to Decidr Core AI Apps: Content Creator, Sales Assistant, and AI Search Tool, the Company will deploy a suite of AI-powered agents embedded into AIM’s learning platforms, including:
 - **Just-in-time coaching** (real-time learner guidance)
 - **Adaptive assessment practice** (tailored questions and feedback)
 - **Personalised content delivery** (dynamic micro-course sequencing)
 - **Enrolment support assistant** (assisting learners discover/register for courses)
 - **Efficiency agent** (backend automation for tutors and content structuring)
 - Both parties have also engaged in a partnership to co-create a new AI app and agent solutions to take to AIM corporate customers.
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About Australian Institute of Management (AIM)

The Australian Institute of Management (AIM), a division of Scintia, is one of Australia's most established education providers, delivering leadership, management, and vocational training to more than 20,000 professionals and students annually.

With a legacy spanning over 80 years, AIM has built strong relationships with major enterprise clients across the public and private sectors, including departments of the Australian Government, Telstra, NAB, Qantas, and other ASX-listed companies. Its focus on practical, skills-based learning and digital transformation makes it an ideal partner for Decidr's Agentic AI solutions.

This agreement builds on the momentum of Decidr's existing work with The Growth Faculty (TGF), where AI Mentors were developed to enhance team and leadership learning experiences. The AIM engagement reflects the success of that strategy, expanding Decidr's role as a technology partner in the L&D domain and embedding AI agents that drive tailored coaching, course sequencing, learner engagement, and administrative efficiency across AIM's learning systems.

Strategic Context: Building on The Growth Faculty Partnership Success

This partnership is a direct evolution of Decidr's earlier collaboration with **The Growth Faculty (TGF)**, where the Company successfully co-developed and deployed **AI Mentors** to support executive learning experiences. That project showcased the potential of Agentic AI in personalising learning journeys and laid the commercial and technical groundwork for expansion into broader educational and training applications.

The relationship with AIM originated from that strategic success, demonstrating the flywheel effect of Decidr's embedded partner model. Decidr's proven horizontal platform allows for tailored AI deployments that extend easily into adjacent customer segments, reinforcing its defensible position in the market and enabling new use cases to scale quickly.

Executive Chairman, David Brudenell commented:

"Our strategy of embedding Decidr Agents through trusted domain partners continues to gain momentum. Following the success of our AI Mentor products with The Growth Faculty, we're proud to be partnering with AIM to bring tailored, scalable AI solutions to one of Australia's most respected education brands. This marks another step in building a defensible, partner-powered ecosystem that extends Decidr's reach into high-impact business environments."

CTO, AIM, Steven Smith commented:

"Partnering with Decidr reflects our commitment to staying at the forefront of innovation in education. By embedding Agentic AI into our learner experience, we can deliver more personalised, scalable, and engaging pathways for professionals and organisations alike. This collaboration builds on our digital evolution and strengthens our ability to provide meaningful outcomes across Australia's workforce."

Outlook

The agreement with Scentia further validates Decidr's **embedded AI distribution model**, designed to place Agents directly into the workflows of end-customers via co-developed offerings with trusted vertical partners. With deployments now spanning the HR, content, property, and education sectors, the Company is delivering against its mission to become the platform of record for Agentic AI adoption.

As the partnership with AIM advances through phased deployment, the Company expects further traction in the education and training sector—supporting the long-term growth objectives of both Decidr and Decidr AI Industries Ltd.

There is no other material information relevant to assessing the impact of the partnership with AIM on the price or value of the Company's securities.

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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 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>