Decidr AI Industries Ltd.

New and Existing Decidr Partnerships Update

Decidr AI Industries Ltd (ASX: DAI) ("DAI" or "the Company") is pleased to announce new partnerships that extend Decidr's AI enablement strategy across knowledge transfer and small business, and contribution to industry policy. These partnerships support Decidr's long-term vision of embedding AI solutions into domain-specific platforms that serve thousands of organisations and end users.

Additionally, Decidr is able to provide operational updates from existing key strategic partnerships with ELMO, CareerOne and the Growth Faculty.

Highlights

- **Sugarwork (USA)**: Launch of a US-focused partnership to automate enterprise knowledge capture and IP continuity via Agentic AI.

- **SBX Business Brokers (AU)**: Enhanced strategic collaboration to embed Decidr Agents in SME business onboarding, due diligence, and discovery processes across 1,500+ business listings.

- **Tech Council of Australia**: Decidr becomes an official member, contributing to AI policy, industry leadership, and trusted deployment frameworks.

- **CareerOne** pilot continues to deliver meaningful results with June '25 revenues 2x up on prior month and 5x from initial launch. Full launch is on-track for Q1'FY26

- **Growth Faculty's** AI Mentors launched on July 1, 2025 with four initial mentors whose combined audiences exceed 500 000, and began generating subscription revenue immediately.

- **ELMO** beta continues with strong participation from pilot customers with intent to launch in Q1 FY'26.

Sugarwork - US-focused Knowledge & IP Agent Transfer

Decidr has signed a US-focused partnership with Sugarwork (www.sugarwork.com), a knowledge capture and transfer platform designed to unlock operational wisdom and know-how from employees and organisations. Sugarwork's unique knowledge-capture AI capabilities will be used to help organisations identify opportunities to deploy Decidr technology for maximal efficiency and productivity gains. Additionally, Sugarwork technology deployed in the Decidr platform can extend the upcoming Onboarding Studio

capability to automate SME knowledge capture, process documentation, and onboarding routines across Decidr's customers and Sugarwork's enterprise and mid-market US client base.

This partnership reflects Decidr's US expansion agenda and supports the deployment of specialised Agents that operate across knowledge-heavy roles. The agreement is designed to allow both companies to accelerate product capabilities.

Vanessa Liu, CEO of Sugarwork, said:

"At Sugarwork, we believe institutional knowledge is a vital asset. By integrating Decidr's Agentic AI, we're not only scaling our solution—we're giving our clients a smarter, faster way to retain and operationalise expertise. This partnership strengthens our US capabilities and sets a new standard in enterprise knowledge automation."

SBX (Small Business Exchange) - AI for SME Business Discovery & Future Acquisition Enablement

Decidr has expanded its strategic partnership with SBX (www.sbx.com.au), one of Australia's largest and most experienced business brokerage firms, with over 30 years of operation. Originally founded as Sydney Business Exchange, SBX now operates across NSW, Victoria, and Queensland with more than 1,500 active business listings across industries including hospitality, retail, manufacturing, franchises, and accommodation.

The partnership will focus on developing Agentic AI solutions that support business onboarding, discovery, documentation, and operational assessment — streamlining workflows for both buyers and sellers of Australian SMEs.

This aligns with Decidr's broader SME strategy and vision for an AI-native business landscape, where the future acquisition of AI-first companies will be made easier through pre-integrated, interoperable operating environments powered by Decidr Agents.

SBX's multi-lingual support, extensive legal and compliance guidance, and strong digital footprint make them an ideal distribution partner to extend Decidr's reach into the SME segment.

Tech Council of Australia - Strategic Industry Engagement

Decidr is pleased to announce it has become an official member of the Tech Council of Australia, the country's peak industry body representing the technology sector. Through this engagement, Decidr will actively participate in the Council's AI initiatives, helping shape the national conversation on responsible AI deployment, policy design, and future workforce strategies.

This aligns with Decidr's broader agentic AI strategy and reflects the Company's commitment to being a leader in safe, practical, and business-aligned AI integration. As with other industry partners, Decidr will contribute technical and commercial perspectives while exploring opportunities to inform, educate and showcase horizontal agentic technology.

Damian Kassabgi, CEO and Board Director of the Tech Council of Australia, said: "We're delighted to welcome Decidr to the Tech Council. Their work at the intersection of data, technology and decision-making brings a valuable perspective to our community."

Existing Partner Update

The Growth Faculty

Decidr and the Growth Faculty ("TGF") have successfully launched their co-developed [AI Mentor Program](), which formally launched on July 1, 2025. This initiative embeds Decidr's Agentic AI into TGF's executive education platform, delivering highly interactive, AI-powered mentorship subscriptions to TGF's nearly 20,000 subscribers.

The first four AI Mentors include:

- **Andrea Clarke** – Award-winning author of *Future Fit*, with over 25,000 books sold and founder of FutureFitCo.
- **John Spence** – Recognised among the Top 100 Business Thought Leaders, with a global following of 250,000+ professionals.
- **Kevin Lawrence** – Bestselling author of *Your Oxygen Mask First*, with an audience reach of over 150,000 executive leaders.
- **Mark Green** – Author of *Activators* and executive coach to CEOs, with programs adopted by multiple Fortune 500 leaders.

The AI Mentors are available on TGF's platform and represent the first commercial use of Decidr Agents in leadership learning — expanding Decidr's footprint in professional development.

CareerOne

The CareerOne partnership continues to deliver meaningful results with strong early revenue growth. Based on quarter-to-date data, monthly recurring revenue (June '25) increased 2x from May '25 and 5x from initial launch in February '25, indicating positive momentum ahead of broader rollout in Q1'FY26

ELMO Software

The ELMO partnership continues in beta, with strong participation from early adopter customers across the HRIS and onboarding modules. Feedback has been instrumental in optimising Decidr's integration into the ELMO environment. General release is scheduled for FY26, aligning with feature completion and stakeholder feedback cycles.

Outlook

It is not currently possible to estimate the immediate financial impact on Decidr or the Company. However, the Company considers this to be a significant step in Decidr's strategy of continuing to progress its embedded partnerships, building a defensible moat by aligning with trusted industry platforms. Partnerships with Sugarwork, and SBX and membership with The Tech Council of Australia each strengthen Decidr's position across enterprise knowledge, SME enablement and policy.

With each partner integration, Decidr places Agentic AI directly into platforms already trusted by end customers. These embedded deployments act as both a distribution lever and a product expansion channel, reinforcing Decidr's horizontal architecture and driving recurring revenue opportunities.

As the Company moves further into FY26, its focus remains on scaling through partnerships, onboarding new customers, and deepening AI adoption across multiple sectors and geographies.

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

-Ends-

For further information, please contact:

David Brudenell
Executive Chairman, Decidr AI Industries Ltd
E: dbrudenell@decidrindustries.ai

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