

ASX Release  
29 April 2025

## Decidr AI Industries (ASX: DAI) – March 2025 Quarterly Business Review

Decidr AI Industries Ltd (ASX: DAI) (“DAI”, “DAI Industries” or “the Company”), majority owner of Decidr.ai Pty Ltd (“Decidr”) and owner of health & wellness brands Edible Beauty and 13 Seeds is pleased to provide its quarterly activities report for the period ending 31 March 2025 (“Q3 FY25”) and up to the date of this announcement.

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### Highlights

- Company name changed to Decidr AI Industries Ltd, reflecting increased focus on AI technology business activities and strategic direction.
- Successful completion of capital raising, securing \$11.0M to support future growth.
- Decidr secured several new multi-year subscriptions with Australian and U.S. customers, across finance, manufacturing, advertising, and lending, showcasing agility and scalability of its AI platform.
- Delivery of won contracts began in March 2025, resulting in annualised revenue of A\$1.0M, in Decidr’s first full quarter of commercialisation.
- Global strategic partnerships signed with BeeRoll, Go1 and Amazon Web Services (AWS), further expanding Decidr’s embedded partnership commercial model complementing existing partnerships with CareerOne and ELMO Software.
- CareerOne partnership produces first revenues ahead of full launch of Agentic Agents in Q4 FY25, demonstrating early product market fit.
- Edible Beauty e-commerce sales in Q3 saw 35% growth on the prior corresponding period (“pcp”), driven by strong focus on new customer acquisition and increasing average order value (AOV).
- Robust cash position of \$11.1m as at 31 March 2025, providing sufficient runway over the medium term.

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### Company Name Change Reflecting Strategic Focus on AI

During the quarter, the Company formally changed its name from Live Verdure Ltd (ASX: LV1) to Decidr AI Industries Ltd (ASX: DAI), with overwhelming support from shareholders. This change reflects the Company’s strategic direction and operational technology focus initiated in December 2023 and following its acquisition of a controlling 51% stake in Decidr.ai Pty Ltd on 31 December 2024.

The Board believes the name change better communicates the Company’s core activities and long-term vision as an AI-native business focused on building and commercialising

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horizontal Agentic AI technology across diverse industries. The rebrand demonstrates the focus on AI enablement and software-led growth, while maintaining operational and financial oversight over its legacy brands.

The strategy's success has been illustrated by the early traction of Decidr following commercialisation:

- Strong global interest in AI-enablement technology with over **1,800 Decidr sales enquires** fielded in the first full quarter of commercialisation
- **Three consecutive quarters of Edible Beauty e-Commerce Revenue growth (+35% quarterly average)** following deployment of an AI-first enablement strategy utilising Decidr's platform as useful case study
- Signing of AU and US customers in multiple industries and categories for Decidr Agentic Solutions
- **Capture of partnership revenues** from CareerOne prior to full AI Agent launch in Q4 FY25

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## Decidr Update

### Commercial Traction: New Customers Across Industries and Regions

Decidr secured several new enterprise subscriptions during the quarter, including multi-year deals with finance, manufacturing, lending and media customers across Australia and the U.S.. These wins highlight the early agility and applicability of the Decidr Agentic Platform, which empowers customers to automate workflows across legacy and modern systems, without additional engineering or IT investment.

These contracts also add to existing momentum from earlier success within healthcare, retail, and education sectors, further validating Decidr's horizontal, no-code approach to commercial AI.

Decidr customers began deploying in late March 2025 demonstrating early traction of Decidr following commercialisation:

- Over 1,800 sales enquiries fielded in the first full quarter of commercialisation
- Signed contracts for \$1.0m in annualised revenues by 31 March 2025, with a substantial pipeline still at various stages of closure
- 68% growth in won Total Contract Value (TCV) QoQ
- 44% growth in average Total Contract Value QoQ
- 62% growth in average contract length QoQ
- 38% growth in contracted annual recurring revenues QoQ

Following strong early traction, Decidr was able to report \$1.0M in annualised revenue from contracts deployed in March 2025. During the March Quarter, a higher-than-expected volume of enquiries prompted the team to accelerate the development of Decidr's

Onboarding Studio to support faster customer onboarding. While this shift temporarily reduced onboarding volume in the quarter, the accelerated development of the Onboarding Studio – due for finalisation in Q4 FY25 – has already decreased onboarding time. Secured deployments are expected to accelerate in Q4 FY25 as the business continues to prepare for the FY26 launch of its self-service platform.

## Commercial Traction: Early partnership revenues and in-market Agent performance

### CareerOne

With partnerships not due for full launch until Q4 FY25, CareerOne delivered early revenue following the beta launch of ApplyPass, an AI-powered matching engine built using Decidr's core technology. ApplyPass forms the foundation for two upcoming products: the AI Recruiter for employers and the Talent Agent for jobseekers.

Beta performance has significantly exceeded expectations, with:

- Continued performance in the quarter of an 8x improvement in job seeker match rates vs. traditional models.
- A 65% uplift in employer onboarding and engagement.

Furthermore, **March partnership revenues grew by 25% from the beta launch in February** indicating continued and growing interest in the supplied Decidr technology to CareerOne's 125,000 customers. Both AI Agents are expected to move to full production in Q4 FY25.

### ELMO

Decidr's partnership with ELMO has also shown strong performance in internal (live) Beta testing of their AI Recruiter, **with 50% of matched candidates using Decidr technology moving to interview**. Paid pilot testing has commenced with ELMO customers which will complete in Q4 FY25.

## Partnership Traction: Global Technology Partnerships signed to accelerate Decidr Agent distribution

The Company deepened its partner-led distribution strategy with the signing of new global agreements this quarter:

- **BeeRoll Inc. (USA):** A co-development agreement for AI-driven tools in creator matching, campaign automation, and content performance analysis. BeeRoll connects over 10,000 creators with major brands like Lyft and Netflix. Partnership due to launch Q1 FY26;

- **Cohabit Technologies (AU):** A proptech collaboration to embed Decidr Agents into Cohabit’s digital building health platform, enhancing compliance, reporting, and real-time insights for property managers. Partnership due to launch Q1 FY26.
- **Go1 (Global):** Decidr and Go1 signed an agreement to build AI-powered L&D tools including an AI Tutor and AI Learning Advisor for job seekers and hiring managers, enhancing learning ROI through tailored upskilling. Partnership due to launch Q1 FY26.
- **Amazon Web Services (“AWS”) (Global):** A multi-part alliance that includes AWS as Decidr’s core cloud provider, listing on AWS Marketplace, co-sell enablement via the APJ FasTrack Academy, and a joint Venture Studio supporting AI-native startups. Partnership due to launch Q2 FY26.

Specifically for AWS, Decidr has commenced hiring to support the partnership. As part of the Fast-track program, AWS has supplied descriptions of several critical roles that will interface directly with peer groups in AWS to ensure maximum internal support and ecosystem distribution. Technical deep dives have commenced between teams to support internal Decidr hyperscaling requirements and also native integrations of AWS software, Large Language Model (“LLM”) and services into Decidr customer deployments. Both businesses are also collaborating on early case studies to bring to market over the next two quarters, which will be supportive of future growth opportunities.

These global partnerships reflect Decidr’s embedded distribution strategy – placing one Agent into as many end-customer ecosystems as possible via trusted, widely adopted platforms.

By integrating into offerings across proptech, content, learning, and cloud infrastructure, Decidr accelerates scalable deployment while building long-term defensibility through partner-aligned distribution.

The platform’s horizontal, no-code architecture enables each Agent to expand into adjacent functions over time, increasing visibility within enterprise operations and supporting broader adoption. Collectively, these partnerships demonstrate the practical value of this model and its alignment with Decidr’s overall long-term strategy.

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## Edible Beauty Update

The Edible Beauty business maintained its positive e-commerce trajectory with strong online sales during the quarter.

The business continues to benefit from the AI enablement strategy and Decidr Sales Agent ‘AVA’ which continues to support the business in generating sales, building its subscriber base, and improving conversions. Edible Beauty is currently working on expanding “AVA” capabilities to further support the customer journey via sales support at a product level, enhancing customer conversion and providing a “personalised shopper” experience.

E-commerce sales in Q3 FY25 experienced 35% growth versus pcp, with a continued focus on new customer acquisition, premium priced new products and bundling of products to increase AOV. New product launch (Super Stem Cell Concentrate) at the end of January, as well as a focus on editorial sales channels to support the launch, assisted the delivery of this growth. Specifically, new product development was responsible for approximately 25% of quarterly revenue.

Edible Beauty's new customer growth continued to remain strong, increasing 46% versus pcp, with 1,512 new customers. AOV also increased 5% to \$94 versus pcp.

Initiatives to improve recurring customer revenue and repeat customer rate have commenced with projects focusing on agentic SMS subscriber flows and email segmentation. The SMS subscriber list has grown by over 50% as compared to prior year, providing a strong opportunity for recurring revenue. AI technology is being used as a tool to accurately segment email subscribers and create customised win-back and re-engagement flows.

Conversion increased to 4.6% in March driven by strong promotional sales activity and NPD. Efficiencies continue to be generated in paid advertising with Blended ROAS increasing to 5.3x up 13% versus pcp and Customer Acquisition Cost (CAC) decreasing 21%.

Gross profit remained steady at 54%, benefiting from a higher AOV, product mix and steady cost of sales.

Seasonality effects considered, it is expected that these advancements will provide sustainable growth for the business while AI enhancements minimise more traditional [fixed/variable] cost infrastructure.

During Q3 FY25 Edible Beauty continues to focus on growing its wholesale business. Hong Kong beauty distributor Lumi Asia placed its first order in January and U.S. retailer Haldi also launched the brand in February. Management is working closely with sales and marketing teams within both businesses to effectively promote Edible Beauty, grow brand awareness and build sales in corresponding markets. Edible Beauty also continues to work on growing its existing Australian distribution with Osborne/CH2 health, independent retailers as well as ongoing discussions with Asia Pacific retailers.

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## 13 Seeds Update

The Company continues to optimise e-commerce and product positioning in the 13 Seeds business with a focus on cost reduction across all operations. The Company continues the review of this business with the goal of improving overall performance and contribution.

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## Capital Raising & Financial Position

During March, the Company raised capital of A\$11.0 million from an oversubscribed institutional placement issuing 14,473,684 ordinary shares at \$0.76 cents. The Company also raised A\$699,762 from the conversion of unlisted options, from existing, supportive shareholders.

Proceeds from the placement will fund:

- Expansion of the customer success team and enterprise delivery network
- Growth capital for U.S. market entry and new domain partnerships
- Investment in agent development tools and onboarding infrastructure

The Placement followed the announcement of the AWS partnership and marketplace launch, which helped accelerate institutional interest and validate the strategic trajectory.

DAI has reported a robust closing cash position of \$11.087 million as at 31 March 2025, which positions the business well to pursue growth over the medium term.

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## DAI 4C AMA “Ask me anything” Webinar

DAI will be hosting a webinar on May 14, 2025 at 11.00am AEST to answer questions about the Decidr technology, 4C items, partnerships and other areas of business. The AMA panel will have David Brudenell (Executive Chairman, DAI), David Brady (CFO, DAI), Paul Chan (Founder, Decidr) and Michael Cindric (CTO, Decidr).

Investors can register to the webinar via:

<https://us02web.zoom.us/j/84291466164?pwd=TyOVps4wONACb7wVJapKwfDiT4YOyO.1>

Questions can be submitted prior to the event for the panel to answer to [simon@nwrcommunications.com.au](mailto:simon@nwrcommunications.com.au)

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## Outlook

DAI enters Q4 FY25 with strong commercial and strategic momentum. The Company remains focused on executing its Agentic Web vision through both direct sales and embedded partner distribution. The strength of recent global partnerships—across cloud, content, property, HR, and learning—demonstrates growing demand for horizontal, no-code AI infrastructure and validates Decidr’s multi-domain applicability.

Decidr remains committed to driving shareholder value through strategic AI partnerships and the rapid commercialisation of its Agentic platform. With AWS as a foundational

partner and Decidr's acceptance into the Asia Pacific, Japan ("APJ") FasTrack Academy, the Company is well-positioned to scale global AI adoption and deepen its network of enterprise integrations. These channels, paired with an expanding suite of co-developed Agents, form the basis of a defensible, scalable, and increasingly valuable AI business ecosystem.

The Company looks forward to updating shareholders as it continues to evolve and execute its strategy.

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## Expenditure during the quarter

During the quarter, the Company incurred the following operating cash expenditure:

- R&D expenditure amounted to \$833,000;
- Product and manufacturing expenditure amounted to \$540,000;
- Advertising and marketing expenditure amounted to \$659,000;
- Staff related expenditure amounted to \$1,578,000; and
- Administrative and corporate costs amounted to \$886,000.

During the quarter, the Company incurred the following investing cash outflows:

- Funds spent of \$73,000 for property and equipment.
- Funds spent of \$79,000 on other investment expenditure

During the quarter, the Company received the following financing cash inflows:

- Funds received for share issues via an institutional placement raising \$11,000,000. This was offset by \$770,000 (inclusive of GST) in capital raise related costs.
- Funds received for share issues via option exercises of \$700,000, which included options exercised during the quarter and funds received at the end of the quarter in advance of shares being issued upon the conversion of options in April.

During the quarter, the Company incurred the following financing cash outflows:

- Loan repayments of \$400,000 to Decidr Group Pty Ltd, which financed the purchase of the additional 6% stake in Decidr.

The expenditure during the quarter was in line with the Company's budgets.

## Additional Information

The amount of \$113,000 included in section 6.1 of the accompanying Appendix 4C (payments to related parties) relates to Directors fees and superannuation payments for March 2025 quarter.

-Ends-

**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>

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## Appendix 4C

### Quarterly cash flow report for entities subject to Listing Rule 4.7B

#### Name of entity

Decidr AI Industries Ltd

#### ABN

99 673 841 284

#### Quarter ended ("current quarter")

31 March 2025

Consolidated statement of cash flows	Current quarter \$A'000	Year to date (9 months) \$A'000
<b>1. Cash flows from operating activities</b>		
1.1 Receipts from customers	565	1,578
1.2 Payments for		
(a) research and development	(833)	(856)
(b) product manufacturing and operating costs	(540)	(1,253)
(c) advertising and marketing	(659)	(1,185)
(d) leased assets	-	-
(e) staff costs	(1,578)	(2,000)
(f) administration and corporate costs	(886)	(1,540)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	25	45
1.5 Interest and other costs of finance paid	-	-
1.6 Income taxes paid	-	-
1.7 Government grants and tax incentives	-	37
1.8 Other (provide details if material)	-	-
<b>1.9 Net cash from / (used in) operating activities</b>	<b>(3,906)</b>	<b>(5,174)</b>
<b>2. Cash flows from investing activities</b>		
2.1 Payments to acquire or for:		
(a) entities	-	(77)
(b) businesses	-	-
(c) property, plant and equipment	(73)	(80)
(d) investments	-	(3,631)
(e) intellectual property	-	-
(f) other non-current assets	-	-

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Consolidated statement of cash flows		Current quarter \$A'000	Year to date (9 months) \$A'000
2.2	Proceeds from disposal of:		
	(a) entities	-	-
	(b) businesses	-	-
	(c) property, plant and equipment	-	-
	(d) investments	-	-
	(e) intellectual property	-	-
	(f) other non-current assets	-	-
2.3	Cash flows from loans to other entities	-	-
2.4	Dividends received (see note 3)	-	-
2.5	Other (provide details if material)	(79)	(51)
<b>2.6</b>	<b>Net cash from / (used in) investing activities</b>	<b>(152)</b>	<b>(3,838)</b>

<b>3.</b>	<b>Cash flows from financing activities</b>		
3.1	Proceeds from issues of equity securities (excluding convertible debt securities)	11,700	11,700
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	-	8,466
3.4	Transaction costs related to issues of equity securities or convertible debt securities	(770)	(770)
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	(400)	(400)
3.7	Transaction costs related to loans and borrowings	-	-
3.8	Dividends paid	-	-
3.9	Other (provide details if material)	-	-
<b>3.10</b>	<b>Net cash from / (used in) financing activities</b>	<b>10,530</b>	<b>18,996</b>

<b>4.</b>	<b>Net increase / (decrease) in cash and cash equivalents for the period</b>		
4.1	Cash and cash equivalents at beginning of period	4,616	1,103
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(3,906)	(5,174)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(152)	(3,838)

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Consolidated statement of cash flows		Current quarter \$A'000	Year to date (9 months) \$A'000
4.4	Net cash from / (used in) financing activities (item 3.10 above)	10,530	18,996
4.5	Effect of movement in exchange rates on cash held	-	-
<b>4.6</b>	<b>Cash and cash equivalents at end of period</b>	<b>11,087</b>	<b>11,087</b>

5. Reconciliation of cash and cash equivalents at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts		Current quarter \$A'000	Previous quarter \$A'000
5.1	Bank balances	11,087	4,616
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
<b>5.5</b>	<b>Cash and cash equivalents at end of quarter (should equal item 4.6 above)</b>	<b>11,087</b>	<b>4,616</b>

6. Payments to related parties of the entity and their associates		Current quarter \$A'000
6.1	Aggregate amount of payments to related parties and their associates included in item 1	113
6.2	Aggregate amount of payments to related parties and their associates included in item 2	-
<i>Note: if any amounts are shown in items 6.1 or 6.2, your quarterly activity report must include a description of, and an explanation for, such payments.</i>		

7. <b>Financing facilities</b> <i>Note: the term "facility" includes all forms of financing arrangements available to the entity. Add notes as necessary for an understanding of the sources of finance available to the entity.</i>	<b>Total facility amount at quarter end \$A'000</b>	<b>Amount drawn at quarter end \$A'000</b>
7.1 Loan facilities	12,800	12,800
7.2 Credit standby arrangements	-	-
7.3 Other (please specify)	40	-
7.4 <b>Total financing facilities</b>	40	-
7.5 <b>Unused financing facilities available at quarter end</b>		40
7.6 Include in the box below a description of each facility above, including the lender, interest rate, maturity date and whether it is secured or unsecured. If any additional financing facilities have been entered into or are proposed to be entered into after quarter end, include a note providing details of those facilities as well.		
7.1 Decidr Group Pty Ltd private loan, non-interest bearing, 3 years (from 31/12/2024), secured against intellectual property generated in Decidr.ai Pty Ltd from 1 January 2025.		
7.3 St George Bank, business overdraft, 13.46%, unsecured.		

8. <b>Estimated cash available for future operating activities</b>	<b>\$A'000</b>
8.1 Net cash from / (used in) operating activities (item 1.9)	(3,906)
8.2 Cash and cash equivalents at quarter end (item 4.6)	11,087
8.3 Unused finance facilities available at quarter end (item 7.5)	40
8.4 Total available funding (item 8.2 + item 8.3)	11,127
8.5 <b>Estimated quarters of funding available (item 8.4 divided by item 8.1)</b>	<b>2.85</b>
<i>Note: if the entity has reported positive net operating cash flows in item 1.9, answer item 8.5 as "N/A". Otherwise, a figure for the estimated quarters of funding available must be included in item 8.5.</i>	
8.6 If item 8.5 is less than 2 quarters, please provide answers to the following questions:	
8.6.1 Does the entity expect that it will continue to have the current level of net operating cash flows for the time being and, if not, why not?	
Answer: N/A	
8.6.2 Has the entity taken any steps, or does it propose to take any steps, to raise further cash to fund its operations and, if so, what are those steps and how likely does it believe that they will be successful?	
Answer: N/A	
8.6.3 Does the entity expect to be able to continue its operations and to meet its business objectives and, if so, on what basis?	
Answer: N/A	
<i>Note: where item 8.5 is less than 2 quarters, all of questions 8.6.1, 8.6.2 and 8.6.3 above must be answered.</i>	

**Compliance statement**

- 1 This statement has been prepared in accordance with accounting standards and policies which comply with Listing Rule 19.11A.
- 2 This statement gives a true and fair view of the matters disclosed.

Date: ...29 April 2025 .....

Authorised by: ...The Board of Directors.....  
(Name of body or officer authorising release – see note 4)

**Notes**

1. This quarterly cash flow report and the accompanying activity report provide a basis for informing the market about the entity's activities for the past quarter, how they have been financed and the effect this has had on its cash position. An entity that wishes to disclose additional information over and above the minimum required under the Listing Rules is encouraged to do so.
2. If this quarterly cash flow report has been prepared in accordance with Australian Accounting Standards, the definitions in, and provisions of, *AASB 107: Statement of Cash Flows* apply to this report. If this quarterly cash flow report has been prepared in accordance with other accounting standards agreed by ASX pursuant to Listing Rule 19.11A, the corresponding equivalent standard applies to this report.
3. Dividends received may be classified either as cash flows from operating activities or cash flows from investing activities, depending on the accounting policy of the entity.
4. If this report has been authorised for release to the market by your board of directors, you can insert here: "By the board". If it has been authorised for release to the market by a committee of your board of directors, you can insert here: "By the [name of board committee – eg Audit and Risk Committee]". If it has been authorised for release to the market by a disclosure committee, you can insert here: "By the Disclosure Committee".
5. If this report has been authorised for release to the market by your board of directors and you wish to hold yourself out as complying with recommendation 4.2 of the ASX Corporate Governance Council's *Corporate Governance Principles and Recommendations*, the board should have received a declaration from its CEO and CFO that, in their opinion, the financial records of the entity have been properly maintained, that this report complies with the appropriate accounting standards and gives a true and fair view of the cash flows of the entity, and that their opinion has been formed on the basis of a sound system of risk management and internal control which is operating effectively.