

ASX Release
25 August 2025

Decidr AI Industries to Acquire remaining 49% interest in Decidr.ai

Decidr AI Industries Ltd (ASX:DAI) (“DAI” or “Company”) is pleased to announce that it has entered into a binding purchase agreement to acquire the remaining 49% interest in Decidr.ai Pty Ltd (“Decidr”), to increase its ownership in Decidr to 100%. On completion, Decidr will become a wholly owned subsidiary of DAI.

Highlights

- DAI has agreed to acquire the remaining 49% of Decidr, increasing DAI’s ownership to 100%.
- The acquisition consideration is facilitated by an issue of 78,400,000 DAI shares to the vendor, Decidr Group Pty Ltd (“Vendor”).
- The acquisition is consistent with DAI’s focus on delivering shareholder value through strategic growth initiatives and the continued integration of AI technology across its operations.

Summary

The acquisition builds on DAI’s acquisition of an additional 6% interest in Decidr, previously announced on 31 December 2024, reinforcing the Company’s long-term commitment to integrating Decidr’s proprietary Agentic technology into its operating model and customer offering.

Full ownership enables DAI to embed Decidr’s Agentic AI platform—anchored by DecidrOS and its multi-agent orchestration layer—directly into the core of the Group’s commercial and operational offering. The integration provides greater control over platform development, unifies go-to-market execution, and supports deployment across embedded partner channels, owned brands, and clients. This alignment positions DAI to scale AI-native workflows across industries while capturing the full economic upside of Agentic automation.

David Brudenell, Executive Chairman of DAI, said:

“This transaction marks a pivotal milestone for DAI. Full ownership of the Decidr platform enables us to accelerate our Agentic AI strategy with speed and cohesion. With DecidrOS preparing for Beta launch and multiple partner deployments underway, now is the time to

align incentives, leadership, and execution under one roof. We welcome Paul Chan into the executive leadership team as we enter this next phase.”

Paul Chan, Founder of Decidr, said:

“Decidr’s technology was always designed to serve a bigger vision – one where companies move beyond manual, siloed processes and embrace coordinated, autonomous AI. Joining the DAI leadership team as co-CEO and Chief Innovation Officer allows us to realise this vision at scale and deliver lasting value for our customers and shareholders.”

Acquisition Terms

In connection with the acquisition, the Company has entered into a binding agreement with the Vendor based on the following commercial terms :

- DAI will issue 78,400,000 fully paid DAI shares (“Consideration Shares”) to the Vendor to acquire the remaining 49% interest in Decidr.
- The issue of the Consideration Shares will be subject to voluntary escrow until such time that the \$13.2 million loan from the Vendor - which funded DAI’s prior acquisition of a 6% interest in Decidr - is repaid in full (current loan term expires 31 December 2027).
- Mr Paul Chan, founder of Decidr, will be appointed as co-Chief Executive Officer and Chief Innovation Officer of DAI.
- Completion of the transaction is subject to the satisfaction or waiver of various conditions precedent, including but not limited to the following:
 - DAI obtaining shareholder approval pursuant to Listing Rules 7.1 and item 7 of section 611 of the *Corporations Act 2001* (Cth) (as applicable) for the issue of the Consideration Shares;
 - Mr Paul Chan and DAI entering into an executive services agreement;
 - the parties obtaining any required third-party approvals, consents and waivers and regulatory approvals to give effect to the transaction; and
 - DAI completing due diligence on Decidr to its sole and absolute satisfaction.
- Following this transaction, DAI’s ownership in Decidr increases to 100%, granting the Company a full ownership of Decidr.
- The Vendor is not a related party or substantial shareholder of DAI.

The Company expects to convene a general meeting for the issue of the Consideration Shares in October 2025.

Strategic Outlook

The transaction strengthens DAI’s strategic position as a leader in horizontal AI enablement. With full ownership of Decidr, the Company is now structurally positioned to:

- **Accelerate DecidrOS deployment** across its commercial and enterprise partner network;

- **Drive global expansion** through a unified leadership team and streamlined governance structure, enabling faster execution, improved strategic alignment across markets, and more agile responses to partner, customer, and regulatory requirements;
- **Enhance platform capabilities**, including the data model, orchestration layers, and agentic AI schema, through consistent product evolution; and
- **Increase revenue scale and operational leverage** by consolidating go-to-market, customer success, and support functions into a single platform operating model.

-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>