

ASX Release  
21 November 2025

## Webinar Presentation - Sugarwork Acquisition

Decidr AI Industries Ltd (ASX: DAI) (“DAI” or the “Company”) advises it will host an investor webinar today, 21 November 2025 at 11.15am (AEDT) to discuss the Sugarwork acquisition, including strategic fit and synergies as well as answer investor questions relating to the transaction. The accompanying presentation can be found in this release.

Joining the webinar will be David Brudenell (Executive Chairman, DAI) as well as Vanessa Liu (Co-Founder & CEO of Sugarwork).

Investors can register to the webinar via:

[https://us02web.zoom.us/webinar/register/WN\\_0enrKgbkRsqtH4nfA-FQcQ](https://us02web.zoom.us/webinar/register/WN_0enrKgbkRsqtH4nfA-FQcQ)

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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### For further information, please contact:

David Brudenell  
Executive Chairman, Decidr AI Industries Ltd  
E: [dbrudenell@decidrindustries.ai](mailto:dbrudenell@decidrindustries.ai)

This announcement has been authorised for release by the Board of DAI.

### About Decidr AI Industries (ASX:DAI)

Decidr AI Industries (ASX:DAI) is an AI-enablement group building the infrastructure that allows organisations to become truly AI-native. The company now owns 100% of Decidr.ai, developer of the Decidr Agentic Operating System—technology that unifies business data, workflows, and decisions into a deterministic, enterprise-grade AI layer.

DAI has also signed a binding term sheet to acquire Sugarwork, a leading knowledge-capture and workflow-automation platform, further strengthening its capabilities in organisational intelligence and enterprise AI adoption.

With these combined assets, DAI is accelerating product development, expanding into new industries and geographies, and enabling its portfolio and partners to unlock rapid growth through scalable, agentic AI.

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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# Decidr x Sugarwork

Activating the agentic economy

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# Agenda

- 01 Sugarwork overview
- 02 Sugarwork x Decidr Strategy
- 03 Operational comments
- 04 Q&A

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# Sugarwork

**Own Your Knowledge**

## Enterprise adoption of generative AI is significant...

**78%** of businesses globally report using AI in at least one function

**65%** of businesses piloting AI agents

**\$644 billion** projected to be spent on generative AI by enterprises in 2025

## ... but large numbers of AI projects fail

RAND research shows approximately **80%** of AI projects fail - twice the failure rate of normal projects

**42%** of companies report abandoning AI initiatives in 2024

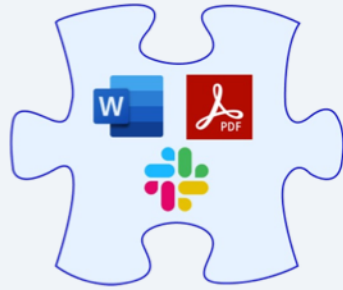
**The reason? Most AI deployments lack  
business context**

# A company's AI is only as good as the knowledge it can access but **80% of business context is not documented**

20%



**Systems  
Data**



**Documented  
Knowledge**

80%



**Undocumented  
Tacit Expertise**

Without this information, **companies are training their AI agents based on only 20% of their company's data**

# Beyond Knowledge Capture: Surfacing Actionable Intelligence

*Institutional knowledge can cripple operations if not harnessed*

## HIDDEN FACTORIES

How are processes truly run? And where are inefficiencies?

## KNOWLEDGE EROSION

Retiring experts, high turnover kills returns

## FRAGMENTED DATA

Operational silos, obscured insights

## INEFFECTIVE AUTOMATION

AI Implementation  
ROI Reality Check

*"From a strategic perspective, the main value of Sugarwork is not capturing the knowledge. Rather, it is understanding what it surfaces in terms of data. And then using data to drive decisions across the organization."*

**Mo Chahdi, Global VP Employee Experience**

## Appen

*"Sugarwork delivers immediate ROI by transforming deep operational knowledge into recommendations and a framework for AI-enabled process automation."*

**Angelique Medley, Head of Commercial Growth**

**Blackstone**

**Sugarwork is the Foundation for AI-Ready  
Enterprise Knowledge**

# Value Creation Results

- **Streamline Operations:** Enforce consistent practices to maximise efficiency, elevate gross margins, and reduce OpEx
- **Reduce Costs:** Identify inefficiencies and optimise staffing. Answer the question, “What do all of these people do?”
- **Prep for Agentification:** Build a knowledge base for AI to amplify operations

## Proven Results

 **Supergoop!** (Blackstone)

Mapped a complex commercialization process in 2.5 weeks, identifying key bottlenecks.

 **Nasdaq Medical Device Co.**

Secured critical knowledge before it walked out the door, so leadership could assess human capital capabilities in advance of a transaction.

 **appen** 

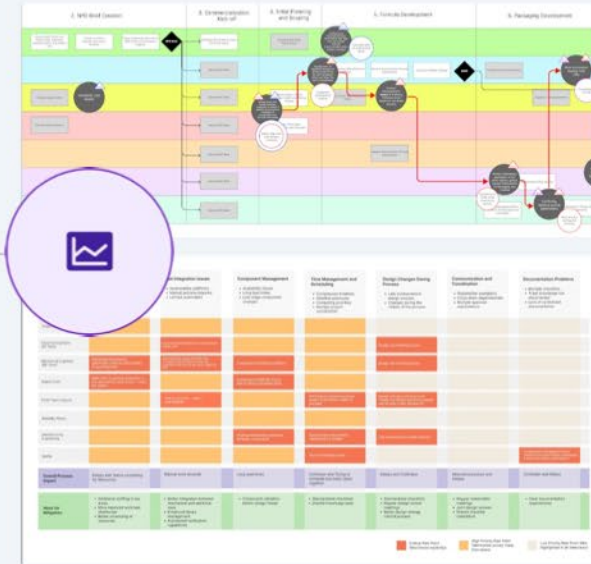
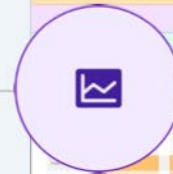
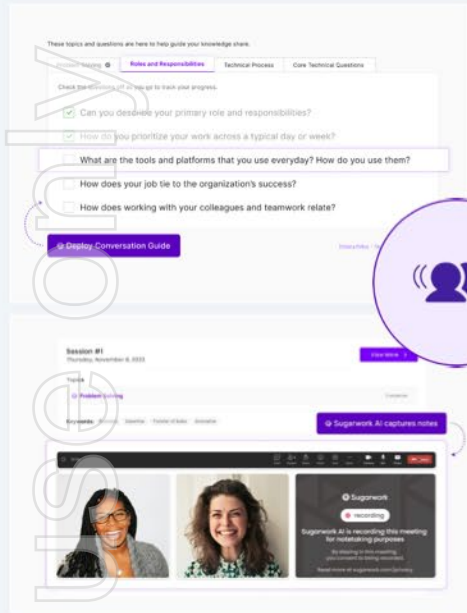
Cut onboarding by 4-6 weeks with 300+ captured sessions while spinning up a new offshore division, **preserving over \$20MM in customer revenue** in the process.

## Latest deployments

- Research company (Blackstone)
- Optic cable manufacturer (Cerberus Equity)
- Publisher (Francisco Partners)

# Sugarwork captures and activates knowledge: How it works

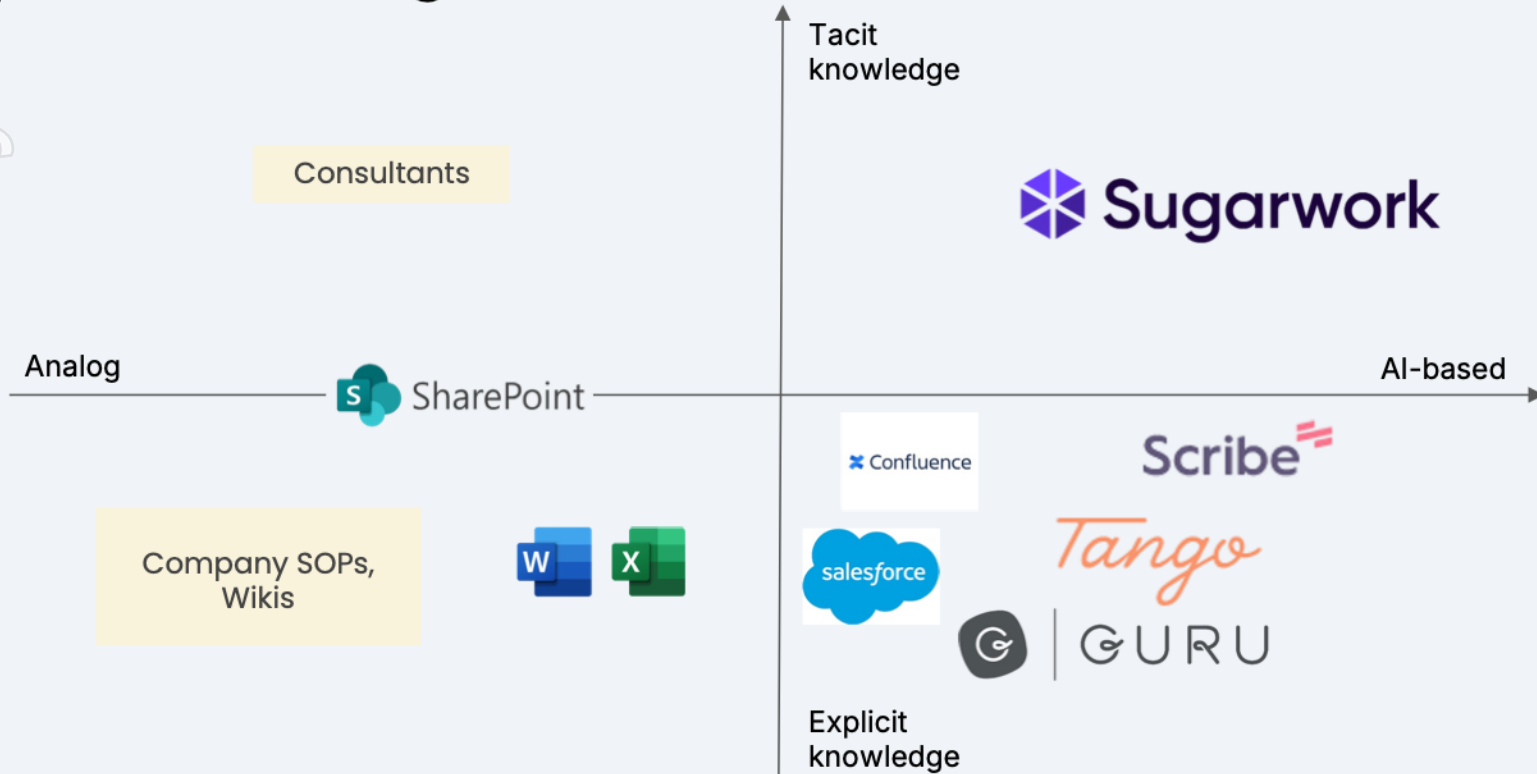
*Translate data & expertise to business outcomes*



**Data/Expertise**

**Business Outcomes**

# Current tech solutions are focused on capturing explicit knowledge



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# Team



**Vanessa Liu**  
Co-Founder & CEO

- **Co-Founder & interim CEO** of InsideHook
- **Co-Founder & interim CEO** of Fevo
- **VP**, SAP.iO Foundries North America (SAP's CVC)
- **Associate Partner**, McKinsey



**Judith Williams**  
Co-Founder & Head,  
Customer Success

- **SVP of HR**, Head of People Sustainability at SAP
- **Global Head of Diversity & Inclusion** at Dropbox
- **Diversity Business Partner & Head of Unconscious Bias Programs** at Google



**Dawa Sherpa**  
Senior Engineer



**Nemanja Pavlovic**  
QA Engineer



**Elisa Mirkil**  
Founding Product  
Manager



**Christian Bae**  
Client Success Specialist



**Nikita Khanna**  
Product Designer





# Decidr x Sugarwork

Activating the agentic economy

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95%

 of generative AI pilots fail

Despite the rush to integrate powerful new models, about 5% of AI pilot programs achieve rapid revenue acceleration; the vast majority stall, delivering little to no measurable impact on the P&L.



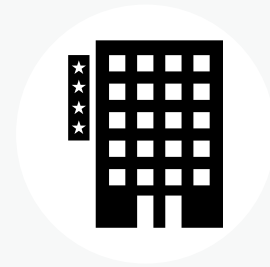
## Probabilistic Technology



*'Super guessers'*

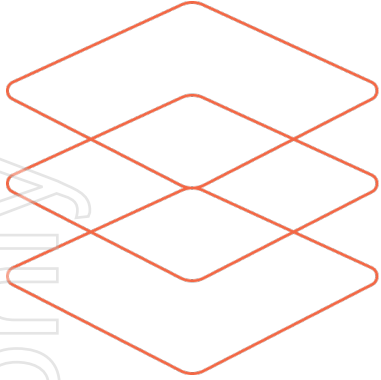
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## Deterministic Structure



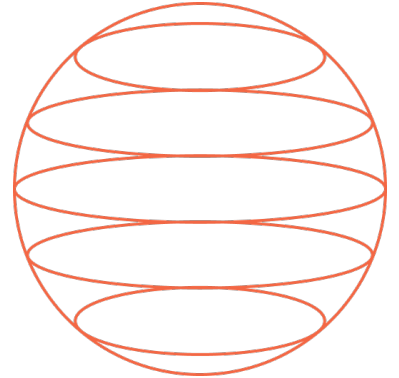
*'Repeatable workflows'*

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AI does not replace jobs.  
It replaces tasks.

To understand tasks,  
you need to understand  
your business workflows





Without knowledge, AI agents can't reason, adapt, or scale in complex, dynamic enterprise environments.

95%

 of enterprise AI fails

Despite billions in AI investment, most projects fail - because AI lacks the context to execute with confidence.

80%

 of business knowledge is tacit

Undocumented, unstructured, invisible to systems.



# From human expertise to agentic execution

Enterprise AI fails because it lacks the operational context to act.

That context lives in people - not systems.

## Sugarwork

Sugarwork captures the human intelligence that makes real work happen.

- Sugarwork identifies decisions, exceptions, and undocumented workflows
- Converts tacit knowledge into structured logic

## Decidr

DecidrOS turns that intelligence into structured, agentic execution.

- DecidrOS transforms that logic into schema-based, goal-driven automation
- Result: agents that act with context - not hallucination

Together - Sugarwork and Decidr provide the context and execution layers AI has been missing.



Identify what tasks can be Agentic

Create standard task types

Calculate Agentic \$ savings/uplift

Standardise & optimise workflow

Customise Std Decidr Workflow

Understand cost per workflow

Deploy Agentic App(s)

Identify current workflows

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# One platform, flexible entry.

**Every business is on a different path to AI adoption.**



SMEs with simple workflows are ready to deploy.



Enterprises need discovery to understand what to automate.

Sugarwork and DecidrOS meet each business where they are, and take them further.

Together, we create one unified platform. Any starting point. From human-led to agentic - for businesses of all sizes.

## The Unified Customer Journey:

### Discover

Sugarwork uncovers high-value workflows, decisions, and edge cases

### Structure

DecidrOS preboards businesses onto the Agentic Schema - building automation-ready logic

### Execute

Businesses deploy agentic apps - from the marketplace or built from their own workflows.



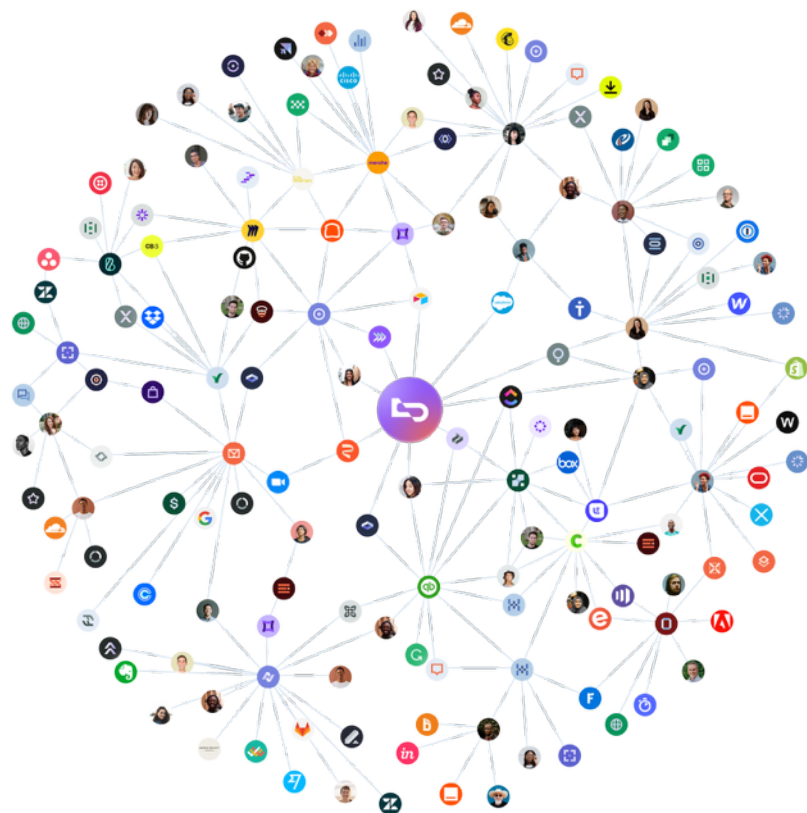
# Accelerating the Agentic Graph

The **Agentic Graph** is the orchestration layer of the Agentic Economy - a live network of workflows, decisions, and relationships inside the DecidrOS platform.

Sugarwork fuels it with real operational intelligence.

- Captures tacit workflows and decision logic
- Enriches schema nodes with trusted, usable context
- Turns insight into reusable agentic apps
- Activates organizations as connected nodes in the agentic network

Sugarwork turns enterprise knowledge into platform intelligence, activating the agentic economy at scale.





# Building infrastructure for the Agentic Economy

## Sugarwork unlocks:



### Enterprise Access

Sugarwork brings high-trust entry into complex, real-world businesses.



### Schema Acceleration

Every workflow captured deepens Decidr's Agentic Schema - improving execution and reuse.



### App Ecosystem Growth

Operationalise their own logic into specialised agentic apps - expanding the marketplace

### Why it matters:

- Immediate value - via diagnostics or automation
- Scalable infrastructure - not just tools
- One journey - from discovery to agentic execution

With this foundation, we're positioned to lead the shift from human-led, AI experimentation to agentic organisations.

# Operational comments

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Captures the way work actually happens.



Executes workflows with schema driven logic.



Visit [Decidr.ai](https://Decidr.ai)

Contact [hello@decidr.ai](mailto:hello@decidr.ai)

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