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Decidr AI Industries Ltd.

ASX Release
21 March 2025

AWS Strategic Partnership & Equity Raising

Decidr AI Industries Ltd (ASX: DAI) ("the Company"), is pleased to announce that Decidr.ai Pty Ltd ("Decidr") has engaged in a **multi-part strategic partnership with Amazon Web Services ("AWS")** to accelerate AI-powered business transformation and the adoption of Decidr Agentic technology.

AWS will serve as Decidr's **core cloud infrastructure provider**, enabling seamless AI Agent deployment, data intelligence, and process automation for businesses worldwide. This partnership will also introduce Decidr's **AI Business Operating System to the AWS Marketplace**, making it easier for businesses to adopt AI solutions that drive operational efficiency.

Decidr is also pleased to announce alongside this strategic partnership, it is undertaking an equity raising by way of a non-underwritten **A$10m Placement** of approximately 13.2 million new fully paid ordinary shares in Decidr ("Equity Raise") to support ongoing growth.

Highlights

- **Decidr partners with AWS**, designating AWS as its core cloud provider to accelerate AI-driven business transformation.
- **Decidr to launch on AWS Marketplace**, expanding accessibility for businesses seeking AI-powered automation with collaboration on go-to-market activities.
- **Decidr selected for AWS APJ FasTrack Academy**, an invite-only accelerator program designed to fast-track AWS Partners' integration and co-sell readiness.
- **Integration of AWS's latest AI advancements into Decidr Agentic Software**, including selected components of **Amazon Nova**, to enhance Decidr's core AI capabilities and offer to customers.
- **Launch of Decidr + AWS Startups Venture Studio**, providing funding and AWS Activate Credits to help in the development of AI-first businesses.
- **~A$10m non-underwritten placement** to support ongoing growth
- Proceeds from the Equity Raise will be used to **find working capital to expand existing customer base and scale contracts, growth capital to acquire new partners and expand into the US, and to invest in technology.**

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Decidr and AWS Partnership

Following an extensive selection process, Decidr has appointed AWS as the company's core cloud infrastructure provider, enabling seamless AI deployment, data intelligence, and process automation for its core systems.

Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform, offering over 200 fully featured services from data centers globally to over 5 million businesses.

This partnership will also introduce custom Decidr + AWS cloud and LLM configurations using Amazon Nova for customers on Decidr's Agentic Onboarding Studio. This specialised configuration will be available on the AWS Marketplace, making it easier for companies to adopt Agentic solutions.

Key Components of the Partnership

1. **AWS as Decidr's Global Cloud Provider:** Enabling AI-driven business intelligence, automation, and data processing at scale.
2. **Partnership to create a federated cloud and LLM setup for businesses using Decidr**, offering the scale, flexibility and security of AWS with new Agentic agent development tools from Decidr.
3. **Enhancements Using AWS LLM Technologies:** Decidr will leverage elements of **Amazon Nova** to enhance specific AI-driven business solutions, including direct to customer and partner Agentic Agent deployments.
4. **AWS Marketplace Launch and coordinated Go-to-Market motions:** Decidr's solutions will be available on the **AWS Marketplace**, simplifying adoption for businesses worldwide. Both parties will collaborate on events, case-studies and other promotional activities.
5. **Decidr + AWS Startups Venture Studio:** A joint initiative providing AI-native businesses with Decidr grant funding, AWS Activate Credits, and mentorship to scale their AI-first businesses.

David Brudenell, Executive Chairman of Decidr, commented:
"Our mission is to simplify AI adoption and help businesses scale with intelligence-driven automation. Partnering with AWS allows us to bring this vision to life at an unprecedented scale. Through the AWS Marketplace and our AI Startups Venture Studio, we are enabling companies to access AI-powered solutions and accelerate their transformation."

Decidr Accepted into AWS APJ FasTrack Academy

Decidr has also been selected to participate in the AWS APJ FasTrack Academy, an invite-only global accelerator program designed to help AWS Partners fast-track integration, co-sell readiness, and enterprise expansion. This prestigious program provides direct support

from AWS technical teams, priority onboarding to AWS Marketplace, and inclusion in AWS's Co-Sell and Partner Programs, significantly enhancing Decidr's ability to scale and engage with enterprise and SME customers.

Key Benefits of the Program:

- **Expedited Growth Path:** Accelerated onboarding to AWS's partner ecosystem.
- **Enhanced Support & Guidance:** Structured curriculum, live enablement sessions, and access to AWS technical expertise.
- **AWS Marketplace Optimisation:** Streamlined onboarding to ensure maximum discoverability and engagement.
- **Go-to-Market Readiness:** Hands-on support to integrate Decidr's AI solutions into AWS's co-sell and partner programs.

Past FasTrack Academy AWS accelerator participants such as Leonardo AI, Perplexity AI, Hugging Face, and Stability AI have successfully scaled their AI solutions globally with AWS, and Decidr's inclusion in the program will significantly assist in scaling its technology and Agentic business solutions globally.

Outlook

Decidr remains committed to driving shareholder value through strategic AI partnerships and rapid commercialisation of Decidr's AI solutions. With AWS as a foundational partner and Decidr's acceptance into the **APJ FasTrack Academy**, the Company is well-positioned to **scale AI adoption globally** and further expand its direct and partner ecosystem of AI-powered business tools.

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 the Company's strategy of engaging and leveraging large distribution channels with strategic parties. There is no other material information relevant to assessing the impact of the strategic partnership and acceptance into APJ FasTrack Academy on the price or value of the Company's securities

The Company looks forward to updating shareholders on further developments as Decidr continues to scale its AI partnerships.

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Equity Raising

Decidr is undertaking a non-underwritten placement to raise approximately ~A$10m. Approximately 13.2m New Shares will be issued under the Placement, representing 8.4% of existing shares on issue.

The Placement is priced at $0.76 representing a:

- 14.6% discount to last close
- 3.4% discount on the 10-day VWAP
- 11.6% discount to the 30-day VWAP

Settlement of the Placement is expected to occur on Monday 31 March 2025, with allotment and normal trading occurring on Tuesday 1 April 2025. The New Shares will rank equally with existing fully paid ordinary shares of Decidr and will be issued within the Company's placement capacity under ASX Listing Rule 7.1A.

Proceeds from the Equity Raise will be used to fund working capital to expand the existing customer base and scale contracts, growth capital to acquire new partners and expand into the US, and to invest in technology.

Decidr reserves the right to increase the size of the Placement and investors participating in the equity raising should have regard to the risks set out in Annexure 1.

Barrenjoey Markets Pty Limited and MST Financial Services Pty Limited are acting as Joint Lead Managers and Bookrunners to the Equity Raise.

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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.

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Annexure 1 – Key Risks

Investors should be aware that an investment in the Company is speculative and is subject to the following key risks:

Future capital requirements

The future capital requirements of the Company will depend on many factors, including the pace and magnitude of the development of its business and sales, and the Company may need to raise additional funds from time to time to finance the ongoing development and commercialisation of its products and to meet its other longer-term objectives. Should the Company require additional funding, there can be no assurance that additional financing will be available on acceptable terms or at all. Any inability to obtain additional financing, if required, would have a material adverse effect on the Company's business, financial condition and results of operations.

Brand establishment and maintenance

Establishing and maintaining the Company's brand in the industry in which it operates is critical to growing its customer base and product acceptance. This will depend largely on the Company's ability to provide in-demand products. The Company has recently increased its focus on its AI-enablement business following the successful deployment of cutting-edge applications using technology developed by the Company and the joint venture with the Decidr Group Pty Ltd (Decidr Group). There is no guarantee that the Company's brand development and sales and marketing campaign will be successful. If the Company fails to successfully establish and maintain its brand, its business and operating results could be adversely affected. There is a risk that delays in customer adoption of Decidr Agent may arise due to inadequate training, education, marketing and customer support. Even if the Company does successfully commercialise its new products (including technology solutions), there is a risk the Company will not achieve a commercial return. The Company may not be able to sell products to customers at a rate which covers its operating and capital costs.

Reliance on Decidr Agent

The Company's artificial intelligence business model depends on its ability to continue to ensure that its customers are satisfied with Decidr Agent. There is a risk that the Company fails to maintain Decidr Agent adequately, or that updates may introduce errors and performance issues, causing customer satisfaction in Decidr Agent to fall. Customer satisfaction may also fall as a result of real or perceived reductions in functionality, product quality, reliability, cost-effectiveness, and customer support for Decidr Agent, or a failure to accommodate and reflect changes and developments in technology and in the commercial, compliance and regulatory environment. Any of these factors may result in reduced sales and usage, loss of customers, damage to the Company's reputation, an inability to attract new customers and potentially claims for compensation. The Company's future revenue and growth also depends on its ability to develop enhancements and new features and modules for Decidr Agent so that it continues to meet customer needs, attract new customers and generate additional revenue from increased usage. There is a risk that the development and introduction of new features and modules does not result in a successful outcome for the Company due to various reasons, such as insufficient investment,

unforeseen costs, poor performance and reliability, low customer acceptance, existing competition or economic and market conditions. The failure to successfully develop new product features and modules may materially adversely impact the Company's future operations and financial performance.

Competition risk

The Company currently competes with other companies offering artificial intelligence solutions and nutraceutical and skin care products and there can be no assurance that the Company can compete effectively with these other companies. Additionally, existing competitors and new competitors to the market may replicate a business model similar to that of the Company, which could result in a loss of market share or a decrease in profitability.

Superseding of technology or changes in business practice

The Company's success will in part depend on its ability to offer solutions that remain current with the continuing changes in technology, evolving industry standards and changing consumer preferences. There is a risk that the Company will not be successful in addressing these developments in a timely manner, or that expenses will be greater than expected. In addition, there is a risk that new products or technologies (or alternative systems) developed by third parties will supersede the Company's technology.

Risk of retaining existing customers and attracting new customers

The Company's business depends on its ability to retain existing customers, and the growth depends on the ability to attract further business from existing customers and to attract new customers. There is a risk that customers reduce the use of the Decidr Agent. A large proportion of the Company's business relationships are subject to agreements which are subject to standard terms and conditions rather than comprehensive agreements which protect the Company's interests. Given the nature of these contractual relationships, it is not possible for the Company to contractually guarantee consistency of sales volumes, price or terms going forward. Further, there is a risk that these customer relationships may not be able to be maintained, or new relationships may not be formed on terms acceptable to the Company. The ability to retain existing customers and attract new ones, and customers' level of usage, depends on many factors including the adequacy of the Company's products with respect to matters such as functionality, reliability, cost-effectiveness, pricing, customer support and value compared to competing products. In addition, customers' use of the Company's products may be affected by external factors including a slowdown in global or regional trade or changes to laws and regulations which affect the Company's customers' business. If the Company's customers do not continue to use its products and increase their use over time, and if new customers do not choose to use the Company's products, the growth in the Company's revenue may slow, or its revenue may decline.

Reliance on key personnel

Success of the business will depend on the Directors, the management of the Company and its leadership team to develop the business and manage operations, and on the ability to attract and retain key quality staff and consultants. In addition, the Company needs to attract and retain highly skilled software development engineers, scientists, analysts,

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designers and writers. The Company has key management personnel. It is important to retain and attract additional suitable qualified personnel. Although its key personnel have entered into contracts with the Company, there is no assurance that such contracts will not be terminated. If such contracts are terminated or breached, or if its key personnel no longer continue in their current roles, new personnel will need to be employed, which may adversely affect the business.

Reputation, trademarks and protection of intellectual property

The Company believes that reputation and brand recognition are important to its business and the effective protection of intellectual property rights is critical to its interest. The Company depends on its reputation and the reputation of its joint venture, including the reputation of the joint venture partner, Decidr Group, damage to these reputations will affect the Company's reputation and therefore profitability and operations. The Company seeks to protect its intellectual property through trade-marks, trade secrets and know-how. The Company cannot guarantee that there will not be any unauthorised use or misuse of its intellectual property and brands. Any infringement may be detrimental to the Company's reputation and may lead to costly and time-consuming litigation or adversely affect the Company's financial performance. If the Company does not adequately protect its intellectual property moving forward or infringes a third party's intellectual property, it may have to cease using certain intellectual property or be liable for damages to that third party. This may also have an adverse impact on the Company's operations, financial performance and future prospects.

Regulatory risks

The Company's business is regulated and influenced by global laws, government policy and trade related regulations. There is a risk that the Company may fail to keep abreast of these potential changes, which could have an adverse impact on the Company's business and operations. In particular, global customs regulations continue to change and are becoming increasingly complex, for example the evolution of global laws and regulations regarding data privacy and internet regulation. Any new or altered laws or regulations which affect the Company's business could require the Company to increase spending and employee resources on regulatory compliance and/or change the business practices, which could adversely affect the Company's operations and profitability.

Data Collection Risk

The provision of secure and reliable information storage and processing services is integral to the businesses and operations of the Company and the Company must ensure appropriate protection of customer information that is collected. The collection, use, storage and disclosure of personal and sensitive information within the data and analytics industry in Australia is governed by the *Privacy Act 1988* (Cth) (Privacy Act) (as amended), the Corporations Act and certain rules such as the ASX Settlement Operating Rules. The Company engages third parties to facilitate payment services (Payment Processor Providers). The Payment Processor Providers are platforms such as Paypal, Afterpay, Eway and Stripe. The Company does collect customer information, that is stored through Shopify, the Company's e-commerce store, and Klavivo, the Company's customer relationship manager. However, the Decidr Agent is programmed so the Decidr Agent architecture sits within the customer's internal cloud bank therefore mitigating the risk of

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cybersecurity risk at the fault of the Company.The Company considers that the engagement of reputable Payment Processor Providers in relation to collecting sensitive and personal data adequately protects customers and the Company, however even with such systems in place, if the Company's, or the Payment Processor Provider's systems or data is compromised for any reason there is a risk that the Company may become involved in legal action due to breaching data confidentiality agreements.

Research and development activities

Research and development activities for new product ranges are expensive, time consuming and difficult to design and implement. Even if the results of the Company's research and development activities are favourable, some product development activities may be expected to continue for several years and may take significantly longer to complete. In addition, regulatory authorities, including state and local, may suspend, delay or terminate research and development activities at any time. Any of the foregoing could have a material adverse effect on the Company's business, results of operations and financial condition.

Disruption or failure of technology systems

The Company and its customers are dependent on the performance, reliability and availability of the Company's technology platforms and global communications systems. There is a risk that these systems may be adversely affected by disruption, failure, service outages or data corruption that could occur as a result of computer viruses, "bugs" or "worms", malware, internal or external misuse by websites, cyber attacks or other disruptions including natural disasters, power outages or other similar events. Certain of these events may be caused by events outside of the Company's control, and may lead to prolonged disruption to the Company's IT platform, or operational or business delays and damage to the Company's reputation. This could potentially lead to a loss of customers, legal claims by customers, and an inability to attract new customers, any of which could materially adversely impact the Company's financial performance.

Relationship with joint venture partner

The Company holds a 51% interest in a joint venture with Decidr Group. With a controlling interest, the Company has a greater ability to influence and drive Decidr Agent's strategic direction, ensuring alignment with the Company's broader goals of AI-enablement and value creation, however, at present the rights of the Company have not been agreed by way of a binding and definitive joint venture agreement or shareholders' agreement (Definitive Agreement). Through this joint venture, new partnerships, for example CareerOne and Go1, have created multiple new revenue opportunities between and within partner ecosystems. Any breakdown in the Company's relationship with its stakeholders, which include the partnership agreements with its clients, may lead to a breakdown of the joint venture and the Company's business including damaging in its reputation. If this were to occur or other issues arose in the governance and administration of the joint venture, the Company's ability to exercise its rights under the joint venture may be compromised by the absence of a Definitive Agreement.

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General Risks

Stock market conditions

As with all stock market investments, there are risks associated with an investment in the Company. Neither the Company nor the Directors warrant the future performance of the Company or any return on an investment in the Company. Further, the stock market is prone to price and volume fluctuations. There can be no guarantee that trading prices will be sustained. These factors may materially affect the market price of the Shares, regardless of Company's operational performance. General factors that may affect the market price of Shares include without limitation: economic conditions in Australia and internationally; investor sentiment; local and international share market conditions; changes in interest rates and the rate of inflation; variations in commodity prices; the global security situation and the possibility of terrorist disturbances; changes to government regulation, policy or legislation; changes which may occur to the taxation of companies as a result of changes in Australian and foreign taxation laws; changes to the system of dividend imputation in Australia; and changes in exchange rates.

Insurance risks

The Company will maintain insurance for its operations where it is considered appropriate for its needs and is available, in accordance with industry practice. However, in certain circumstances, such insurance may not be of a nature or level to provide adequate insurance cover. The occurrence of an event that is not covered or fully covered by insurance could have a material adverse effect on the business, financial condition and results of the Company affected.

Litigation risks

The Company is exposed to possible litigation risks including, but not limited to, intellectual property and patent claims. Further, the Company may be involved in disputes with other parties in the future which may result in litigation. Any such claim or dispute, if proven, may impact adversely on the Company's operations, financial performance and financial position. The Company is not currently engaged in any litigation.

Policies and legislation

Any material adverse changes in government policies or legislation of Australia or any other country that the Company has economic interests (including New Zealand) may affect the viability and profitability of the Company.

Negative publicity may adversely affect the Share price

Any negative publicity or announcement relating to any of the Company's substantial Shareholders, key personnel or activities may adversely affect the stock performance of the Company, whether or not this is justifiable. Examples of such negative publicity or announcements may include involvement in legal or insolvency proceedings, failed attempts in takeovers, joint ventures or other business transactions.

Taxation

The acquisition and disposal of Securities will have tax consequences, which will differ depending on the individual financial affairs of each investor. All potential investors in the

Company are urged to obtain independent financial advice about the consequences of acquiring Shares from a taxation point of view and generally.

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 LV1 activities, news and access historical information register on the DAI Investor Portal: https://decidrindustries.ai/auth/signup

For more information see:

https://www.decidr.ai/

https://ediblebeautyaustralia.com/

https://decidrindustries.ai/

https://13seeds.com.au/

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