

ASX Release  
31 July 2025

## Decidr AI Industries (ASX: DAI) – June 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 business Edible Beauty is pleased to provide its quarterly activities report for the period ending 30 June 2025 (“Q4 FY25”) and up to the date of this announcement.

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### Highlights

- **June 2025 annualised revenue of A\$1.8M** representing 82% increase in quarterly exit rate from March 2025, in Decidr’s second full quarter of commercialisation.
  - **Partner Expansion:** New partnerships with AIM (Scentia), eBev, Sugarwork (USA), and SBX Business Brokers broaden Decidr’s Agentic platform reach across enterprise learning, hospitality, knowledge transfer, and SME brokerage.
  - **Australian Institute of Management (AIM):** Signed a \$296,000 (CY annualised) contract with multi-year extension to deploy AI Mentors and training agents across AIM’s national client base and internal operations.
  - **CareerOne Commercialisation:** full quarterly revenue increased **161%** from March 2025 quarter, highlighting traction from AI-enabled job search and talent acquisition Agents powered by Decidr.
  - **AI Mentors Launch:** Official public release of co-developed AI Mentors with The Growth Faculty on **1 July 2025** featuring global bestselling business authors with subscriptions being sold immediately.
  - **Key Appointments:** Senior team expansion with Gordon Starkey as Chief Revenue Officer, Kael Hudson as Head of Partnerships, and Ash Farr as President of Decidr America and Global CMO.
  - **Amazon Web Services (AWS):** progression with formal completion of initial Fastrack onboarding process.
  - **Edible Beauty:** e-commerce sales in Q4 saw 47% growth on the prior corresponding period (“pcp”), driven by strong focus on new customer acquisition, digital engagement and increasing average order value (AOV).
  - **Strategic Divestment:** sale of the 13Seeds business unit to streamline operations and focus on core AI platform strategy.
  - **Robust cash position of \$7.75m** as at 30 June 2025, providing appropriate runway for funding the growth of the business. Continued early exercise of options during the quarter and following quarter end.
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## Decidr Update

During Q4 FY25, Decidr continued to deepen its position as a horizontal AI enablement platform by executing key customer and partner growth initiatives across Australia and the US. The team focused on platform development, partnership deployments, customer go-lives, and end-of-financial-year (EOFY) contract execution.

Multiple customers were onboarded into core Decidr Agents during the quarter. Partner-led distribution momentum accelerated with the launch of AI Mentors on The Growth Faculty platform and new deals with SBX, Sugarwork, and AIM. ELMO piloting continued through the quarter for a Q1 FY26 release.

The Decidr Onboarding Studio – a component of the DecidrOS Platform enabling seamless integration and deployment of Agentic AI – evolved into the larger DecidrOS platform to streamline customer experience and consolidate functionality into a single platform. This rebranding aligns with Decidr’s commitment to delivering a unified, intuitive, and scalable solution.

The integrated platform remains on track for its Q1 FY26 “OSPreview Release” and Q2 FY26 “OSBeta Release”. Internal technical teams made significant progress on the no-code builder and federated data integrations to the most popular software systems critical for platform functionality.

Importantly, the Company accelerated development of the Decidr Operating System (“DecidrOS”), which brings together the core horizontal architecture of Decidr with its no-code system that when combined is an agentic platform designed to help organisations quickly deploy Agentic Apps across their operations. Pre-launch development and testing of DecidrOS formally commenced in late May and is progressing toward a Beta launch in October. The platform will underpin customer and partner implementations and act as the foundation for Decidr’s multi-app orchestration layer, data model integration, and cross-vertical scalability.

The Company also prepared to scale operational capacity across its commercial and product functions, including investments in customer success frameworks, onboarding automation, and support and education on App creation for third parties in the Operating System.

Q4 FY25 represented a meaningful step forward in realising Decidr’s vision to deploy Agentic Apps across as many customer environments as possible. The quarter concluded with a growing number of partners and SMEs choosing Decidr as their Agentic and AI partner.

## Partnerships Update

### **The Growth Faculty**

AI Mentors officially launched on 1 July, following co-development between Decidr and TGF.

The program rollout was completed during the quarter and is now live with active customer adoption.

### **CareerOne**

The CareerOne partnership continued to show positive growth, delivering double-digit month-on-month revenue increases throughout the quarter. The rollout of Agentic AI for job seekers and employers has shown strong engagement and ROI potential.

### **ELMO Software**

ELMO's customer beta progressed steadily with ongoing participation. Decidr continues to work with ELMO to refine agent deployment pathways inside HR tech environments. Release for the first Agentic App is on-schedule for Q1 FY26.

### **New Partner Additions and Memberships**

- **Sugarwork (US):** A new embedded distribution agreement focused on AI-driven workforce transition and succession tools.
- **SBX Business Brokers:** Formalised partnership to explore future purchase paths for AI-first SMEs, aligning with Decidr's long-term Agentic SME vision.
- **Tech Council of Australia:** Decidr formally joined as a member, to participate in national conversations on AI policy, ethics, and commercial deployment.

Specifically for the **Amazon Web Services ("AWS") partnership**, Decidr continued hiring to support the partnership and completed the administrative onboarding process for the Fastrack Program, being granted certification and publishing Agentic Apps on the AWS marketplace. Teams also successfully integrated Amazon Bedrock and Nova LLMs into the DecidrOS in preparation for piloting later in the year. Both businesses continue to collaborate 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 Agentic App into as many end-customer ecosystems as possible via trusted, widely adopted platforms.

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

The DecidrOS' horizontal, no-code architecture enables each Agentic App 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.

# Edible Beauty Update

Edible Beauty continued its strong e-commerce momentum, delivering solid online sales throughout the quarter.

The business continues to gain strong results from our AI enablement strategy and the Decidr Sales Agent 'AVA,' delivering sales growth, increasing our subscriber base, and improving conversion efficiency. AVA now supports customers at a product level, creating a more personalised shopping experience.

E-commerce sales in Q4 FY25 grew 47% versus pcp, driven by strategic promotional campaigns during competitive online trading quarter (Click Frenzy and EOFYS) to increase AOV and recruitment of new customers to the brand. The Super Stem Cell Concentrate, launched in January, continued its strong momentum, contributing approximately 15% of quarterly sales. Paid digital media strategy enhancements, including spend optimisation and recruitment of a new digital media partner, improved efficiencies generating 65% higher revenue on 10% less spend. Blended ROAS increased to 6.9x, up 38% versus pcp, with Customer Acquisition Cost (CAC) maintained, reflecting improved marketing efficiency and strong acquisition performance.

Edible Beauty's new customer growth remained strong, up 63% versus pcp with 1,396 new customers acquired, while AOV increased 9% to \$98. Initiatives to boost recurring revenue and repeat purchases are delivering early benefits, with SMS subscribers up 50% year-on-year and AI-driven email win-back campaigns in place.

Conversion rate improved to 3.64%, up 20% versus pcp. The launch of the new website with elevated brand refresh UI/UX in late June, along with upcoming Decidr AI features and Sales Agent 'AVA,' is expected to further strengthen conversion performance heading into 2H FY26 peak trading period.

Gross profit for the quarter was 27% (FY25 full year: 45%), impacted primarily by standard seasonal sector discounting, coupled with management conservatively providing for obsolete stock as at 30 June 2025. Initiatives to improve inventory controls and deliver value-led promotions are underway to support improved margin recovery.

These advancements position Edible Beauty for sustainable growth, with AI-driven initiatives improving customer acquisition efficiency, supporting conversion performance, and enabling scalable growth without proportional increases in operating costs.

Management during Q4 FY25 continued to focus on rebuilding the domestic wholesale channel with focused outreach to retail channels across Australia and New Zealand and continued support of existing wholesale partners, supporting its newly onboarded South East Asia distributor to secure and onboard retailers within the market and live-streaming shopping opportunities to drive brand awareness, and strengthening existing international retail partnerships while exploring new growth opportunities.

## 13 Seeds Divestment

The Board made a strategic decision to sell the 13 Seeds business in order to streamline operations and focus on core AI platform strategy.

The 13 Seeds business was subscale and loss making. As a result the business used a disproportionate level of management resources which could be better deployed onto other areas of the Company.

The sale was executed via a share sale agreement involving the transfer of all assets and operations related to the 13 Seeds brand, and sale completion occurred on 1 July 2025.

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## Capital Raising & Financial Position

The Company raised \$360,000 from the conversion of unlisted options from existing, supportive shareholders.

The Company received \$552,000 from a R&D tax incentive claim, which was from qualifying expenditure within the Decidr business during the FY24 financial year. Management intends to lodge the FY25 R&D incentive claim documentation in H1 FY26.

The Company has \$550,000 of partner incentive prepayments on the balance sheet at the end of the period. Per the partner commercial agreement terms, Decidr claws back these incentive prepayments from co-produced partner revenues until they are fully recovered. Management expects a significant portion of the prepayments to be recovered over the course of FY26.

DAI has reported a robust closing cash position of \$7.75m as at 30 June 2025, which positions the business well to pursue the growth of the business. The Company continues to receive proceeds from the early exercise of options expiring on 31 August 2025. Given these options are deeply “in-the-money”, management expects a significant portion of these options will be exercised. If all options are exercised the company will receive over \$7m in additional funding.

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## Outlook

DAI enters FY26 well-positioned for continued growth. With DecidrOS nearing Beta launch, and commercial traction across multiple verticals, the Company will continue to focus on:

- Scaling embedded Agentic App deployments with partners.
- Onboarding and monetising direct SME clients.
- Expanding its commercial presence in the US and Asia-Pacific regions.
- Realising structured and recurring revenue from new and existing partners.

The momentum across SME and enterprise clients, supported by a growing partner ecosystem, underpins the Company's confidence in delivering meaningful shareholder value in FY26.

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 \$761,000;
- Product and manufacturing expenditure amounted to \$736,000;
- Advertising and marketing expenditure amounted to \$642,000;
- Staff related expenditure amounted to \$1,619,000; and
- Administrative and corporate costs amounted to \$711,000.

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

- Funds spent of \$64,000 comprising the final contracted deferred consideration payment for the Edible Beauty business.
- Funds spent of \$55,000 for property and equipment.
- Funds spent of \$158,000 provided for convertible notes in partnership partner BeeRoll Inc. (USA)

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

- Funds received for share issues via option exercises of \$360,000, 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 July.

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

- Loan repayments of \$300,000 in accordance with loan agreement with Decidr Group Pty Ltd, which financed the purchase of the additional 6% stake in Decidr on 31 December 2024.

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

## Additional Information

The amount of \$131,000 included in section 6.1 of the accompanying Appendix 4C (payments to related parties) relates to Directors fees and superannuation payments for June 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:LV1)**

Decidr AI Industries (ASX:DAI) is an AI Enablement Group with a controlling interest in AI platform Decidr.ai. Following the successful deployment of organisational AI applications built on Decidr's proprietary technology, the Group is increasing its focus on AI-enablement. We will leverage this technology to drive innovation through new product development, expanding into multiple industries and geographies to unlock rapid growth and gain a competitive edge for its existing businesses and 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>

## 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")**

30 June 2025

<b>Consolidated statement of cash flows</b>	<b>Current quarter \$A'000</b>	<b>Year to date (12 months) \$A'000</b>
<b>1. Cash flows from operating activities</b>		
1.1 Receipts from customers	702	2,280
1.2 Payments for		
(a) research and development	(761)	(1,616)
(b) product manufacturing and operating costs	(736)	(1,989)
(c) advertising and marketing	(642)	(1,828)
(d) leased assets	-	-
(e) staff costs	(1,619)	(3,619)
(f) administration and corporate costs	(711)	(2,250)
1.3 Dividends received (see note 3)	-	-
1.4 Interest received	96	141
1.5 Interest and other costs of finance paid	-	-
1.6 Income taxes paid	-	-
1.7 Government grants and tax incentives	552	589
1.8 Other (provide details if material)	-	-
<b>1.9 Net cash from / (used in) operating activities</b>	<b>(3,119)</b>	<b>(8,292)</b>
<b>2. Cash flows from investing activities</b>		
2.1 Payments to acquire or for:		
(a) entities	(64)	(141)
(b) businesses	-	-
(c) property, plant and equipment	(55)	(135)
(d) investments	-	(3,631)
(e) intellectual property	-	-
(f) other non-current assets	-	-

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (12 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 (Convertible Note in BeeRoll Inc. )	(158)	(209)
<b>2.6</b>	<b>Net cash from / (used in) investing activities</b>	<b>(277)</b>	<b>(4,116)</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
3.2	Proceeds from issue of convertible debt securities	-	-
3.3	Proceeds from exercise of options	360	8,826
3.4	Transaction costs related to issues of equity securities or convertible debt securities	-	(770)
3.5	Proceeds from borrowings	-	-
3.6	Repayment of borrowings	(300)	(700)
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>60</b>	<b>19,056</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	11,087	1,103
4.2	Net cash from / (used in) operating activities (item 1.9 above)	(3,119)	(8,292)
4.3	Net cash from / (used in) investing activities (item 2.6 above)	(277)	(4,116)

Consolidated statement of cash flows		Current quarter \$A'000	Year to date (12 months) \$A'000
4.4	Net cash from / (used in) financing activities (item 3.10 above)	60	19,056
4.5	Effect of movement in exchange rates on cash held	-	-
4.6	<b>Cash and cash equivalents at end of period</b>	<b>7,751</b>	<b>7,751</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	7,751	11,087
5.2	Call deposits	-	-
5.3	Bank overdrafts	-	-
5.4	Other (provide details)	-	-
5.5	<b>Cash and cash equivalents at end of quarter (should equal item 4.6 above)</b>	<b>7,751</b>	<b>11,087</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	131
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>		

<b>7.</b>	<b>Financing facilities</b> <i>Note: the term "facility" includes all forms of financing arrangements available to the entity.</i> <i>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	12,500	12,500
7.2	Credit standby arrangements	-	-
7.3	Other (please specify)	40	-
7.4	<b>Total financing facilities</b>	12,540	12,500
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 Edible Beauty, St George Bank, business overdraft, 13.46%, unsecured.		

<b>8.</b>	<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)	(3,119)
8.2	Cash and cash equivalents at quarter end (item 4.6)	7,751
8.3	Unused finance facilities available at quarter end (item 7.5)	40
8.4	Total available funding (item 8.2 + item 8.3)	7,791
8.5	<b>Estimated quarters of funding available (item 8.4 divided by item 8.1)</b>	2.50
	<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: ...31 July 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.