

ASX Release
2 July 2025

Divestment of 13 Seeds Business Unit

Decidr AI Industries Ltd (ASX: DAI) ("DAI" or "the Company") advises that on 1 July 2025 it entered into a binding agreement to divest its hemp-based health and wellness brand, 13 Seeds, to an independent private Australian purchaser who is an established operator in the hemp sector and completed the sale on the same day.

The divestment is consistent with DAI's strategic focus on scaling its core Agentic AI software platform, Decidr, and aligns with the Company's long-term transformation from a consumer wellness business to a leading AI-first technology group.

Transaction Details

- The sale is being executed via a share sale agreement involving the transfer of all assets and operations related to the 13 Seeds brand.
 - Proceeds from the sale are \$65,000 and the transaction will not have a material impact on the Company's operations or financial results. Given the immaterial size and nature of the transaction, the company does not consider the identity of the buyer to be information that a reasonable investor would expect to have a material effect on the price or value of DAI's securities.
 - Completion of the sale occurred on 1 July 2025.
 - DAI confirms that this announcement contains all material information relevant to assessing the impact of the contract on the price or value of DAI's securities.
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Strategic Rationale

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 into other areas of the Company. The divestment allows DAI to focus its capital and management resources on growing its AI business lines, particularly Decidr, which has delivered multiple commercial partnerships and contracts since the Company acquired a controlling stake in December 2024.

The Company confirms that this transaction does not amount to a disposal of its main undertaking under Listing Rule 11.2.

-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>