

ASX Announcement
9 October 2025

UNITH Progress Update – Global Expansion, New Pricing, and Key Partnerships

Unith Ltd (ASX:UNT & FWB: CM3) is pleased to provide the following update on recent business developments, which include global engagement deliverables, product and pricing enhancements, and early customer traction.

Key Highlights

- Executive Director / CEO, Scott Mison spent time in UNITH's international offices, where he and key staff progressed key growth initiatives, including preparations for ISO27001 certification
- UNITH launched a new transparent pricing structure designed to drive growth and expand accessibility on the new UNITH website
- UNITH continued to grow its strategic clients book
- UNITH has advanced its "Streaming Avatars" initiative, which involves the development of scalable, real-time delivery infrastructure for Digital Humans.

Executive Director / CEO Global Engagement

Executive Director / CEO, Scott Mison recently travelled to UNITH's international offices, spending one week in Amsterdam and four weeks in Barcelona. During this time, Scott met and worked with key staff as they progressed preparations for ISO27001 certification, refined company strategy, and developed execution strategies aimed at driving global traction.

While in Barcelona, Scott was digitally cloned into a UNITH Digital Human at the company's new offices, which feature a dedicated Cloning Booth – an innovation that will accelerate product development and client demonstrations.



Scan to converse - Demo

Scott also recently presented at the **Spark+ F1 Aussie Equities Day conference in Singapore on Friday, 3 October**, where he showcased UNITH to an audience of more than 200 investors. The event, which was attended by many Asia-based investors who participated in UNITH's most recent placement, provided a great opportunity for UNITH to deepen relationships and expand the investor base. The feedback received by the Company and its product offerings at the event was fantastic, and it introduced UNITH to many companies that would benefit greatly from UNITH's technology products.



New Pricing Model Launched

UNITH has launched a new transparent pricing structure designed to drive growth and expand accessibility on the new UNITH website:

A free 14-day trial has been introduced (no credit card required). Those wanting to continue using UNITH's platform at the end of trial period can choose one of the following client tiers:

- **Conversational tier** - quick testing of conversational Digital Humans on websites or apps
- **Builder tier** - for no-code developers to create Digital Humans without coding
- **Professional API tier** - for developers integrating UNITH's API into projects
- **Custom/Enterprise pricing** - tailored depending on the customer's requirements.

This four-tiered, transparent model ensures all customers access consistent pricing globally, making it easier for LLMs and recommendation engines to surface UNITH as a trusted solution. UNITH is pleased to report early momentum under the new pricing structure, with:

- New Product-Led Growth (PLG) customers converting from free sign-up to paying users.
- A fast-turnaround SMB deal closed within a two-day sales cycle.

Strategic Customers Book Continues to Grow

UNITH has signed several promising new partnerships, including:

- **ChatterTubers** – an innovative start-up building digital clones of influencers, enabling fans to interact in real-time as though chatting directly with their favourite YouTube creators. The initial collaboration represents ~ AUD30K and is expected to expand.
- **Estuarios Soluciones (LATAM)** – a software factory behind *MeetPIA*, a unique recruitment platform that uses conversational Digital Humans to conduct technical tests



Unith Ltd
ACN 083 160 909
unith.ai

Perth
202/37 Barrack St
Perth WA 6000,
Australia

Amsterdam
Piet Heinkade 95B
1019GM Amsterdam
Netherlands

Barcelona
Carrer de Mallorca,
289 Entresuelo 08037
Barcelona, Spain

and interviews at scale. This solution accelerates hiring by generating instant, bias-free reports for recruiters. MeetPIA has featured twice on national [news](#) in Uruguay.



Further discussions are progressing with additional partners operating in the retail and media sectors.

Technology Progress - Streaming Avatars

UNITH continues to advance development of scalable, real-time delivery infrastructure for Digital Humans. This “Streaming Avatars” initiative will enable competitive improvements in latency and cost efficiency, positioning UNITH strongly against other market entrants.

Due Diligence and ISO 27001 Certification

UNITH is actively progressing towards ISO 27001 certification with a dedicated internal team supported by weekly working sessions. To support this process, the Company uses Vanta as its compliance and security automation platform.

Vanta simplifies and accelerates the path to certification by automating evidence collection, continuous monitoring, and vendor risk management. This allows UNITH to focus its internal resources on building strong security practices while ensuring compliance is achieved in an efficient and structured way.

This work is being carried out in parallel with a due diligence process for a key enterprise client, further underscoring the Company’s commitment to robust governance and security standards.

The Company has already completed key milestones, including integrations, vendor reviews, and policy approvals. The internal audit is scheduled for November 2025, followed by the Stage 1 external audit in December 2025 and the Stage 2 external audit in January 2026. UNITH expects to achieve ISO 27001 certification in early 2026, further strengthening its enterprise readiness and governance standards.

Updates on this process, including policies, Frequently Asked Questions, and security practices, will be available through the UNITH Trust & Security Portal, which can be accessed [here](#):



Unith Ltd
ACN 083 160 909
unith.ai

Perth
202/37 Barrack St
Perth WA 6000,
Australia

Amsterdam
Piet Heinkade 95B
1019GM Amsterdam
Netherlands

Barcelona
Carrer de Mallorca,
289 Entresuelo 08037
Barcelona, Spain



UNITH looks forward to keeping shareholders updated as the Company continues to expand its global presence, refine its product offerings, and deliver innovative Digital Human solutions to enterprise customers worldwide.

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

(ENDS)

For further information, please contact:

Unith Ltd

Scott Mison

Executive Director / CEO

M: + 61 410 594 349

E: scott@unith.ai

Media & Investor Enquiries

The Capital Network

Julia Maguire

P: 61 2 7257 7338

E: julia@thecapitalnetwork.com.au



Unith Ltd
ACN 083 160 909
unith.ai

Perth
202/37 Barrack St
Perth WA 6000,
Australia

Amsterdam
Piet Heinkade 95B
1019GM Amsterdam
Netherlands

Barcelona
Carrer de Mallorca,
289 Entresuelo 08037
Barcelona, Spain

About UNITH

Unith Ltd (ASX:UNT) is a technology company that specialises in AI-driven digital human and conversation design solutions. Its focus is the design, development, and deployment of interactive, artificial intelligence (AI)-powered, conversational agents that are realistic, multilingual and scalable. This technology, which can take the form of AI avatars, interacts in a lifelike manner and enhances business clients' customer engagement, education, and entertainment metrics. Unith is now successfully implementing a strategy to monetise its proprietary AI and digital human capabilities.

Unith also operates a growing business-to-consumer (B2C) subscription division, which leverages the value-add created by the company's digital human and conversation design solutions technology. This division, which utilises literally thousands of Unith-created digital humans, generates recurring revenue from clients through subscription models for their services or platforms. Driven by individual business client's requirements, Unith's subscriptions arm can offer a range of services, including access to specific functionalities, tools, or content related to digital humans and AI technology. These subscription services help Unith clients generate a steady income stream and develop long-lasting relationships with their customers.

To learn more, please visit: www.unith.ai/



Unith Ltd
ACN 083 160 909
unith.ai

Perth
202/37 Barrack St
Perth WA 6000,
Australia

Amsterdam
Piet Heinkade 95B
1019GM Amsterdam
Netherlands

Barcelona
Carrer de Mallorca,
289 Entresuelo 08037
Barcelona, Spain