

ASX Release
13 February 2026

Sugarwork Partners with US PE Advisory Beckway Group

Decidr AI Industries Ltd (ASX: DAI) (“DAI” or “the Company”) advises that it has entered into a strategic partnership with Beckway Group (“Beckway”), a New York-based private equity advisory firm, under which DAI’s operating subsidiary, Sugarwork, Inc. (“Sugarwork”), will be introduced into private equity-backed operating environments.

The partnership builds on the existing private equity-focused distribution pathway for Sugarwork, targeting early-stage operational improvement initiatives where organisational visibility and the capture of tacit knowledge are critical.

Highlights

- Decidr US, Inc. has entered into a strategic partnership with Beckway, a New York-based advisory firm working with private equity investors and their investee companies
- Establishes an initial private equity-focused distribution pathway for Sugarwork within the DAI group
- Beckway will introduce Sugarwork to selected private equity sponsors and their portfolio companies as part of operational improvement engagements
- Partnership targets early-cycle transformation phases where organisational clarity supports downstream operational, technology, and AI-enabled initiatives
- Represents a targeted step in DAI’s strategy to develop scalable, partner-led distribution channels across its operating subsidiaries

Partnership Overview - Beckway

DAI advises that it has entered into a strategic partnership with Beckway Group, an advisory firm that works closely with private equity investors and their portfolio companies on operational improvement and transformation programs.

Under the partnership framework, Beckway will introduce Sugarwork to selected private equity sponsors and their portfolio companies. Sugarwork is an agentic knowledge-capture platform

designed to surface how work is actually performed across teams and functions by capturing tacit knowledge that is typically undocumented. This organisational clarity is intended to support downstream transformation initiatives, including operational redesign, technology modernisation, and agentic execution.

The partnership will initially focus on Sugarwork, with any potential expansion to other DAI operating capabilities subject to further commercial arrangements as the group continues to develop its portfolio of agentic transformation technologies.

Beckway is a New York-based private equity advisory firm specialising in operational value creation for private equity investors and their portfolio companies. Founded in 2016, Beckway works predominantly with mid-market private equity sponsors during early-cycle operational improvement and transformation phases, where rapid organisational insight is required. The firm comprises over 130 operating professionals with experience across operations, finance, supply chain, analytics, human capital, and interim executive leadership, and is known for an execution-led delivery model that embeds experienced operators directly into portfolio companies.

The partnership is strategically aligned with Beckway's position at the front end of private equity transformation cycles, where understanding how work is actually performed is foundational to subsequent operational, technology, and AI-enabled initiatives. By introducing Sugarwork into these engagements, DAI intends to support earlier organisational diagnosis and position Sugarwork as a foundational organisational intelligence layer ahead of broader transformation programs.

Strategic Context – Private Equity as a Distribution Channel

Private equity-backed organisations frequently undertake structured operational improvement initiatives early in the investment lifecycle. These initiatives often require rapid insight into how work is actually executed in practice, beyond formal documentation and reported processes.

DAI views private equity as a potentially attractive distribution channel, given the concentration of transformation activity and the opportunity to deploy organisational intelligence capabilities across multiple investee companies. It is estimated that there are in excess of 2,500 private equity firms in the US, which own in whole or in part of over 10,000 companies¹ The partnership with Beckway is intended to position Sugarwork at the front end of these transformation cycles, supporting organisational understanding ahead of broader operational, technology-led, and AI-enabled change programs.

¹ <https://www.citizensbank.com/corporate-finance/insights/private-equity-trends.aspx>

Mark Habner, Beckway CEO, commented:

“We’re excited to partner with DAI and introduce Sugarwork to our clients. We typically engage with investee companies at the beginning of their operational improvement journey, where understanding how work is actually done is foundational. Sugarwork provides a practical way to capture that tacit knowledge, positioning our clients as they prepare for AI-enabled operations.”

Outlook and Group Strategy Alignment

It is not currently possible to estimate the immediate financial impact on DAI or Sugarwork. However, the Company considers this to be a significant step in Decidr’s strategy of continuing to progress to commercialise via partnerships, building a defensible moat by aligning with trusted industry platforms.

DAI’s group strategy is to build and scale the world’s first agentic transformation group, enabling organisations to systematically organise, execute, and distribute work using enterprise-grade agentic systems through its operating subsidiaries.

Within this strategy, Sugarwork plays a foundational role by enabling organisations to surface how work is actually done, creating the organisational clarity required for effective downstream agentic execution across platforms such as, DecidrOS,

DAI continues to pursue disciplined channel development across advisory, partner-led, and embedded distribution models to support the scalable deployment of its agentic transformation capabilities over time.

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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 (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 owns 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>