Decidr AI Industries Ltd.

ASX Release
18 August 2026

Sugarwork Appoints CEO

Decidr AI Industries Ltd (ASX: DAI) ("DAI" or "the Company") is pleased to announce the appointment of Andre Liao as Chief Executive Officer of Sugarwork, Inc. ("Sugarwork"), the Company's US-based knowledge capture and workflow automation business, effective August 24, 2026.

Sugarwork co-founder and current Chief Executive Officer, Vanessa Liu, will work closely with Mr Liao through a transition period, following which she will join the Board of Decidr U.S. Inc, the Company's US subsidiary, where she will continue to contribute to the Group's US strategy.

Highlights

- Andre Liao appointed CEO of Sugarwork. Mr Liao has spent more than 25 years scaling venture-backed software and listed technology companies across the Americas, Europe and Asia, including helping drive Intive's revenue growth from US$20M to US$100M in four years.
- Proven AI-first operator. As CEO of Appvance, the Silicon Valley pioneer of AI-driven autonomous software testing, Mr Liao led the business to publicly reported growth of more than 200% in 2021 and a Series C round led by US growth equity firm Arrowroot Capital.
- Enterprise and partner channel expertise that matches Sugarwork's growth model. Mr Liao brings extensive experience in blue-chip enterprise sales and alliances with leading global system integrators, including Accenture and Cognizant.
- Vanessa Liu has joined the Decidr U.S. Inc Board, keeping her close to the Group's US expansion.

A leader built for Sugarwork's next phase

Mr Liao joins Sugarwork from Appvance, the Silicon Valley pioneer of AI-driven autonomous software testing and a leader in generative AI for software quality. As CEO, President and Board Member he led a VC and PE-backed SaaS business in the US$120 billion software quality market, where the platform designs, generates and executes tests with no human intervention. Under his tenure the business delivered publicly reported growth of more than 200% in 2021, secured a Series C round led by growth equity firm Arrowroot Capital, and built a global operating footprint across the US, Costa Rica, India and Eastern Europe.

Before Appvance, Mr Liao was Vice President & General Manager of the Americas at Intive, a PE-backed global software services company, where he helped drive revenue growth from US$20M to US$100M in four years. A three-time founder, he began his career at Intel and has held senior roles at NASDAQ-listed NeoMagic. He holds an MBA from the USC Marshall School of Business and a Bachelor of Arts in Economics from the University of California, Santa Cruz.

Mr Liao's experience fits Sugarwork's next phase:

- **AI-native product leadership.** Mr Liao led the transformation and commercialization of Appvance's autonomous AI software. At Sugarwork he will lead the integration of Rumi's ambient capture into the platform and the build-out of the tacit knowledge telemetry layer behind the Group's sovereign model fine-tuning roadmap.
- **Enterprise scale-up execution.** Mr Liao has scaled software businesses through the revenue phase Sugarwork is now entering, selling into the world's largest enterprise buying centres.
- **Partner channel acceleration.** At Appvance, Mr Liao built alliances with leading global system integrators including Accenture and Cognizant. Sugarwork runs the same partner-led distribution model across the US, Australia and Asia-Pacific.
- **US and Asia growth.** Mr Liao is based in the United States and is natively fluent in Mandarin and Taiwanese. He gives the Group senior leadership on the ground in its most important market, brings direct Australian sales experience and supports its growing Asia-Pacific partner activity.

Founder transition

Vanessa Liu co-founded Sugarwork and has led it from inception through its acquisition by DAI, its US build-out, its first Australian enterprise customers and the integration of the Rumi team. Ms Liu will focus exclusively on the Board of Decidr U.S. Inc, while continuing to work alongside Mr Liao during the transition period, keeping her US networks and customer relationships actively engaged with the Group.

Management commentary

DAI Executive Chairman David Brudenell said: "Andre has already done what we are asking Sugarwork to do. He has scaled AI-first software into the world's largest enterprises, built the partner channels to get there, and done it across the US, Europe and Asia. Sugarwork with Rumi inside it, is the front door to the Decidr platform. Andre is the operator to scale it."

"Vanessa built Sugarwork from an idea into the knowledge capture leader it is today. Moving to the Decidr U.S. board keeps her judgement and networks working for shareholders while handing day-to-day scaling to a leader built for this exact phase. This is the succession model working as designed."

Incoming Sugarwork CEO Andre Liao said: "The hardest problem in enterprise AI is not the model, it is the knowledge. The way work actually gets done in an organisation lives in people's heads, and no amount of documentation captures it. Sugarwork turns that tacit knowledge into structured data that powers real AI transformation, and with Rumi it captures that knowledge continuously, in the flow of work. That same data is what makes sovereign model training possible: models tuned on how an organisation genuinely operates, owned by the organisation itself.

"At Appvance I learned what it takes to sell AI into the world's largest enterprises and to scale through global partners. Sugarwork has the product, the customers and the capture layer. My job is to take it to US$100M and beyond."

Sugarwork co-founder Vanessa Liu said: "After five incredible years building Sugarwork from an idea to a team of 20 that is now part of Decidr, I am ready to step into a new role on the board of Decidr U.S. I am very excited to hand over the operational reins to a seasoned operator in Andre. He has scaled AI software businesses through the exact phase Sugarwork is entering, and he shares our conviction that knowledge is the asset every enterprise underestimates. I am extremely proud of what we have built, from our first customers in the United States to our enterprise expansion in Australia, and I look forward to guiding our long term vision from the board."

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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 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 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

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