

ASX Release
19 October 2026

North American Leadership and Operating Model Update

Decidr AI Industries Ltd (ASX: DAI) (“DAI” or “the Company”), an agentic AI enablement group and owner of Decidr.ai Pty Ltd (“Decidr”) and Sugarwork, Inc. (“Sugarwork”), announces the relocation of its Executive Chairman to North America and provides an update on the Group’s US-focused operating model and cost program.

Highlights

- **Executive Chairman David Brudenell to relocate to North America from 1 January 2027** to lead growth in the Group’s primary market for scale.
- **2026 Operating model review complete**, realigning the Group around the US market, following the cost program announced on 31 July 2026.
- **Product development moved closer to US customers**, engineering reshaped for AI-native delivery, and the Group now further embedding its own technology.
- **More than A\$6 million of additional annualised cost reductions enacted in late September 2026**, in addition to the approximately A\$5 million targeted in July.

North American Leadership

Executive Chairman David Brudenell will relocate to North America from 1 January 2027 to lead the Group’s growth in the region. The United States is the Group’s primary market for scale and the base for Sugarwork, Rumi and Decidr productisation.

The relocation follows the completion of the Group’s 2026 operating model review, which has aligned the Group’s product leadership, engineering and operations more closely to the US market.

David Brudenell, Executive Chairman of Decidr AI Industries, said:

“The United States is our primary market for scale, and being based in North America puts me alongside the customers and partners we are building for. We have reshaped the Group around that market and around the different engineering that AI products require. Our product teams now sit close to our US customers and we are progressively running more of the business on our own technology.”

US-Centric Operating Model

The operating model review considered how the Group builds its products and runs its operations. It also reflects the excellent talent that joined through the Sugarwork and Rumi acquisitions, in addition to their technology, products and business.

- **US product leadership.** Productisation of Decidr is now led from the United States alongside the Sugarwork and Rumi engineering teams, bringing product decisions closer to the Group's largest addressable market, key customer opportunities, and prospects.
- **AI-native engineering.** Agentic AI products are built differently from traditional software. The Group has reshaped its engineering into smaller, more focused teams utilizing AI-enabled development practices to accelerate product delivery and work directly with customers.
- **Shared technology and IP.** Leveraging Decidr, Sugarwork, and Rumi capabilities across the entire Group to reduce duplicated development, support scalable products, and progressively run more operations on our own technology while proving the products in daily use.

AI Cost Base Synergies

On 31 July 2026 the Company announced a Group-wide cost efficiency program targeting approximately A\$5 million of annualised cost reductions through acquisition synergies and vendor consolidation. Management and the Board have since completed a further review of the Group's capital investment and operating model.

The review further reduced the Group's annualised operating cost base by more than A\$6 million. This reduction is in addition to the approximately A\$5 million targeted in July, bringing the total AI cost base synergies to A\$11 million annualised.

Further detail will be provided with the September 2026 quarterly report.

-Ends-

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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, and Rumi, its ambient meeting intelligence technology integrated into Sugarwork, 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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