ASX Release
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Board Renewal and Leadership Changes

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 planned changes to its Board of Directors as the Group begins the commercial release of BusinessOS and LifeOS and expands its leadership presence in North America. The Company will confirm the timing of each change and update the market as each takes effect.

Highlights

- **Adrian Bunter to become Non-Executive Chair**. Mr Bunter has served on the DAI Board since March 2024 and will lead the Board from Australia.
- **David Brudenell to move from Executive Chairman to Executive Director**, as he relocates to North America from 1 January 2027 to lead growth in the Group's primary market for scale.
- **David McCredie AM OBE to join the Board as Non-Executive Director**. Mr McCredie is a Sydney-based ASX director and former 13-year CEO of the Australian British Chamber of Commerce.
- **Patrick J. McGinnis to join the Board as Non-Executive Director**. Mr McGinnis is a New York-based venture capitalist, Nasdaq-listed company director and author who coined the term FOMO.
- **Jenny Fielding to retire** as a Non-Executive Director after more than two years on the Board.
- The appointments, expected to be made effective after November 20th, 2026, the DAI Board will comprise four directors, three of whom are non-executive, with an independent Non-Executive Chair.

Board Leadership

Adrian Bunter, Non-Executive Chair

Adrian Bunter will become Non-Executive Chair of DAI. Mr Bunter joined the Board in March 2024 and brings more than a decade of ASX and high growth company board experience, including as the first board of Employment Hero (one of Australia's most successful tech startups), Non-Executive Director of 8common Ltd (ASX: 8CO), Non-Executive Director of ezyCollect Limited (exited) and Non-Executive Chairman of Professional Superannuation Management Pty Ltd. He is a Partner of a specialist technology, media and commerce financial advisory firm, a member of the Executive Committee of Sydney Angels and a Chartered Accountant.

With Mr Brudenell relocating to North America, an Australian-based independent Chair gives

the Board continuity of oversight in the Company's home market, direct engagement with Australian shareholders and regulators, and a clear line of contact to the executive team. The change also separates the roles of Chair and executive leadership, consistent with Recommendation 2.5 of the ASX Corporate Governance Council's Corporate Governance Principles and Recommendations.

David Brudenell, Executive Director

As announced on 19 October 2026, David Brudenell will relocate to North America from 1 January 2027. He will move from Executive Chairman to Executive Director and will focus on growth across the Group's US operations, including Sugarwork and Decidr U.S. Inc, its North American customers and partners, and the Group's capital strategy. Mr Brudenell will remain Chair of Decidr U.S. Inc.

Executive Chairman, David Brudenell, said:

"BusinessOS and LifeOS are the products we set out to build when we founded Decidr, and their release changes the business. My move to North America puts me next to the customers, partners and capital that will set the pace of our growth. Adrian has been a steady, independent voice on this Board since 2024. With Adrian as Chair in Sydney, shareholders have strong local leadership, and the executive team has a direct line to the Board from both sides of the Pacific."

Incoming Non-Executive Chair, Adrian Bunter, said:

"I am pleased to take on the role of Chair at an important point for DAI. The Board's job over the next twelve months is to see BusinessOS and LifeOS commercialised with discipline while the Group builds its North American base. David will lead that work in North America. Our new directors add governance experience and international networks that match where the Company is heading."

Appointment of David McCredie AM OBE, Non-Executive Director

David McCredie will join the Board as a Non-Executive Director following the conclusion of the Company's annual general meeting. He is a Sydney-based company director with deep relationships across Australian and UK business, financial services and government.

Mr McCredie spent 13 years as Chief Executive Officer of the Australian British Chamber of Commerce, developing it into one of Australia's most active bilateral business organisations. He was a key adviser to both governments during the negotiation of the Australia-United Kingdom Free Trade Agreement and campaigned for the creation of the Australian Business Growth Fund. He was appointed an Officer of the Order of the British Empire in 2020 and a Member of the Order of Australia in 2022 for significant service to Australia-United Kingdom business and trade relations.

Mr McCredie is a Non-Executive Director of Identitii Ltd (ASX: ID8) and was previously Chair of ECS Botanics Holdings Ltd (ASX: ECS). He is the principal of McCredie Partners, holds a Bachelor of Arts and an MBA, and is a Graduate of the Australian Institute of Company Directors.

His appointment strengthens the Board's ASX governance experience in Sydney alongside the Chair. His networks across banking, regulators and government support the Group's enterprise engagement in Australia and the United Kingdom as BusinessOS moves to market.

David Brudenell said:

"David has spent his career opening doors between business and government in Australia and the UK. He knows how listed boards work and he knows the people our enterprise customers answer to. That combination is exactly what we need in Sydney as we take BusinessOS to market."

Appointment of Patrick J. McGinnis, Non-Executive Director

Patrick J. McGinnis will join the Board as a Non-Executive Director following the conclusion of the Company's AGM. He is a New York-based venture capitalist, US-listed company director and author with more than 25 years of experience in private equity, venture capital and emerging markets.

Mr McGinnis began his career on the Latin America team at Chase Capital Partners, later J.P. Morgan Partners, where he invested in businesses including MercadoLibre. He was then a Vice President at AIG Capital Partners, later PineBridge Investments, investing in growth companies across Latin America, Central Europe, the Middle East and Asia. Since 2010 he has been Managing Partner of Dirigo Advisors, advising early and growth stage businesses, and the World Bank and International Finance Corporation on private equity and venture capital.
Mr McGinnis is an Independent Director of IBEX Limited (Nasdaq: IBEX), a director of The Resource Group International since 2005, and a venture partner and Investment Committee member of Salkantay Ventures. He holds a B.S. in Foreign Service from Georgetown University and an MBA from Harvard Business School.

Mr McGinnis coined the terms "FOMO" (Fear of Missing Out) and FOBO (Fear of a Better Option) in a 2004 Harvard Business School article. FOMO has since entered the Oxford English Dictionary, and his TED Talk on making faster decisions has more than two million views. He is the author of *Fear of Missing Out* and *The 10% Entrepreneur* and the host of the FOMO Sapiens podcast.

His appointment adds a US-based director with Nasdaq board experience and deep New York venture networks as the Group builds its North American base. His work on how people and organisations make decisions maps directly to the problem BusinessOS and LifeOS address.

David Brudenell said:

"Patrick has invested across four continents, sits on a Nasdaq board and has spent twenty years studying how people make decisions. Decidr is a decision company, so he understands our product at its core. Having him on the Board in New York gives us US governance experience and investor reach as the company is currently exploring strategies to better align its corporate structure with US centric growth plans, access to US capital and US investors."

Retirement of Jenny Fielding

Jenny Fielding will retire as a Non-Executive Director of DAI following the completion of the AGM. Ms Fielding joined the Board on 1 August 2024, when the Company was Live Verdure Ltd, and has served through its transformation into Decidr AI Industries, the acquisitions of Decidr.ai, Sugarwork and Rumi.ai, and the establishment of the Group's US operations.

David Brudenell said:

"Jenny joined us when we were a skincare company with an AI strategy and leaves a Board overseeing an AI group with a US base. Her investor's judgement and her network in New York shaped how we built that base. On behalf of the Board, I thank Jenny for her contribution and wish her every success."

Board Composition

Once these changes take effect, the DAI Board will comprise:

Director	Role	Based
Adrian Bunter	Non-Executive Chair	Sydney
David Brudenell	Executive Director	North America (from 1 January 2027)
David McCredie AM OBE	Non-Executive Director	Sydney
Patrick J. McGinnis	Non-Executive Director	New York

Key terms of appointment

Mr McCredie and Mr McGinnis will each receive a director's fee of A$72,000 per annum exclusive of superannuation. As part of their remuneration, each will be issued 1,500,000 unlisted options with an exercise price of A$0.75 and an expiry date 3 years from the date of issue, subject to shareholder approval at the Company's next general meeting.

The Company will lodge an Appendix 3X for each incoming director and an Appendix 3Z for Ms Fielding as each change takes effect.

-Ends-

For further information, please contact:

David Brudenell
Executive Chairman, Decidr AI Industries Ltd
E: dbrudenell@decidrindustries.ai

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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