

ASX Announcement
13 November 2025

Business Update – Signing and Renewal of Contracts and Market Traction

Unith Ltd (ASX:UNT & FWB:CM3) (“ÜNITH” or the “Company”) is pleased to provide the following update on recent business developments, which include signing and renewal of contracts, quality business leads from Tech Show Madrid 2025, and customer traction.

Key Highlights

- Signing of new binding contract with Persona Entertainment OY
- Renewal of existing contract with B2B enterprise client Alliance for Public Health
- ÜNITH participation in Tech Show Madrid 2025 generates quality new business leads
- ÜNITH further grows its book of tier 1 strategic clients
- ISO 27001 certification audit continues to be progressed
- ÜNITH’s B2C division has recently:
 - Progressed its Google Ads agency operations
 - Pursued a strategic opportunity to license its AI digital human apps to third-party partners on a white-label basis

Digital Human Division

Signing of new binding contract with Persona Entertainment OY (“Persona”)

ÜNITH’s Digital Humans’ division recently signed a binding contract with Finnish company Persona Entertainment OY. The contract encompasses both an initial project that will extend across the 10 November 2025 to 5 March 2026 period, and an ensuing initial 12-month licensing agreement.

The total value to ÜNITH of the abovementioned initial project and the 12-month licensing agreement will be A\$127,650.

Renewal of APH maintenance contract – 2026

ÜNITH also recently extended its strong working relationship with the Alliance for Public Health (APH). Under this deal, ÜNITH will help APH continue to deliver its innovative digital assistant TWIIN, which is transforming its healthcare delivery functionality in crisis settings.

APH praised the positive impact of ÜNITH’s Digital Humans in its latest annual review. It outlined how TWIIN, with the help of Digital Humans, had provided 24/7 personalised support for HIV prevention, mental health, harm reduction, and sexual health.



APH has now transitioned into a self-service model with customer success support. The one-year contract extension into 2026 includes a license-only arrangement for maintenance services.

The contract will maintain Ukraine's TWIIN offering, which is available in the Eastern European countries of Ukraine, Moldova and Georgia.

The total value to UNITH of this maintenance contract over 2026 will be US\$19,200 (or around A\$29,500).

Tech Show Madrid 2025 generates many leads and validated proof of concepts

UNITH attended and participated in the Tech Show Madrid 2025 IT industry event held over 28-30th October 2025. Tech Show Madrid brought together key professionals in cloud, cybersecurity, big data, artificial intelligence, data centers, eCommerce, digital marketing and human resources, with a practical and multi-sectorial approach. More than 25,000 professional visitors attended the event, and 32% of them were C-Level positions such as CIOs, CTOs, CDOs, CMOs and CISOs.

The event was a great opportunity to showcase UNITH's Digital Humans platform to key industry players and gain a better understanding of their requirements.

Over the course of the two-day Show, UNITH generated over 50 qualified leads. This achievement demonstrated the strong interest in UNITH's innovative solutions across multiple verticals. Additionally, the UNITH team successfully cloned 33 individuals over the course of the Show, which effectively expanded the Company's market presence and grew its pipeline of potential collaborations.

Directly as a result of UNITH's participation in the Show, the Company now has numerous demonstrations scheduled across various verticals, reinforcing its commitment to delivering cutting-edge technology and solutions tailored to diverse client needs. UNITH now looks forward to translating these opportunities into contract wins.



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Figures 1: ÜNITH Tech Show Madrid booth



Figure 2: Digital Human clone being created at Tech Show Madrid



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Figure 3: The UNITH team at the Company's Tech Show Madrid booth

Book of Tier 1 strategic customers continues to grow

ÜNITH has recently signed several promising new strategic partnerships, including:

- **Relait – (www.relait.com.au):** ÜNITH has entered into a new strategic partnership with Relait, an Australian Investor Relations (IR) platform transforming how publicly-listed companies engage with their shareholders. Relait streamlines investor relations and corporate communication by consolidating registry data, market announcements and engagement insights into a single intelligent system.

As part of the partnership, ÜNITH will transition its investor relations site to the Relait platform, featuring a Digital Human of Executive Director Scott Mison. This AI-powered avatar will enable shareholders to access company information through natural, conversational interactions, representing a significant advancement in investor engagement.



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Beyond this, both companies will collaborate to make ÜNITH's Digital Human technology available to Relait's growing customer base, enabling ASX-listed companies to offer a new, interactive way for investors to connect and stay informed.

- **Platform5ive – P5IVE Group (www.platform5ive.co):** A parent organisation headquartered in Perth, Western Australia, operating as an integrated ecosystem of specialised brands that drive innovation, efficiency, and community impact. They deliver practical solutions that empower businesses and enrich communities. This is facilitated through the Group's Platform5IVE (technology services including AI, automation, apps, resourcing, infrastructure, and robotics), Blu2th Events (event management), Lumero (consumer products), Fluidity-X (business consulting), and Social Hub (community initiatives such as Reddust OCR).
- **Avendi - (www.avendi.io):** A Spain based company specialising in AI voice reception systems for the hospitality industry. Avendi provides an intelligent voice assistant that answers guest calls 24/7, checks real-time room availability in PMS platforms such as Cloudbeds, Mews, and Wubook, and even completes bookings automatically - ensuring hotels never miss a reservation opportunity.

Update on ISO 27001 Certification

ÜNITH has made strong progress in its pursuit of ISO 27001 certification, led by an internal team supported by Vanta, which is a leading compliance and security automation platform. Vanta enables automated evidence collection, continuous monitoring, and vendor risk management, allowing ÜNITH to focus on strengthening internal security practices while maintaining structured compliance.

On the 4th of November 2025, ÜNITH's internal team conducted the internal audit and received a positive report, identifying some opportunities for improvement. The report noted that the team demonstrated strong progress overall, with corrective actions already being implemented at the time of reporting to ensure full readiness for the external audit.

While the external audit was initially planned for December 2025, the company has rescheduled it to the end of January 2026 to incorporate architecture improvements identified during the internal audit and to maintain focus on ongoing product development. This adjustment ensures ÜNITH is fully prepared without stretching internal resources.

ÜNITH remains on track to achieve ISO 27001 certification in early 2026, further strengthening its enterprise readiness, governance standards, and commitment to world-class security practices.



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B2C Subscription Division

Ongoing sales momentum in B2C Subscriptions

UNITH's B2C division continues to progress its Google Ads agency operations, with advanced discussions underway with two prospective clients for campaigns planned across Tunisia, UAE, Saudi Arabia and Myanmar. These potential agreements represent an important opportunity to expand the company's presence across fast-growing digital advertising markets in the Middle East-North Africa (MENA) and Asia regions. The division has also agreed with an existing client to support a second product launch in the UAE, following the strong performance of the initial campaign. These activities reflect UNITH's growing capabilities in performance-driven advertising and its ability to deliver results across multiple international markets.

In parallel, the division is pursuing a strategic opportunity to license its AI digital human apps to third-party partners on a white-label basis in markets where UNITH does not currently have a presence. Target territories include Morocco, Senegal, Angola, Pakistan and Tanzania. The proposed structure would provide UNITH with a share of revenue from the distribution of its apps, together with a minimum annual guarantee. This initiative would extend the global reach of UNITH's AI technology while supporting scalable and recurring revenue growth.

Executive Director, Scott Mison said: *"I am very proud of our team's achievements over recent months. The Digital Human side of our business has continued to experience good growth, while the highly effective marketing campaign we executed at the recent Tech Show Madrid 2025 conference generated many quality business leads that our sales and marketing people are now actively pursuing. At the same time, we are now also paving the way for accelerated sales growth over the longer term. A key part of this process will be the realisation of our stated aim to achieve ISO 27001 certification. We are making good progress towards attaining this certification, with the internal audit required as part of this certification process now successfully completed."*

Our B2C Subscriptions division has also been kicking goals of late, securing new clients via its Google Ads agency operations. It is also scheduled to launch across Tunisia, UAE, Saudi Arabia and Myanmar, which will take our B2C business even deeper into high-growth digital advertising markets."

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)



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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/



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