

ASX Release  
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## Decidr Partners with SAP Consulting Leader ICON Consulting Group

Decidr AI Industries Ltd (ASX: DAI) (“DAI” or “the Company”) is pleased to announce a strategic partnership between Decidr.ai (“Decidr”) and ICON Consulting Group (“ICON”), a leading SAP Consulting & Services company, headquartered in Singapore.

The partnership will accelerate Decidr’s entry into key international markets and see Decidr and ICON jointly develop Agentic AI use cases focusing on the Enterprise and Mid-Market segments running SAP ERP Business Applications. Decidr’s Agentic AI technology coupled with ICON’s deep SAP Consulting expertise aims to provide SAP users the opportunity to enhance and automate key workflows, improve business and transaction processing times, and orchestrate AI deterministically.

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### Highlights

- Decidr has signed a strategic partnership agreement with ICON, one of Asia-Pacific’s leading providers of SAP Consulting and Managed Services
- Decidr and ICON will jointly develop SAP agentic user workflows on the Decidr AI platform
- The initial phase of development will be for the Procure-to-Pay Line of Business process area creating a suite of agents with the aim to be a scalable, repeatable, and foundational solution for future development for Enterprise clients running SAP ERP systems
- Beyond co-development, the strategic partnership will introduce Decidr solutions to SAP enterprise and mid-market community and expand Decidr’s reach across the asia-pacific markets.

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### Partnership Overview - Icon Consulting Group

DAI advises that Decidr has entered into a strategic partnership with ICON Consulting-Group Pte Ltd, a Singapore-headquartered SAP Consulting and Services company that delivers enterprise technology solutions across the Asia-Pacific region.

Under the partnership framework, Decidr and ICON will jointly develop Agentic AI use cases for Enterprise and Mid-Market organisations running SAP ERP Business Applications. The initial phase of development will focus on the Procure-to-Pay Line of Business process area, encompassing OCR / Invoice Ingestion, Vendor Validation, PO Matching & Exception Handling, and Invoice Posting. This Procure-to-Pay suite of agents is intended to serve as a

scalable, repeatable, and foundational solution for future development across Enterprise clients running SAP ERP systems.

ICON is a Singapore-headquartered consulting and services company with offices across Singapore, Japan, Australia, Vietnam, and India. Founded in 2018, ICON specialises in SAP, consulting, managed services, and enterprise staffing solutions. The firm provides DevOps and managed services spanning SAP, Microsoft Azure and maintains deep expertise across the SAP ecosystem including S/4HANA, Signavio, LeanIX, Tricentis and the SAP Business Technology Platform. ICON's services model combines technology consulting with enterprise staffing advisory, supporting digital business transformation projects across APAC.

Beyond co-development, both parties will work together to develop a broader roadmap for SAP Enterprise and Mid-Market clients, and to introduce the jointly developed solutions to the existing SAP user community as part of broader go-to-market activities once generally available, which is scheduled for H2 CY2026.

The partnership is strategically aligned with the growing demand for AI-enabled workflow automation within SAP environments. As enterprises seek to modernise legacy ERP processes, Decidr's Agentic AI platform provides the execution layer required to automate high-volume, rules-based business processes while ICON's deep SAP domain expertise ensures solutions are designed for real-world enterprise operating environments.

## **Strategic Context – SAP as a Global Distribution Channel**

SAP is the world's largest enterprise application software provider, with more than 425,000 customers across 180 countries. The global ERP software market is estimated to reach approximately US\$101 billion by 2026, with SAP maintaining the largest customer base of any ERP vendor.<sup>1</sup> Enterprises running SAP ERP systems represent a significant concentration of operational complexity and transaction volume, particularly in areas such as procurement, finance, and supply chain management.

DAI views the SAP enterprise ecosystem as a strategically attractive distribution channel, given the scale of the installed base, the structured nature of ERP workflows, and the growing demand for AI-enabled automation within these environments. The partnership with ICON is intended to position Decidr's Agentic AI platform at the intersection of enterprise process automation and SAP domain expertise, supporting organisations as they seek to agentify core business processes across their SAP landscape.

### **Christophe Derdeyn, ICON Consulting Managing Director, commented:**

*"We're excited to partner with Decidr and bring Agentic AI capabilities to our SAP clients. We typically engage with companies at various stages of their SAP journey, and the ability to automate high-volume processes like Procure-to-Pay using Decidr's agentic platform represents a significant step forward. This partnership positions our clients to realise the benefits of AI-enabled operations within their existing SAP environments."*

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<sup>1</sup> Statista, "Enterprise Resource Planning (ERP) Software Market Revenues Worldwide 2019–2026"; SAP SE Corporate Fact Sheet, 2025.

## Outlook and Group Strategy Alignment

It is not currently possible to estimate the immediate financial impact on DAI. 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, the ICON partnership represents DAI's expansion into the global SAP enterprise ecosystem, complementing existing distribution channels across private equity, advisory, and partner-led models. The joint development of SAP agentic workflows creates a scalable, repeatable deployment model that can be extended across ICON's existing client base and the broader SAP user community.

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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>

For more information see <https://decidrindustries.ai>

### About Icon Consulting Group

Founded in 2018, Icon Consulting Group is a specialized SAP staffing and consulting services provider, delivering expert-led solutions across APAC and globally. With a proven track record of supplying over 1,000 SAP consultants and supporting Fortune 500 organizations, Icon has built its reputation on deep SAP domain expertise, quality delivery, and independent client-side governance

Icon began as a trusted SAP skills augmentation partner, providing senior functional, technical, data, and program leadership talent to complex SAP transformation programs. Today, as a certified SAP Services Partner, Icon also offers a specialized consultancy offering SAP project delivery, managed services, and independent QA & governance advisory for S/4HANA transformations

The firm operates across Singapore, Australia, Japan, and Vietnam, leveraging a strong onshore-offshore delivery model to combine strategic oversight with scalable execution

Icon's core capabilities include:

- SAP Staffing / Skills Augmentation (T&M) – Specialized SAP functional, technical, data, testing, and project leadership consultants.
- SAP Project Delivery – End-to-end S/4HANA Public Cloud and Select Scope Private Cloud implementations.
- Client-Side QA & Governance – Independent oversight ensuring alignment, transparency, and accountability across System Integrators and vendors.
- SAP Managed Services (AMS) – Ongoing optimization, performance management, and continuous improvement support.

With over 80% of its clients comprising Fortune 500 enterprises and delivery experience spanning more than 30 countries, Icon positions itself not merely as a vendor, but as a strategic partner - focused on clean core principles, fit-to-standard methodologies, and long-term business value realisation.

For more information see <http://www.iconconsultinggroup.com>