Certain information and statistics set out in this section and elsewhere in this document are derived from various government and other publicly available sources and from the market research report prepared by Frost & Sullivan. We believe that the sources of such information and statistics are appropriate for such information and statistics and have taken reasonable care in extracting and reproducing such information and statistics. We have no reason to believe that such information and statistics are false in any material respect or misleading or that any fact has been omitted that would render such information or statistics false in any material respect or misleading. None of our Company, the Sole Sponsor, the [REDACTED], the [REDACTED], the [REDACTED], the [REDACTED], the [REDACTED], the [REDACTED], and any of our or their respective directors, officers, employees, agents or advisers has verified the information and statistics from official government sources, thus makes no representation as to the accuracy, fairness and completeness of the information and statistics from official government sources. Accordingly, information and statistics from official government sources should not be unduly relied upon.

SOURCE OF INDUSTRY INFORMATION

In connection with the [REDACTED], we have engaged Frost & Sullivan, an independent market research consultant, to conduct a detailed analysis of the China decision intelligence application market, and to prepare a report for use in this document, for which we have agreed to pay an engagement fee of RMB540,000, which we believe to be consistent with market rates.

In compiling and preparing the Frost & Sullivan Report, Frost & Sullivan adopted the following assumptions: (i) global social, economic and political environment is likely to remain stable in the period of 2026 to 2030 (the "forecast period"); (ii) purchasing power is expected to continue to rise moderately in emerging regions and to grow steadily in developed regions; and (iii) related industry key drivers are likely to drive the market in the forecast period.

Except as otherwise noted, all of the data and forecasts contained in this section are derived from the Frost & Sullivan Report. Frost & Sullivan has prepared the Frost & Sullivan Report based on detailed primary research which involved discussing the status of Data Intelligence Application Market, Decision Intelligence Application Market and Data Agent-driven Decision Intelligence Application Market in China with certain leading industry participants and secondary research which involved analyzing company reports, independent research reports and data based on its own research database. Our Directors confirm that, after taking reasonable care, there has been no material adverse change in the overall market information since the date of the Frost & Sullivan Report that would materially qualify, contradict or have an impact on such information.

OVERVIEW OF CHINA'S DATA INTELLIGENCE APPLICATION MARKET

Definition and Structure of Data Intelligence Application

Data intelligence applications refer to scenario-oriented products, solutions and services that transform fragmented, heterogeneous and large-scale data resources into structured insights, analytical outputs and executable functions for business operations, management optimisation and decision support. These applications typically combine capabilities in data access and acquisition, data cleansing and governance, multi-source data integration, modelling and analysis, knowledge extraction, algorithmic processing, and application development, enabling organisations to identify patterns, understand relationships, monitor risks, optimise processes and support scenario-specific business actions. As data intelligence applications are built upon the continuous use and circulation of data, data security serves as a foundational requirement throughout the data value chain, ensuring the confidentiality, integrity, availability and compliant use of data during development, deployment, operation and optimisation.

Building upon the broader data intelligence application market, **decision intelligence applications** represent a more specialised segment focused on converting data-derived insights into actionable decision-making outputs. Unlike general data intelligence applications, which may primarily support data acquisition, data governance, data integration, analytics or visualisation,

decision intelligence applications are designed to support, optimise or automate decision-making processes in specific business scenarios. Such applications typically generate outputs such as decision support, risk identification, resource allocation, operational optimisation, action recommendations and decision execution for clients.

Within the decision intelligence application market, **Data Agent-driven decision intelligence applications** constitute a technology-oriented category defined by a distinct technical approach and architecture. These applications are built around Data Agents, which refer to high-value dynamic information units extracted from massive, multi-source and heterogeneous data based on three core ontologies, namely natural persons, legal entities and IoT sensors. Data Agents are capable of autonomous reasoning, contextual awareness and business interpretation, and serve as the core carriers to support more dynamic, explainable, traceable and closed-loop decision-making.

Accordingly, the three markets are therefore defined as a nested hierarchy with progressively narrower scope and deeper technological specialisation. Data intelligence applications form the broadest market, decision intelligence applications constitute a decision-oriented subset of data intelligence applications, and Data Agent-driven decision intelligence applications represent a further specialised subset distinguished by the use of Data Agents as the core enabling mechanism.

Evolution of and Necessity for Data Intelligence Application

The evolution of data intelligence application has been driven by the increasing complexity of data environments and the growing need for data to serve practical business and operational purposes. In earlier stages of digital development, data was primarily used for record-keeping, process management and descriptive reporting through systems such as databases, ERP (Enterprise Resource Planning) and BI (Business Intelligence) tools. As organisations accumulated larger volumes of data and their digital infrastructure became more advanced, the role of data gradually expanded from storage and retrospective analysis to integration, modelling, in-time analysis and scenario-based application. This evolution has been further accelerated by the continued development of cloud computing, big data technologies and artificial intelligence, which have broadened the scope of usable data from primarily structured records to multi-type data, including text, image, audio and video.

Against this backdrop, traditional approaches centred on fragmented storage, isolated tools and manual interpretation are increasingly insufficient to meet the rising requirements for timeliness, relevance and depth of insight. As a result, data intelligence application has become increasingly necessary for organisations seeking to transform fragmented and heterogeneous data into actionable outputs that support operational efficiency, business optimisation and more informed decision-making. In 2025, the spending on software and services related to data intelligence application in China reached approximately RMB96.5 billion, with a CAGR of approximately 24.2% between 2021 and 2025. Forward looking, the market is projected to reach approximately RMB224.3 billion by 2030, yielding a CAGR of approximately 17.5% between 2026 and 2030.

Growth Potential of China's Data Intelligence Application Market

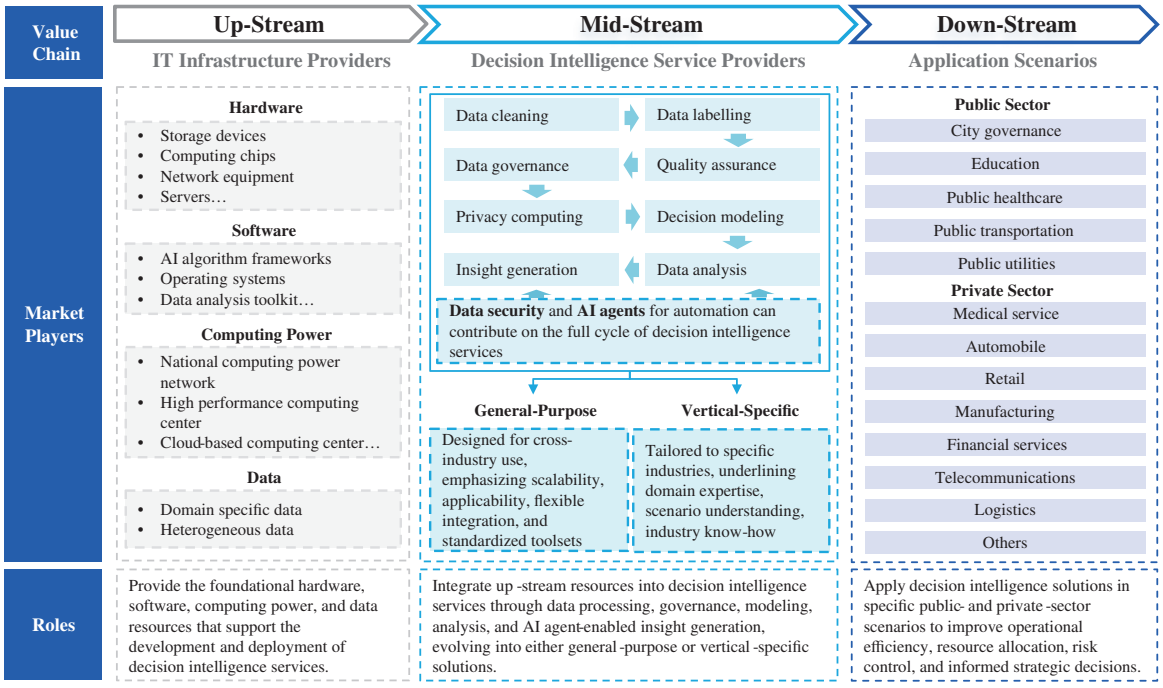
China's data intelligence application market has grown rapidly in recent years, driven by the shift in customer demand from data storage and system construction towards data integration, modelling, analysis and scenario-based application. Particularly, government institutions and enterprise customers accumulate increasingly large volumes of multi-source and heterogeneous data, and traditional data tools focused on isolated systems, static reporting or limited analytical functions are becoming less able to support complex operational and management needs. Against this backdrop, data intelligence application is no longer viewed merely as a supporting technical capability, but has gradually developed into a distinct market centered on delivering data-driven products and services. In this context, China's data intelligence application market reached approximately RMB48.5 billion in 2025, representing a CAGR of approximately 25.6% from 2021 to 2025. Looking ahead, as demand for cross-system collaboration, refined operations and scenario-specific solution delivery continues to grow, the market is expected to reach approximately RMB122.9 billion by 2030, representing a CAGR of approximately 19.5% from 2026 to 2030.

OVERVIEW OF CHINA'S DECISION INTELLIGENCE APPLICATION MARKET

Value Chain of Decision Intelligence Application Market

The decision intelligence application market links upstream data and analytical capabilities with downstream decision-making applications.

From an industry chain perspective, the upstream segment mainly consists of IT infrastructure providers, which supply the foundational hardware, software, computing power and data resources that support the development and deployment of decision intelligence services. Specifically, this segment includes providers of storage devices, computing chips, network equipment, servers, and AI algorithm frameworks, operating systems, data analysis toolkits, national computing power networks, high-performance computing centers, cloud-based computing infrastructure, and domain-specific or heterogeneous data resources. The mid-stream segment represents the core value-creation layer of the market and consists of decision intelligence service providers. These players integrate upstream resources into decision intelligence services through data cleaning, data labelling, data governance, quality assurance, privacy computing, decision modeling, data analysis and insight generation, with data security and AI agents for automation increasingly supporting the full service lifecycle. Based on business positioning, mid-stream providers may generally be categorised into general-purpose providers, which focus on scalability, applicability, flexible integration and standardised toolsets, and vertical-specific providers, which place greater emphasis on domain expertise, scenario understanding and industry know-how. The downstream segment consists of application scenarios across the public and private sectors, where decision intelligence solutions are deployed to support more efficient and informed decision-making. In the public sector, key scenarios include city governance, education, public healthcare, public transportation and public utilities. In the private sector, applications are found in areas such as medical services, automobile, retail, manufacturing, financial services, telecommunications, logistics and other industries. Overall, the decision intelligence market can be viewed as a value chain in which upstream IT infrastructure providers supply the foundational enablers, mid-stream service providers convert such capabilities into decision-oriented solutions, and downstream applications ultimately realise the market value through practical deployment.



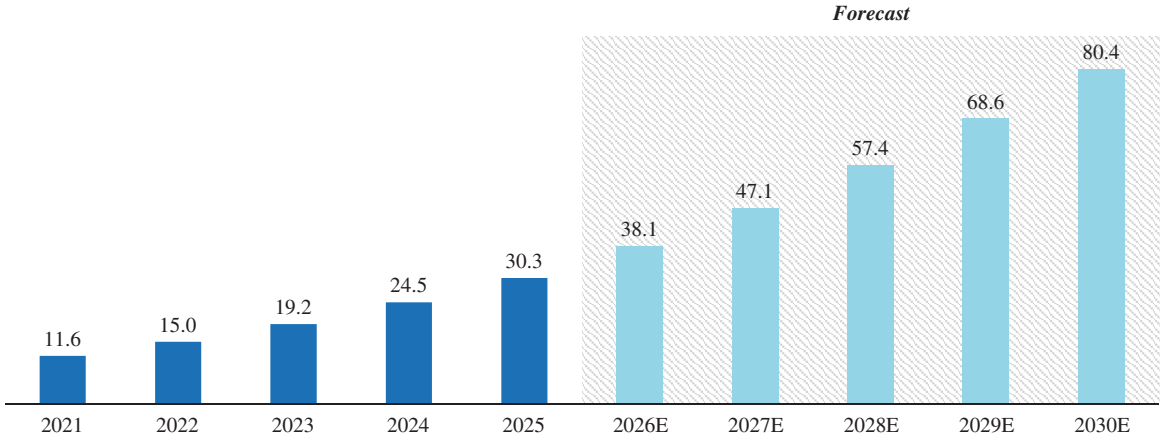
Source: Frost & Sullivan Analysis

Growth Potential of China's Decision Intelligence Application Market

The growing prominence of decision-making needs reflects a broader shift in the focus of digital development among government institutions and enterprise customers, from merely viewing and understanding data towards using data to support better decisions and more effective execution. As business environments become more complex, data sources more diverse, management processes more layered, and requirements for timeliness, accuracy and consistency continue to rise, data visualisation, descriptive analysis and experience-based judgement alone are becoming less sufficient to meet practical needs. This is particularly evident in scenarios involving multiple objectives, cross-functional coordination, strong rule constraints and clear accountability for outcomes, where customers increasingly require capabilities that can go beyond analysis to provide decision support, solution simulation, path optimisation and actionable recommendations. In parallel, favourable policy support has continued to improve the development environment for China's decision intelligence application market. Policies such as the Three-Year Action Plan (2024-2026) for "Data Elements x" and the "Artificial Intelligence Plus" initiative have further expanded the scope of application scenarios and deepened the adoption of decision intelligence services. Against this backdrop, demand for decision intelligence products and services has continued to expand, driving China's decision intelligence application market to approximately RMB30.3 billion in 2025, representing a CAGR of approximately 27.0% from 2021 to 2025. Looking ahead, as customers place greater emphasis on decision quality, execution efficiency and scenario-specific deployment, the market is expected to reach approximately RMB80.4 billion by 2030, representing a CAGR of approximately 20.5% from 2026 to 2030.

Decision Intelligence Application Market, China
RMB Billion; 2021-2030E

CAGR	2021-2025	2026E-2030E
Decision Intelligence Application Market	27.0%	20.5%



Note: The market size refers to revenue generated by decision intelligence solution providers in the PRC from the delivery of software and services with specific decision-support functions.

Source: Frost & Sullivan Analysis and Forecast

OVERVIEW OF CHINA'S DATA AGENT-DRIVEN DECISION INTELLIGENCE APPLICATION MARKET

Market Challenges for Decision Intelligence Application Market

Although the decision intelligence application market has developed rapidly in recent years, existing technology approaches still face limitations in complex, dynamic and accountability-sensitive scenarios. Such limitations arise not mainly from data access or analytical output, but from insufficient support for real-world business objects, relationship logic, rule constraints and execution feedback. As a result, existing solutions may not fully meet the requirements of high-quality decision-making in terms of accuracy, explainability, adaptability and practical deployment. These limitations are mainly reflected in the following aspects:

- **Fragmented data and incomplete scenario mapping:** data is often fragmented across multiple systems and sources, with differences in standards, granularity and business definitions. Existing solutions can support aggregation and analysis to a certain extent, but often remain limited in fully mapping real-world scenarios, particularly with respect to objects, relationships, statuses and events. For example, in government governance scenarios, relevant data is often distributed across separate departmental systems, making it difficult to form a unified view of how different entities are related, how the situation has progressed, and which response actions should take priority. This, in turn, constrains the effectiveness of coordinated decision-making.

- **Insufficient linkage between analysis and execution:** Existing solutions are generally more capable of producing analytical outputs than translating such outputs into executable decision paths. In scenarios involving multiple objectives, rule constraints, authority control and execution feedback, analytical conclusions alone are often insufficient to support effective decision-making.

- **Limitations in accuracy, explainability and adaptability:** In complex scenarios, decision-making requires clear rationale, traceable processes and adaptable logic. However, approaches based mainly on static rules or general-purpose models may face limitations in dealing with changing contexts and complex relationships, which may affect the accuracy, explainability and reliability of outputs.

Against this backdrop, demand is increasingly shifting towards technology approaches that can better connect data, logic and action in complex scenarios. This has supported the emergence of Data Agent-driven decision intelligence as a further evolution of the decision intelligence application market.

Functions of Data Agent in Decision Intelligence Application

Data Agent technology has emerged as an important enabling approach for the further development of decision intelligence. Rather than merely aggregating or analysing fragmented data, Data Agent technology uses key real-world objects as the basic units of organisation, and further maps, links and infers data across multiple sources, structures and temporal dimensions. In doing so, it helps build a more structured representation of complex business scenarios and provides a stronger foundation for decision support. Its role in addressing the key limitations of existing decision intelligence solutions is mainly reflected in the following aspects:

- **Improving the organisation of fragmented and heterogeneous data:** By organising data around real-world objects, relationships, statuses and events, agent graph technology helps connect fragmented data from different systems and sources into a more unified scenario view. This improves the mapping of complex business environments and enables decision-making to be based on more complete and coherent information.

- **Strengthening the linkage between analysis and execution:** Data Agent technology supports not only data association and analytical reasoning, but also the incorporation of business rules, process logic, authority structures and action paths. This helps decision intelligence move beyond analytical output towards solution generation, path optimisation, process coordination and execution feedback.

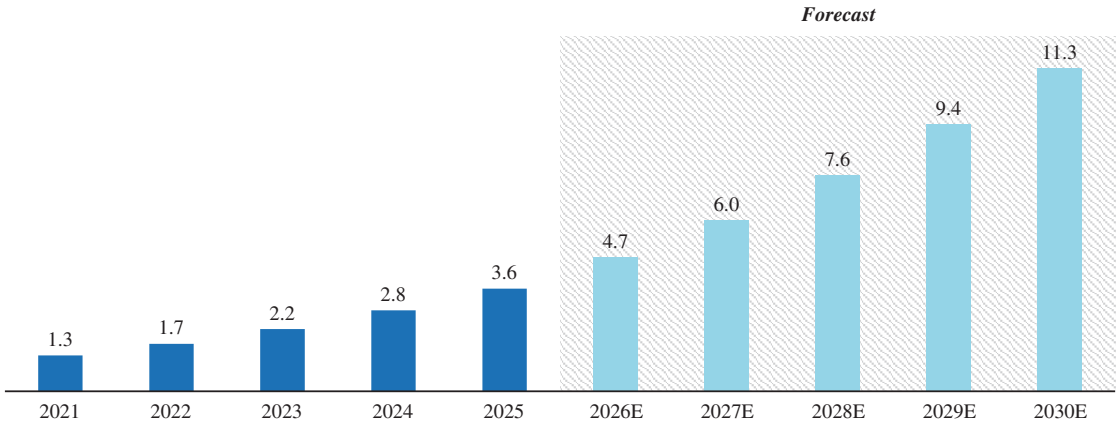
- **Enhancing accuracy, explainability and adaptability in complex scenarios:** As agent graph technology is built on structured objects, relationships and rule constraints, it is better positioned to provide clearer reasoning paths and more traceable outputs. It also allows relationships and constraints to be updated more effectively as business environments evolve, thereby improving the accuracy, explainability and reliability of decision support in complex scenarios.

Growth Potential of China's Data Agent-Driven Decision Intelligence Application Market

China's Data Agent-driven decision intelligence application market has grown rapidly, driven by rising demand for more structured, explainable and execution-oriented decision support in complex scenarios. As government institutions and enterprise customers increasingly operate across fragmented systems, multi-party workflows and dynamic operating environments, demand is rising for solutions that can organise data around real-world objects, capture relationship logic and support more reliable judgement and action. This is particularly relevant in scenarios requiring stronger traceability, rule-based coordination and closed-loop execution. Against this backdrop, China's Data Agent-driven decision intelligence application market reached approximately RMB3.6 billion in 2025, representing a CAGR of approximately 30.2% from 2021 to 2025, and is expected to reach approximately RMB11.3 billion by 2030, representing a CAGR of approximately 24.6% from 2026 to 2030.

Data Agent-driven Decision Intelligence Application Market, China
RMB Billion; 2021-2030E

CAGR	2021-2025	2026E-2030E
Data Agent-driven Decision Intelligence Application Market	30.2%	24.6%



Note: The market size refers to revenue generated by decision intelligence solution providers in the PRC from the delivery of software and services with specific decision-support functions, where Data Agent technology serves as the core underlying technological architecture.

Source: Frost & Sullivan Analysis and Forecast

COMPETITIVE LANDSCAPE OVERVIEW

Competitive Landscape of Decision Intelligence Application Market

In 2025, there were approximately 1,000 to 1,500 companies in China providing decision intelligence application solutions. The decision intelligence application market in China is characterised by diversified application scenarios and a relatively fragmented competitive landscape with the market share of top five is approximately 12.8% in 2025. In the same year, our company ranked 9th in China's decision intelligence application market with share of approximately 1.3%. Decision intelligence is not confined to a single industry vertical, but is widely applied across areas such as urban governance, finance, marketing and operations, healthcare, public services, information security and industrial scenarios. Each application field has distinct business logic, decision-making logic, data structures, regulatory requirements and implementation environments. For example, financial scenarios place greater emphasis on risk identification, credit assessment and customer profiling, while urban governance scenarios focus more on resource allocation, event detection and public-sector operational efficiency. As a result, market participants tend to develop differentiated strengths based on their industry know-how, data processing capabilities, algorithmic models and project delivery experience in specific verticals. This scenario-specific nature has led to a competitive landscape where leading providers are often strong in selected application areas, while the overall market remains relatively dispersed.

Ranking of Leading Decision Intelligence Solution Providers, China, 2025
By Revenue

Ranking	Company	Revenues[(1)] (RMB Million)	Market Share[(2)]	Applications
1	Company A[(3)]	1,090.0	3.6%	Marketing & Operating, Urban Governance, Healthcare
2	Company B[(4)]	1,020.0	3.4%	Finance
3	Company C[(5)]	600.0	2.0%	Urban Governance
4	Company D[(6)]	580.0	1.9%	Healthcare
5	Company E[(7)]	580.0	1.9%	Marketing & Operating
Top 5	**N/A**	**3,870.0**	**12.8%**	

Notes:

(1) The revenue is generated by the company from its decision intelligence application products.

(2) Denominator of the percentage is the revenue generated by decision intelligence solution providers in China from the delivery of software and services with specific decision-support functions.

(3) Company A is a listed company on the Main Board of Stock Exchange, established in 2012, headquartered in Beijing, China. As a decision intelligence solution provider, it is engaged in the research and development, and commercialization of artificial intelligence technologies, products, and solutions, with a product range covering AI chips, large language models, voice and natural language processing technologies, and AIoT smart devices, applied in smart home, healthcare, automotive and other scenarios.

(4) Company B is a listed company on the Main Board of Stock Exchange, established in 2014, headquartered in Beijing, China. As a decision intelligence solution provider, it is engaged in the research and development, and commercialization of artificial intelligence and big data technologies, products, and solutions, with a product range covering user profiling, intelligent risk management, anti-fraud, and intelligent marketing, applied in banking, insurance, consumer finance, and other financial services scenarios.

(5) Company C is a listed company on the ChiNext Board of Shenzhen Stock Exchange, established in 2001, headquartered in Beijing, China. It is engaged in the research and development, and commercialization of digital government and smart city technologies, products, and solutions, with a product range covering government informatization platforms, urban management systems, geographic information systems, and grid-based social governance solutions, applied in government agencies, urban management, and other scenarios.

(6) Company D is a listed company on the Main Board of Stock Exchange, established in 2014, headquartered in Beijing, China. It is engaged in the research and development of medical AI and big data technologies and solutions, with a product range covering medical data analytics platforms, clinical decision support systems, real-world evidence research solutions, and health management platforms, applied in pharmaceutical research and development, hospitals, and public health scenarios.

(7) Company E is a listed company on the Main Board of Stock Exchange, established in 2009, headquartered in Beijing, China. It is engaged in the research and development, and commercialization of AI and big data technologies for marketing and advertising, with a product range covering programmatic advertising platforms, intelligent marketing solutions, consumer data analytics, and digital advertising technologies, applied in brand marketing, e-commerce, and other marketing scenarios.

Competitive Landscape of Data Agent-driven Decision Intelligence Application Market

In 2025, there are approximately 100 to 150 companies in China providing Data Agent-driven decision intelligence application solutions. China's Data Agent-driven decision intelligence application market is relatively concentrated, with the top 5 providers collectively accounting for approximately 42.6% of total market. The table below sets forth the top 5 Data Agent-driven decision intelligence application providers in China in terms of revenue in 2025.

Ranking of the Leading Data Agent-driven Decision Intelligence Solution Provider, China, 2025, by Revenue

Ranking	Company	Revenue [8] (RMB Million)	Market Share [9]
1	**Our Company**	**380.6**	**10.5%**
2	Company F [10]	370.0	10.3%
3	Company G [11]	350.0	9.7%
4	Company H [12]	240.0	6.6%
5	Company I [13]	200.0	5.4%
Top 5		**1,540.6**	**42.6%**

Notes:

(8) The revenue is generated by the company from its Data Agent-driven decision intelligence application products.

(9) Denominator of the percentage is the revenue generated by Data Agent-driven decision intelligence solution providers in China from the delivery of software and services with specific decision-support functions, where Data Agent technology serves as the core underlying technological architecture.

(10) Established in 2013, Company F is a listed company on the Main Board of the Stock Exchange and headquartered in Beijing. As a Data Agent-driven decision intelligence solution providers, Company F develops graph solutions and industry-level intelligent agents by integrating knowledge graphs and large language model and offers industry-level AI solutions.

(11) Company G is an unlisted company established in 2012 and headquartered in Hangzhou, Zhejiang Province. As a Data Agent-driven decision intelligence solution providers, Company G is committed to assisting government and enterprise clients in mitigating risks and enhancing decision-making efficiency through integrating capabilities across multiple domains, including distributed computing, machine learning, deep learning, knowledge graphs, and federated learning.

(12) Company H is an unlisted company established in 2016 and headquartered in Beijing. As a Data Agent-driven decision intelligence solution provider, Company H leverages cutting-edge ontology and large language model technology to develop an intelligent reasoning platform which is designed for complex, human-machine symbiotic scenarios and solve the challenge of rendering complex real-world problems computable and inferable.

(13) Company I is an unlisted company established in 2014 and headquartered in Xiamen. As a Data Agent-driven decision intelligence solution provider, Company I focuses on four key sectors, namely national defence, finance, government affairs and the industrial Internet. It provides customers in these sectors with a suite of three core platform products, namely the decision platform, cognitive platform and data platform, supported by capabilities in knowledge graphs, graph computing, machine learning, and operations research and optimisation.

Growth Drivers for China's Decision Intelligence Application Market

- **Expansion of Data Foundations:** As data continues to accumulate across government and enterprise systems, its role is increasingly shifting from passive record-keeping toward a strategic asset that can support management and decision-making. At the same time, data sources are becoming more diverse and data structures more complex, making fragmented storage and isolated use less effective. This has driven growing demand for data governance, multi-source integration, analytical modelling and decision support capabilities, thereby laying an important foundation for the development of the decision intelligence application market in China.

- **Rising Complexity of Decision-Making:** Across government governance, public services, industrial management and enterprise operations, decision-making scenarios have become increasingly complex, with a growing number of stakeholders, variables and dynamic factors. Traditional approaches based on experience, static reports or single indicators are no longer sufficient to support refined, forward-looking and dynamic decision-making. As a result, customers demand is therefore shifting from simply reviewing and reporting data toward identifying issues, analysing relationships, forecasting trends and generating actionable recommendations, thereby driving the transition from experience-based decision-making to data-driven decision-making.

- **Deeper Cross-Entity Collaboration:** Decision-making increasingly requires coordination across departments, systems, organisational levels and institutions, rather than within isolated units. In such environments, effective decision support depends on the unified identification, linkage and continuous tracking of multiple entities, including people, enterprises, assets, events, locations and time-related information. Against this backdrop, data silos, heterogeneous data sources, inconsistent standards and limited interoperability have become major constraints. At the same time, stricter requirements for data security, privacy protection and compliance are driving demand for secure and trusted data sharing, joint analysis and collaborative decision support.

- **Greater Demand for Trusted Decision Support:** In mission-critical scenarios such as governance, risk control, regulatory review and industrial operations, decision outcomes often have a direct impact on governance effectiveness, resource allocation efficiency and operational risk. Customers therefore increasingly require decision support tools that are controllable, reliable, explainable and traceable. Solutions focused primarily on information retrieval, question answering or content generation are often insufficient in such scenarios. This is driving demand for more advanced decision intelligence solutions that can integrate multi-source data, entity relationships, business rules and reasoning mechanisms to provide verifiable and reviewable decision support.

Nevertheless, the market still faces certain challenges. Fragmented data sources, incomplete scenario coverage, untrusted data and limited commercial deployment may constrain the effectiveness of scenario mapping and collaborative decision-making, while rising requirements for trusted decision support and compliance may further increase the complexity of deployment and large-scale adoption.

Entry Barriers for China Decision Intelligence Application Market

- **Advanced technology integration:** Decision intelligence services rely on the integration of multiple advanced technologies, including data governance, graph technology, AI models, privacy computing, workflow orchestration, and increasingly AI agents. Service providers must continuously enhance their technical architecture in order to support more automated, scalable, and reliable decision support across complex scenarios. For new entrants, the lack of mature technical systems, integration capability, and sustained R&D investment makes it difficult to compete with established players in the short term.

- **Industry know-how and data access:** Decision intelligence services rely on both domain expertise and stable access to relevant data. Industry know-how is essential for aligning

technical capabilities with practical business needs, while data accessibility determines whether solutions can be effectively developed and deployed. Leading participants are often better positioned through accumulated industry experience and established data access channels, whereas new entrants may face greater difficulty in delivering effective solutions.

- **Decision logic establishment and reusability:** The core value of decision intelligence services lies in transforming fragmented data, business rules and operational processes into structured and reusable decision logic for complex scenarios. Such capabilities typically require long-term accumulation of domain expertise, scenario understanding and engineering refinement, making them difficult for new entrants to replicate or surpass in a short period of time.

- **Client trust and resource accumulation:** Government and SOE clients usually prioritise supplier credibility, project experience, and delivery stability when selecting decision intelligence service providers. Purchasing decisions are often highly dependent on proven case records. In addition, decision intelligence services depend on stable, high-quality, and compliant data sources, many of which are controlled by government, telecommunication operators, financial institutions, or large enterprises. As a result, both customer trust and data access tend to accumulate over time, creating a meaningful barrier for new entrants.

Future Trends for China's Decision Intelligence Application Market

- **Decision Intelligence is Evolving to Closed-Loop Decision Enablement:** As digitalisation deepens across government institutions and enterprise customers, demand for data applications is extending beyond information display, operational analysis and outcome monitoring toward higher-value functions such as solution formulation, scenario simulation, strategy optimisation and execution feedback. As a result, decision intelligence is evolving into a more integrated system covering sensing, analysis, judgement, execution and across complex scenarios such as risk management, resource allocation, and urban governance, thereby supporting the continued expansion of the market.

- **Decision Intelligence is Moving toward Industry Specialisation and Scenario-specific Deployment:** As different industries vary significantly in terms of business processes, decision-making logic, data structures and management objectives, general-purpose solutions are becoming less effective in complex use cases. Going forward, the decision intelligence application market is expected to further penetrate vertical industries, with service providers focusing on industry know-how, business rules, scenario models and delivery capabilities. As a result, market competition is expected to increasingly centre on industry understanding and scenario delivery capabilities.

- **The Integration of Data Agent Technologies and LLMs is Expected to Deepen:** As decision-making scenarios place increasing emphasis on accuracy, stability, explainability and traceability, reliance on a single technical approach is often insufficient for complex applications. Data Agent technologies provide structured modelling of real-world entities and relationships, while, LLMs enhance Data Agent through stronger semantic understanding, natural language interaction and unstructured data processing. The continued integration of these technologies is expected to improve the delivery quality, scenario adaptability and practical effectiveness of decision intelligence solutions.

- **Decision Intelligence Solutions are Expected to Shift toward Platform-based and Ongoing Service Models:** As customers gain a deeper understanding of decision intelligence systems, procurement is gradually shifting from one-off project implementation toward long-term capability building. In response, decision intelligence products and services are expected to place greater emphasis on platform-based architectures, modular capabilities and ongoing service models to enable faster deployment, greater scalability and continuous optimisation across different use cases. As a result, competition is likely to shift toward platform product strength, ongoing service capability and long-term customer value creation.