

- **CONVERSION OF 2019 DATRIX SFP**
- **41,236 ORDINARY SHARES SUBSCRIBED FOR A TOTAL OF EURO 6,185.40.**

Milan, 15 July 2022 - Datatrix S.p.A. (the "**Company**" or "**Datatrix**") a company listed on Euronext Growth Milan hereby announces that the conversion period for the financial participation instruments denominated "2019 Datatrix SFP" (the "**2019 Datatrix SFP**") falling between 1 and 31 July 2022 has been closed in advance, given that, as at the date of this press release, all rights accrued by the beneficiaries in the period falling between 1 January and 30 June 2022 have been converted. Specifically, as of today's date, a total of 41,236 2019 Datatrix SFP have been converted and, as a result, 41,236 ordinary shares were issued for a total consideration of Euro 6,185.40.

As already disclosed to the market, on 2 August 2019, the Company resolved on an incentive plan in favour of directors, employees and consultants of the Company through the issue of participatory financial instruments convertible into ordinary shares. It should be noted that the 2019 Datatrix SFP grant the right to convert such instruments into ordinary shares of the Company at a subscription price of Euro 0.15 per ordinary share, at a ratio of 1 2019 Datatrix SFP to 1 ordinary share.

As at the date of this press release, 150,312 2019 Datatrix SFP are still outstanding, which may be converted when the relevant right accrues, during the exercise periods identified in the regulations (available on the Company's website in the Investor Relations section).

For further information, please refer to the Admission Document available on the Company's website www.datatrixgroup.com.

The Company will publish the notice of change in the share capital following the filing of the capital increase with the Company Registry within the legal terms.

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Datatrix

Datatrix is a group of tech companies that develop sustainable Artificial Intelligence solutions (Augmented Analytics and Machine Learning Models) for data-driven growth of companies. Datatrix solutions add measurable value because they collect data from internal and external sources, integrate it, look for correlations, uncover valuable insights and operational information, and suggest actions.

The Group is active in four business areas:

- 5. AI for Marketing & Sales: develops artificial intelligence solutions to increase the marketing and sales performance of companies;*
- 6. AI for Data Monetisation: applies artificial intelligence to data collected by companies in compliance with privacy regulations, turning it into economic value for them;*
- 7. Machine Learning Model Serving: develops transparent and scalable analysis models based on a machine learning algorithmic framework to support organisations in opening new business frontiers;*
- 8. AI for FinTech: develops solutions using unconventional alternative data to improve the performance of institutional and private investors in stock selection, identification of innovative investment themes and ESG scoring.*

Since 2019, Datatrix has also accelerated its growth path through acquisitions in Italy and abroad. The following are now part of the Datatrix SpA Group: 3rdPlace Srl, FinScience Srl, ByTek Srl, Paperlit Srl, Datatrix US Inc. and Adapex Inc. Through its subsidiaries, Datatrix is a technology partner of international consortia for important R&D projects in the financial, biomedical and cybersecurity fields, funded by the European Union and Italy and based on Artificial



Intelligence algorithms.

Datrix operates through four offices in Italy (Milan, Rome, Cagliari and Viterbo) and one in the United States. More at datrixgroup.com

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