

DATRIX GROUP: A NEW BRAND IDENTITY TO GROW IN ITALY AND ABROAD

***“EMBRACE THE AI CHALLENGE”*: the Group's strategic positioning and visual identity celebrate a forward-looking vision, ready to "embrace" the challenges of Artificial Intelligence by reconciling Technology and Humanity.**

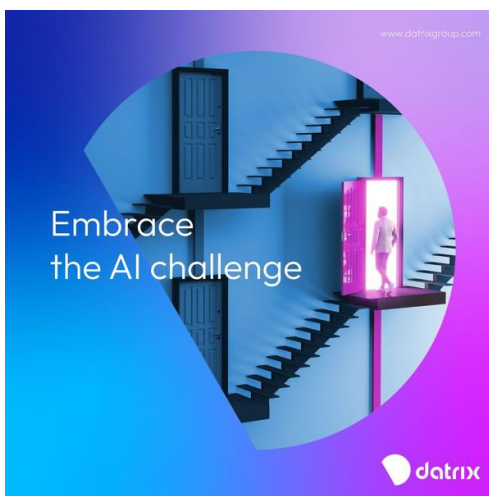
AI as a data enabler, an ecosystem of vertical brands, tangible AI applications, R&D, ethical responsibility: this is Datrix's recipe for shaping the positive growth of the productive and social fabric.

Milan, 22nd April 2024 - **Datrix**, a Milan-based international group listed on Euronext Growth Milan that develops Artificial Intelligence solutions and applications to accelerate the data-driven growth of companies through highly specialised tech companies, announces the definition of the **Group's new rebranding** coinciding with the **strategic focus on the 2 market areas where Artificial Intelligence has the most significant impact: AI for Data Monetization and AI for Industrial & Business Processes.**

The change of brand identity, with the simultaneous launch of the new corporate website **www.datrixgroup.com**, does not only concern external aspects, but reflects a **real strategic realignment** that embodies the Group's history, its evolution and, above all, its vision for the future in the field of artificial intelligence.

Fabrizio Milano D'Aragona, CEO and Co-founder of Datrix, commented: *"Our rebrand reflects Datrix's ambition to position itself as an authoritative and international voice in the AI universe. With 'EMBRACE THE AI CHALLENGE', we reaffirm our commitment to innovation through the challenges that the Group's companies solve every day for over 300 customers, thanks to their application solutions and expertise. The new site makes it easier for customers, partners, investors and those interested in joining Datrix in the future to navigate and benefit from the different areas in which we operate: Datrix is not just a collection of companies, but an **ecosystem of specialised and vertical companies with strong domain expertise. The main objective of the parent company is their growth, their development in the market to continue to innovate in the world of AI**".*

The rebranding process carried out in recent months, under the supervision and direction of the Datrix Group's new *Marketing and Communications Director*, **Martina Costa**, has led to the **definition of a new brand essence**, which has been **translated into the payoff "EMBRACE THE AI CHALLENGE"**: three key words that identify the Datrix DNA.



- **“Embrace”** emphasises the **centrality of humanity**, through a visual verb communicating openness in terms of values, but also inclusiveness in the concept of developing business on the model of an ecosystem that aggregates new realities within the Group.
- At the heart of this is **Artificial Intelligence**, Datrix's area of expertise, which brings together multidisciplinary experience and entrepreneurs who, for **more than 10 years**, have been committed to supporting companies in the advanced analysis and activation of data through the development of **cutting-edge software and applications**.
- Finally, **“Challenge”**, the key word in the Group's storytelling, communicates a brand that **faces the challenges of modernity with an innovative mindset**; a brand that uses **AI as a data**

accelerator to drive growth through the concrete AI applications that its brands bring to market, solving concrete challenges that are changing day by day.

No less important were the choices made for the creation of the **new logo**, which was designed to **improve the Group's international recognition and to embody its essential characteristics in a clearer and more authoritative manner**: centrality of data, openness to the outside world, concreteness, future orientation, growth and innovation. An important update of the corporate image, also thanks to the **technical colour spectrum**, from blue to violet, which reinforces the positioning of the Group, which is changing its skin but remains solid in the defence of its values and its unity.



Martina Costa, Chief Marketing Officer of Datrix, commented: *"I am very proud to have led the creation of a new brand identity for Datrix, supported by an exceptional team. It has been a **journey of deep internal reflection on the brand archetype** in which the group authentically recognises itself, and which is expressed in a **distinctive storytelling that is consistent with a vision leveraging on the combination of technology and humanity to meet the challenges ahead**. At a time when so much is being said about AI, from the corporate world to institutions, we believe it is essential to highlight the **authority that our Group has acquired in this market over the years**, thanks to its daily collaboration with customers and leading national and international research centres. For this reason, we are also inaugurating an informative editorial platform we have called **AI Shape**, which will be useful for disseminating and helping people to understand what artificial intelligence really is today. This is therefore not just a visual identity redesign, but a **360-degree strategic project** that has also involved **reflecting on our values and adapting our institutional communication in a way that is relevant to Datrix's market positioning in the two business areas in which we operate through our brands: AI for Data Monetisation and AI for Industrial and Business Processes**. These two areas summarise the key contexts in which AI can make a difference today by **generating concrete and measurable value for our customers**. In this way, the positioning of Datrix and its communication presence can act as a bridge for the Group's companies in the market to generate growth opportunities".*

A **highly strategic rebranding operation** therefore, aimed at clearly and effectively presenting an increasingly international Group. Indeed, today **Datrix generates over 55% of its turnover abroad** and considers its **presence in the US and UAE markets, as well as in Europe**, where it is strongly rooted, to be a fundamental element of growth for all the Group's companies, both current and future.

Datrix brands (<https://www.datrixgroup.com/en/value/brands/>) **are evolving rapidly on the market**. In the last month:

- **Adapex** has been included in the prestigious Financial Times "**Americas' Fastest Growing Companies 2024 List**" (FT ranking: [FT ranking: The Americas' Fastest-Growing Companies 2024](#))
- **Bytek** extended the partnership (already started last year) with its technology solutions at the service of advertising with the **Finiper Canova** group, extending its activities to the data and search areas for the **Iper brand** and starting a digital data path with the **Unes brand**.
- **FinScience partners with LIXX**, the independent provider for innovative and alternative index solutions, **announcing the launch of a new series of thematic indices based on Artificial Intelligence (AI)**. This collaboration, which kicks off with the first 5 AI-based thematic indices, will serve as a foundation for the development of a diversified and sophisticated range of potential financial products. Leveraging the potential of AI, this initiative aims to accelerate decision-making processes and enhance customization in the future.

Datrix also continues to demonstrate its key role as a technology partner for major R&D projects funded by the European Commission; after the recent kickoff of the BETTER healthcare project of which Datrix is international coordinator on 10 April, the Group received a new Horizon funding for the Marie Skłodowska-Curie Doctoral Networks SPM4.0 project. The project, co-ordinated by the Institute for

Bioengineering of Catalonia (IBEC), focuses on applied AI in medicine, proposing a highly innovative training and research programme and capitalising on a synergetic partnership of leading organisations in the sector, research centres, and European universities.

In an increasingly data-driven world, **Datrix's new site therefore represents a platform that emphasises the group's ecosystem model**, enhancing its technical expertise and concretely demonstrating the positive impact of its technologies and R&D on the social and industrial fabric.

ABOUT DATRIX

Datrix is an international Group listed on Euronext Growth Milan that develops Artificial Intelligence solutions and applications to accelerate data-driven growth of companies through highly specialized tech companies in vertical markets.

*The Group is active with AI-Based solutions in 2 business areas: **AI for Data Monetization** (to maximize growth opportunities in the Martech, AdTech and FinTech sectors by transforming data into tangible value) and **AI for Industrial/Business Processes** (to optimize the efficiency of industrial and business processes including e.g. power plants, transportation infrastructure, manufacturing and logistics processes).*

*Since 2019 Datrix has also accelerated its growth path through acquisitions in Italy and abroad. The following **brands are now part of the Datrix Group**: Adapex, Aramix, ByTek, FinScience.*

Datrix is also a technology partner of international consortia for important R&D projects (funded by the European Union and Italy) based on Artificial Intelligence algorithms in Lifescience/Healthcare, Social Well.being, Cybersecurity.

Datrix operates in Italy, the United States and UAE.

Read more at datrixgroup.com.

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