

## **AI FOR DATA MONETIZATION" BUSINESS LINE DRIVES IMPROVED PERFORMANCE IN FIRST THREE MONTHS OF THE YEAR**

- **IN THE US, REVENUES IN THE ADTECH SEGMENT GREW BY +20% YEAR-ON-YEAR IN 2023 AND ARE EXPECTED TO ACCELERATE SIGNIFICANTLY IN THE SECOND QUARTER OF THE YEAR**
- **IN THE MARTECH SEGMENT, MAJOR NEW CONTRACTS SIGNED THANKS TO THE LAUNCH OF THE AUDIENCE SOLUTION**

**Milan, July 4, 2024** - Datrrix S.p.A. ("Datrrix" or the "Company"), listed on Euronext Growth Milan (ISIN code IT00054683), at the head of an international AI-powered ecosystem of companies that develop B2B software, informs the market of some significant figures regarding the performance recorded in the first three months of the year.

In particular, with reference to the ADTECH segment in the US market, the first quarter of 2024 showed an increase in revenue of +20% compared to the same period in 2023. Driving this growth were First Party Data's innovative solutions, adopted by new large customers focused on higher-paid video formats than traditional ones. This trend is expected to accelerate significantly in the second quarter of the year, thanks in part to the positive trend in the overseas digital advertising market.

In the Martech segment, on the other hand, the acquisition of new customers should be noted, thanks also to the launch of the Audience AI solution. The latter has enabled Datrrix to consolidate its position as a key player in the financial and media sectors and to enter the large-scale retail sector. More specifically, Audience AI, developed by the subsidiary ByTek, is a solution capable of collecting and associating internal CRM data with navigation data. Through data merge actions, it enables advanced database segmentation and enrichment activities. Subsequently, AI makes it possible to define homogeneous clusters of users, enabling predictive analyses on multiple dimensions (from interest mapping to propensity to purchase; from purchase behaviour itself to the lifetime value of the end consumer) and providing decisive automatic insights to optimise digital marketing campaigns.

## 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](http://datrixgroup.com).*

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