

TWO-YEAR AGREEMENT WORTH APPROXIMATELY €1M FINALISED BETWEEN DATRIX GROUP AND DIRECT CHANNEL TO INNOVATE THE PUBLISHING MARKET

Milan, 4 June 2024 - Further to the announcement made on 16 May 2024 **Datrix S.p.A.** ('**Datrix**' or the '**Company**'), a company listed on Euronext Growth Milan (ISIN code IT00054683), the parent company of an international group that develops Artificial Intelligence solutions and applications to accelerate the data-driven growth of companies through highly specialised tech companies, announces that on 31 May, 2024 was finalised the strategic agreement with Direct Channel S.p.A. ('**Direct Channel**'), a subsidiary of Mondadori Media, part of the Mondadori Group.

The closing of the deal with Direct Channel of the Mondadori Group marks a pivotal moment in Datix's mission to promote the concrete application of AI-based technologies to business, transforming data into value with a positive and tangible impact for customers, improving user engagement and increasing business performance.

ABOUT DATRIX

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

Datix 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.

Datix operates in Italy, the United States and UAE.

Read more at datrixgroup.com.

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