



DATRIX: KT&PARTNERS INITIATES COVERAGE WITH A FAIR VALUE OF €2.75 PER SHARE AND “ADD” RATING

Milan, 15th October 2025 – **Datrix S.p.A.** (“**Datrix**” or the “**Company**”), società quotata su Euronext Growth Milan (ticker: DATA.MI - ISIN IT00054683) **a leading international AI-powered ecosystem of B2B vertical software companies**, listed on Euronext Growth Milan (ticker: DATA.MI - ISIN IT00054683), announces that today KT&Partners, an independent financial boutique and one of the leading equity research providers in Italy, has published its Initiation of Coverage report on Datrix. KT&Partners has been appointed as an Equity Research Provider of the Company as of today. Coverage is led by Michele Filippig, Head of Equity Research, and Kristi Koliçi, Senior Analyst.

The coverage by KT&Partners – addressed to both domestic and international institutional investors – assigns Datrix a Fair Value of €2.75 per share (implying a potential upside of +72%) and a “ADD” rating. The stock closed yesterday’s trading session at €1.60.

The key highlights of KT&Partners’ research on Datrix include:

(i) the proprietary AI infusion technology, representing a distinctive and scalable asset capable of enhancing subsidiaries’ solutions and accelerating the adoption of artificial intelligence within business processes, driving value creation; (ii) the Group’s ecosystem strategy, which integrates independent vertical companies with commercial autonomy under a shared R&D platform and common expertise, generating operational synergies, integration speed and industrial value through targeted M&A activity; (iii) the focus on high-tech B2B vertical applications, characterized by significant competitive barriers operating in markets with strong growth and profitability; (iv) the revenue diversification across MarTech, AdTech and AI for Business Process, ensuring stability, cross-selling opportunities and a progressive increase in the contribution of higher value-added services; (v) strategic partnerships with leading institutions and global technology players, strengthening innovation and distribution capabilities; (vi) a structurally favorable market environment, supporting the growth of applied AI and the spread of vertical AI solutions, offering Datrix significant potential for revenue and margin expansion through operating leverage and economies of scale.

The full research report is available on the Company’s website www.datrixgroup.com in the “Share Information – Stock Coverage” section of the Investor Relations area, and on Borsa Italiana’s website at www.borsaitaliana.it.

ABOUT DATRIX

Datrix is a Group listed on Euronext Growth Milan (ISIN code IT00054683), leading the first international ecosystem of vertical Artificial Intelligence software companies.

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 in key sectors such as energy, manufacturing, finance, logistics, and transportation).

The Datrix Group today includes the brands: **Adapex, Aramix, ByTek, FinScience and Navla**.

Datrix is also a **technology partner of over 20 universities and international research centers** for important Research & Development projects (funded by the European Union and Italy) based on Artificial Intelligence algorithms in the fields of **LifeScience/Health, Social Well Being, and Cybersecurity**.

Datrix, with headquarters in Italy, operates in Europe, the United States, and the United Arab Emirates.
More info at www.datrixgroup.com

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