

## DATRIX GROUP

THE BoD OF **DATRIX** REVIEWS THE PRELIMINARY RESULTS AS OF JUNE 30, 2025:  
REVENUE GROWTH CONFIRMED, STRATEGIC STRENGTHENING IN THE US AND  
FOCUS ON OPERATIONAL EFFICIENCY TO SUPPORT MARGINS

- Preliminary consolidated revenues of approximately Euro 8.2mIn, up +9% on a like-for-like basis<sup>1</sup> (+6% reported) compared to the first half of 2024
- Recurring revenues accounted for 67% of the total, in line with 1H 2024, confirming the solidity of the business model
- Revenues generated abroad represented 57% of total turnover (60% in 1H 2024)
- Optimization of the cost structure, continuing the actions launched in 2024, aimed at improving margins and ensuring long-term sustainability
- Completion of the Aramix brand repositioning in the first half of 2025, with the launch of advanced AI solutions for industry and energy efficiency. Adoption of the AI for Industrial & Business Processes line is growing, driven by applications in logistics and industrial settings
- Partnership with BNP Paribas to enhance the WellMakers platform in corporate wellbeing through the adoption of the ByTek Prediction Platform: predictive artificial intelligence serving personalization and user engagement
- Integration process launched between Adapex and ByTek offerings, with the aim of distributing the ByTek Prediction Platform (BPP) in the U.S. market through a joint proposition and technological synergies enabling new AI solutions for data monetization

Milan, July 24th, 2025 – **DATRIX S.P.A.** ("Datrix" or the "Company"), a company listed on Euronext Growth Milan (ISIN code IT00054683), leading the first international AI-powered ecosystem of vertical software companies, announces that the Board of Directors, which met today, has reviewed the preliminary consolidated financial data as of 30 June 2025, prepared in accordance with Italian accounting standards and not subject to statutory audit.

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*"The preliminary results for the first half of 2025 confirm the strength of our growth trajectory and the effectiveness of the measures we have taken to make our business increasingly scalable and efficient. We have reinforced our managerial leadership in the United States to support the expansion in the AdTech market and initiated the commercial development of the ByTek Prediction Platform in synergy with Adapex, following the*

<sup>1</sup> The disposal of the Mobilit business unit was completed in May 2025 (€0.3 million in revenues in 1H 2024)

*acquisition of significant contracts with major clients in Italy. This technological asset stands as a cornerstone of our AI proposition, further strengthened by the launch of strategic projects such as the one with BNP Paribas in the wellbeing space. We expect the first results from these initiatives to materialize in the coming months. We look ahead with confidence, supported by a more flexible operational model focused on profitability and innovation".* Said Fabrizio Milano d'Aragona, CEO of Datrix.

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**Consolidated Revenues** amounted to €8.2 million, +6% compared to 1H 2024 (€7.8 million), and +9% on a like-for-like basis.  
As of 30 June 2025, the breakdown of revenues from the sale of Datrix Group's products and solutions is as follows:

- **The AI for Data Monetization line**, accounting for 87% of total revenues, recorded €6.9 million, in line with 1H 2024 (€6.9 million). The **AdTech segment** reached €4.2 million (€4.3 million in 1H 2024): while revenues grew by approximately 10% in the United States, the European business was impacted by the **disposal of the Mobilit business unit**, completed in May 2024 (€0.3 million in revenues in 1H 2024). Finally, the **MarTech segment** generated revenues of €2.7 million, up +7% compared to 1H 2024 (€2.5 million).
- **The AI for Industrial & Business Processes line**, representing 13% of total revenues, achieved €1.1 million, up +40% from €0.8 million in 1H 2024.

**Other consolidated revenues**, including the share of grants received under funded R&D projects and R&D tax credits (Law 160/2019 as amended by Law 178/2020), amounted to €0.2 million, in line with 1H 2024 (€0.2 million).

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In the first half of 2025, Datrix strengthened the integration among its various business lines, with a particular focus on the development of the **AI for Industrial & Business Processes** division and the expansion of **MarTech solutions** in the United States. The consolidation of the offering and the reinforcement of the North American management team — including the appointment of a new leadership at Adapex — have helped position the Group for a new phase of international growth. Furthermore, the acquisition of significant contracts with major clients confirms the strength of the Group's technological proposition.

Specifically:

- **Partnership with BNP Paribas in corporate wellbeing:** a strategic project has been launched between ByTek (part of the Datrix Group) and WellMakers by BNP Paribas to integrate the ByTek Prediction Platform into the corporate wellbeing platform. Datrix's predictive artificial intelligence will enable personalization, engagement, and automation of the user experience for over 70,000 users and 600 client companies.
- **Managerial strengthening in the United States:** Datrix has completed the transition to a new leadership team at Adapex Inc., with the appointment of Raquel Rosenthal as CEO, to support the

growth and transformation of the Group's U.S. company. The goal is to lead the development of data monetization in the North American market and to distribute the ByTek Prediction Platform through a joint Adapex–ByTek proposition, thus enhancing the Group's technological integration and presence in the U.S.

- **Development and consolidation of the AI for Industrial & Business Processes offering:** in H1 2025, the adoption of the Group's AI solutions grew, particularly in the areas of logistics and energy efficiency. The strategic repositioning of Aramix — the Group's brand specializing in industrial AI — was completed with the launch of deep-tech solutions such as *EnerMind* (consumption optimization), *Smart-RBI* (plant safety), and the *AI Governance Operating System* (secure governance of AI technologies). The completed repositioning strengthens the Group's presence in a high-growth market: AI for Industry 5.0 and energy efficiency — sectors expanding rapidly on a global scale.
- **Research activities:** Datrix will coordinate Politecnico di Milano, Universitat Politècnica de València, and seven European hospitals as part of the "**Unica**" project, funded with over €4 million by the European Union under the **EU4Health** program. The research initiative aims to promote the secure exchange of medical images and the development of AI technology for cancer risk assessment based on **federated learning**.

This press release is available in the "Investors/Press Releases" section of the Company's website at [www.datrixgroup.com](http://www.datrixgroup.com), and through the "eMarket Storage" dissemination system at [www.emarketstorage.com](http://www.emarketstorage.com).

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

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