

WELLMAKERS BY BNP PARIBAS WITH DATRIX AND BYTEK: “TRANSFORMING PEOPLE'S WELLBEING WITH AI AND DATA”

BNP PARIBAS ACCELERATES ITS STRATEGY TO POSITION ITSELF IN CORPORATE WELLBEING FOCUSING ON DATA, ARTIFICIAL INTELLIGENCE AND PERSONALIZATION

Milan, 7th July 2025 – Datrix S.p.A. ("Datrix" or the "Company"), listed on Euronext Growth Milan (ISIN code IT00054683), and leading the first international AI-powered ecosystem of vertical B2B software companies,, announces a new partnership between Bytek – the Group's MarTech Company – and BNP Paribas to enhance WellMakers, the corporate wellbeing platform, through the integration of predictive technologies and data-driven solutions.

BNP Paribas accelerates its strategy to position itself in corporate wellbeing by focusing on data, artificial intelligence and personalization. WellMakers, BNP Paribas' wellbeing platform for employees of client companies, now evolves to offer solutions for health, for personal growth and development, for mobility and day-by-day needs, including financial management.

To enhance the customer experience and ensure that proposed solutions are aligned with real user needs, WellMakers has partnered with **martech company Bytek**—part of the Datrix Group, the first international ecosystem of vertical AI software companies.

At the core of this collaboration is the Bytek Prediction Platform (BPP), a **predictive AI engine** that analyzes user interaction data to generate **strategic insights** and dynamically guide the UX across Web and App platforms.

The result is a **responsive, personalized experience** aligned with user wellbeing needs, enabling automated flows that boost platform loyalty and engagement—always with full respect for privacy.

“Data is an asset that we will be able to fully leverage to build a value proposition of solutions and advisory that is truly useful and effective for the client - stated Stefano Colasanti, Head of WellMakers by BNP Paribas - the added value comes from the ability we will acquire with Bytek to “listen” to customers in their digital behavior, processing their information and preferences for a real personalization of the offer in the different areas of wellbeing. WellMakers by BNP Paribas, currently with over 600 client companies and 70 thousand users, continues its growth to strengthen its mission as a platform serving people's wellbeing”.

Among the technologies that will be implemented are:

- **Interest Module:** identifies the most relevant topics and services for each user, analyzing behavioral patterns within the customer base;
- **Action Prediction:** estimates the propensity for specific actions, such as the use of welfare credits or the purchase of services, optimizing campaigns and maximizing conversion rates.

“We are honored to support BNP Paribas in a project with high social impact, putting our technology at the service of a more intelligent and inclusive welfare and wellbeing that has a concrete impact on people's wellbeing -

comments Paolo Dello Vicario, Co-Founder of Datrix and CEO of Bytek - *Working with data responsibly means offering more relevant, effective and personalized experiences. It is precisely this form of discreet, silent but profoundly useful artificial intelligence that can make a difference*

ABOUT DATRIX

Datrix is a company listed on Euronext Growth Milan, leading the first international AI-powered ecosystem of vertical B2B software companies. The Group operates with AI-based solutions in two main business areas:

- **AI for Data Monetization** – maximizing growth opportunities in Martech, AdTech, and FinTech by transforming data into tangible value.
- **AI for Industrial & Business Processes** – optimizing efficiency in industrial and business operations across key sectors such as energy, manufacturing, finance, logistics, and transportation.

The Datrix Group includes the following brands: **Adapex, Aramix, ByTek, FinScience**. Datrix is also a **technology partner to over 20 international universities and research centers** in major R&D projects (funded by the European Union and Italy), focused on AI algorithms in **Life Sciences/Healthcare, Social Wellbeing, and Cybersecurity**.

Headquartered in Italy, Datrix operates in Europe, the United States, and the United Arab Emirates.

More information at: www.datrixgroup.com

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