



## DATRIX PIVOTS AD-TECH STRATEGY TO HIGH-MARGIN, AI-NATIVE MODEL; CONFIRMS 2025 EBITDA GROWTH TRAJECTORY ON STRONGER PROFITABILITY

MILAN, Italy – December 15, 2025 – Datrrix S.p.A. ("Datrrix" or the "Company"), a company listed on Euronext Growth Milan (ticker: DATA.MI- ISIN IT00054683) leading the first international AI-powered ecosystem of vertical software companies, today announced a strategic repositioning of its advertising technology business. The move sharpens the company's focus on high-margin, AI-driven data monetization by reorganizing its U.S. subsidiary, Adapex, and discontinuing its legacy, volume-based programmatic advertising activities.

This strategic pivot is yielding results aligned with our primary target of EBITDA growth. **FY2025 Adjusted EBITDA is expected to nearly doubling the first 6 months 2025 and the full year 2024 Adjusted EBITDA** despite a planned decrease in top-line revenue. This result directly reflects the company's strategic choice to prioritize profitability and operational efficiency over sheer volume.

*"This is a targeted investment in our future said - Fabrizio Milano D'Aragona, CEO of Datrrix- The past volume was a necessary training ground for our AI, but the future is about quality, not quantity. As well as we have done in 2023 with Bytek and its shift toward a scalable and high-yield business model, we are now purifying our data assets to build distinctive, vertical monetization models, gradually abandoning less profitable business lines and poorest revenue streams. The temporary reduction in revenue is an essential step toward creating high-value assets in Data Monetization and positioning Datrrix as a global, AI-Native leader. We are choosing to depend less on generic traffic and more on the value of data. This path builds a lasting competitive advantage for a new phase of strong growth driven by AI, proprietary data, and intelligent monetization".*

### A STRATEGIC INVESTMENT IN AI-NATIVE FUTURE

The global advertising market is undergoing a **structural, irreversible transformation**. The traditional open-web model, built on high volumes of ad impressions, is rapidly being displaced by AI-powered search and zero-click user behavior, which are eroding web traffic and ad inventory. **In response, Datrrix is moving decisively to align its operations with the future of the industry: a model built on quality, first-party data, and AI-driven monetization.**

The company is discontinuing its volume-based business, which, while historically useful for training Datrrix's knowledge base on monetization systems, no longer contributes to profitability or the generation of valuable assets. This move also eliminates significant operational costs, allowing for further optimization and a stronger focus on high-value activities. Relationships with partners generating high margins and strategic data assets have been maintained and strengthened.

This transition reinforces the core competitive advantage of Datrrix: the synergistic coexistence of its two souls. The **Adtech** business (Adapex) now serves as a provider of valuable, vertical first-party data and insights, which the **Predictive Platform** (powered by Datrrix and Bytek) organizes, enriches, and makes scalably monetizable as proprietary AI assets.

*"The era of chasing impressions is over. The future is about helping publishers redefine what their website is for- said Paolo Dello Vicario, Head of Data Monetization and CEO of ByTek- We see the website as the primary first-party data engine, a high-intent conversion surface, and the core of a publisher's audience relationship infrastructure. The next monetization model gets rebuilt right there, on the publisher's own assets, where they can generate clean, consented data, create qualified audiences, and activate advertiser value through **insight-driven partnerships rather than open-auction impressions**. By combining our deep ad-tech expertise with Datrrix's*

powerful AI engine, we are offering a partnership that delivers sustainable value by creating a stabilized, controlled inventory source independent from legacy SSPs”.

#### ADAPEX REORGANIZATION: NEW LEADERSHIP FOR A NEW MODEL

Central to this transformation is the complete reorganization of Adapex, Datrix’s U.S.-based ad-tech subsidiary. The company has appointed a new C-level team to execute the new vision, including the appointment of **Raquel Rosenthal as Chief Executive Officer** and the recruitment of **Abhinav Choudhri as Vice President of Customer Success** earlier in 2025.

The new Adapex is repositioned as a full-service, AI-powered monetization engine for publishers. Its mission is to help publishers shift their model by rebuilding the kind of traffic that still works: **direct, intentional, relationship-driven visits** fueled by deep engagement and brand resonance.

#### FINANCIAL OUTLOOK AND FUTURE GROWTH

The strategic decision to discontinue the legacy business model establishes a modern, effective, and more profitable foundation for future growth. **The company’s financial outlook confirms a strong upward trend for Adjusted EBITDA, demonstrating the enhanced operational efficiency and higher-margin profile of the new business model.**

The synergies between Datrix’s AI expertise, Adapex’s new publisher-centric model, and Bytek’s data-modeling capabilities create a unique and powerful offering in the market. Datrix is now positioned to become a distinctive global player in AI-native data monetization, focused on high-value vertical markets and prepared for a new phase of strong, sustainable growth.

**As part of this transition, Datrix will report from now on Net Revenue<sup>1</sup> only, to provide full visibility into the quality of its revenue streams.** Unlike the Group's other business lines-Marketing Technology (Bytek) and Industrial & Business Processes (Aramix) - where Gross Revenue equals Net Revenue, the legacy Adapex model carried significant structural costs of sales that diluted margins. The new model eliminates this distortion, aligning Adapex with the Group's high-margin business profile.

As of today, the Company’s Board of Directors has also reviewed the consolidated results as at 30<sup>th</sup> September 2025, which are unaudited and prepared in accordance with the Italian accounting principles set out below.

	<b>092024</b>	<b>092025</b>
Total Revenues	12,4	10,7
<b>Net Revenues</b>	<b>8,8</b>	<b>7,8</b>
Adjusted EBITDA	0,4	1,3
<b>Adjusted EBITDA Margin</b> <i>on Net Revenues</i>	<b>4,5%</b>	<b>16,3%</b>

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<sup>1</sup> Total Revenue refers to "Gross AdTech Revenue" from Adapex plus Bytek and Aramix Revenues that structurally have no pass-through. Net Revenue refers to "Net AdTech Revenue" (Gross Revenue less COGS) from Adapex plus Bytek and Aramix Revenues.

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#### Investor Call

Datrix will host an investor call to provide a comprehensive overview of its new ad-tech strategy on **December 15, 2025, at 4:00 PM CET.**

The investor call will be held in Italian, while a full transcript of the meeting, in both Italian and English, will be published on Datrix’s website.

**To participate in the conference call, it is necessary to complete the pre-registration at the following link:**

<https://services.choruscall.it/DiamondPassRegistration/register?confirmationNumber=6574835&linkSecurityString=129075652d>

The connection details will be sent via e-mail after the registration.

**Disclaimer:** This press release contains forward-looking statements. These statements are based on the company's current expectations and projections about future events and are, by their nature, subject to inherent risks and uncertainties. These statements relate to events and depend on circumstances that may or may not occur or exist in the future, and, as such, undue reliance should not be placed on them. Actual results may differ materially from those expressed in such statements as a result of a variety of factors.

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

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