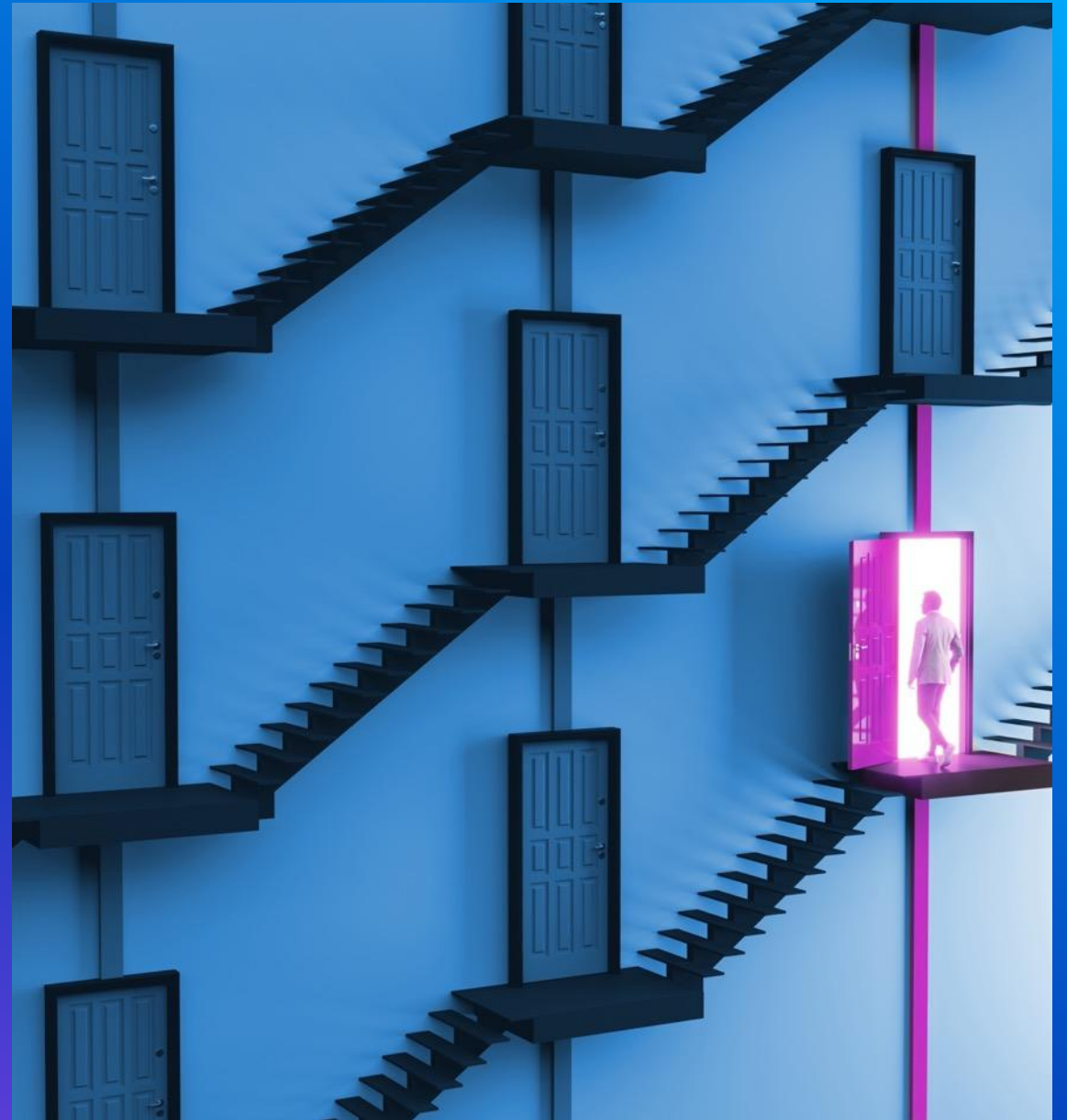# CORPORATE PRESENTATION

May 2024

Confidential

About Us

datrix

We are an international AI-powered ecosystem of B2B vertical software companies

Our companies develop AI solutions and applications to accelerate customers' sustainable growth through data.

**We are listed on Euronext Growth Milan**

We are focused on **B2B vertical, mission-critical software SMEs** to boost them with an **infusion of AI-technologies** that can be deployed in client companies of any scale.

We've **developed, a suite of premier AI-technology** assets, that we integrate into our company's ecosystem to accelerate their growth.

Since 2020, we have been programmatically scouting target companies for M&A and aim to reach a minimum portfolio size of **20 SMEs within the next 6 years.**
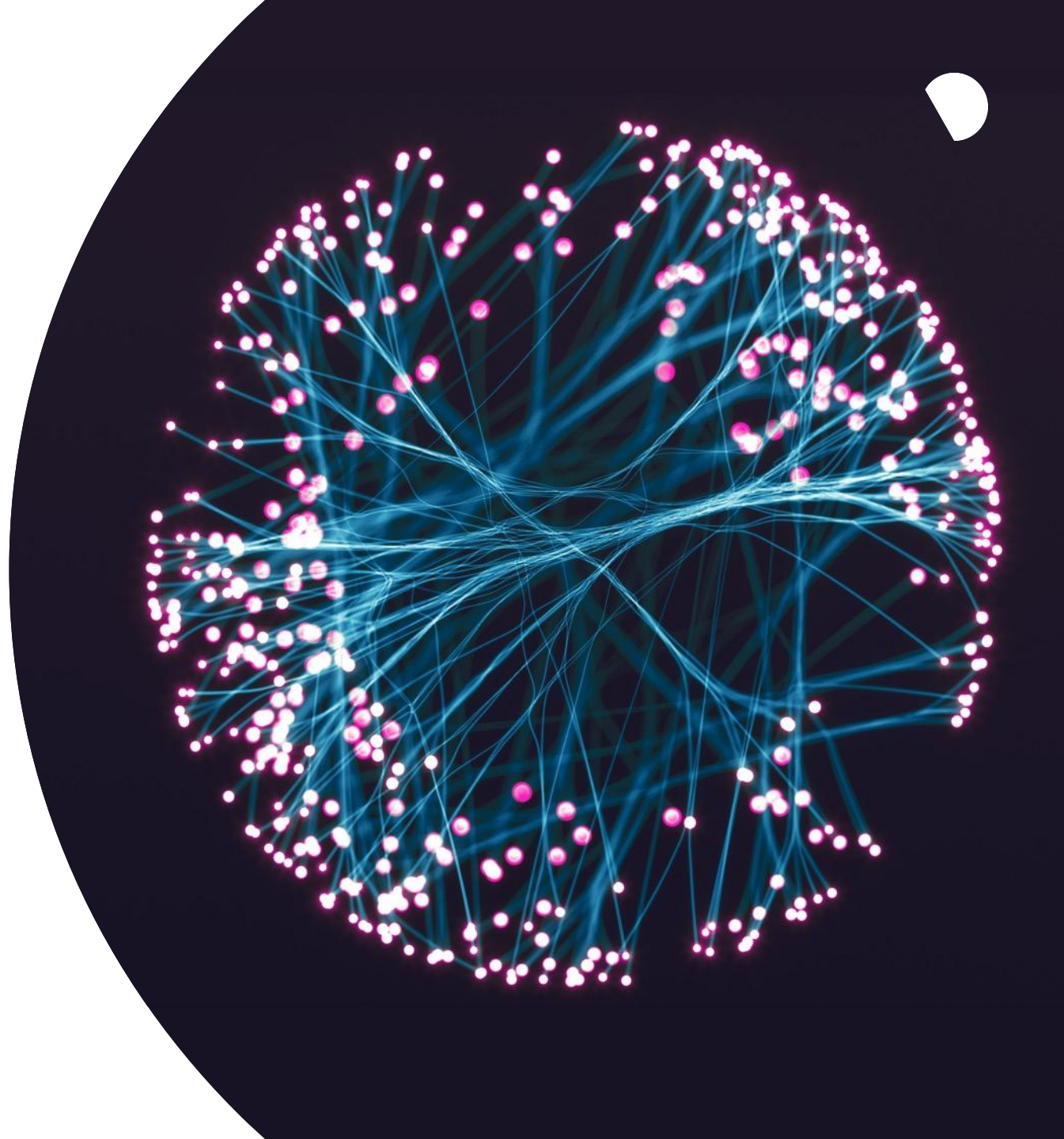
INDUSTRIAL MILESTONES

2010-18

A group of Former Google Executives and visionary tech-savvy entrepreneurs, launch and shape a new Data-Driven Venture.

AI Foundry

- *R&D Software Platform*
- *Data Modeling Library*
- *Alternative Data Processing Stack*
- *Data Activation Engine*

2019-20

Constitution of Datrix Group

datrix

2 successful M&As

ByTek marketing

paperlit

2021

1 successful M&A to enter the US market

adapex

IPO on Euronext Growth Milan

2023

1 Successful M&A

ARAMIS reliable innovation

Launch of Aramix

aramix AI FOR EFFICIENCY BY DATRIX

Market Entry: MENA REGION

2024

M&A Pipeline under advanced evaluation (DD on going)

DIVERSIFIED MARKETS

We actively operate on an international scale. Our strategy aims to capture growth potential both in established, large-scale markets and in emerging, rapidly developing markets.

01. **EUROPE**

- Milan (HQ)

02. **USA**

- New York

03. **UAE**

- Dubai

Market, Products

datrix

AI MARKET IS SET TO EXPERIENCE CONTINUED GROWTH

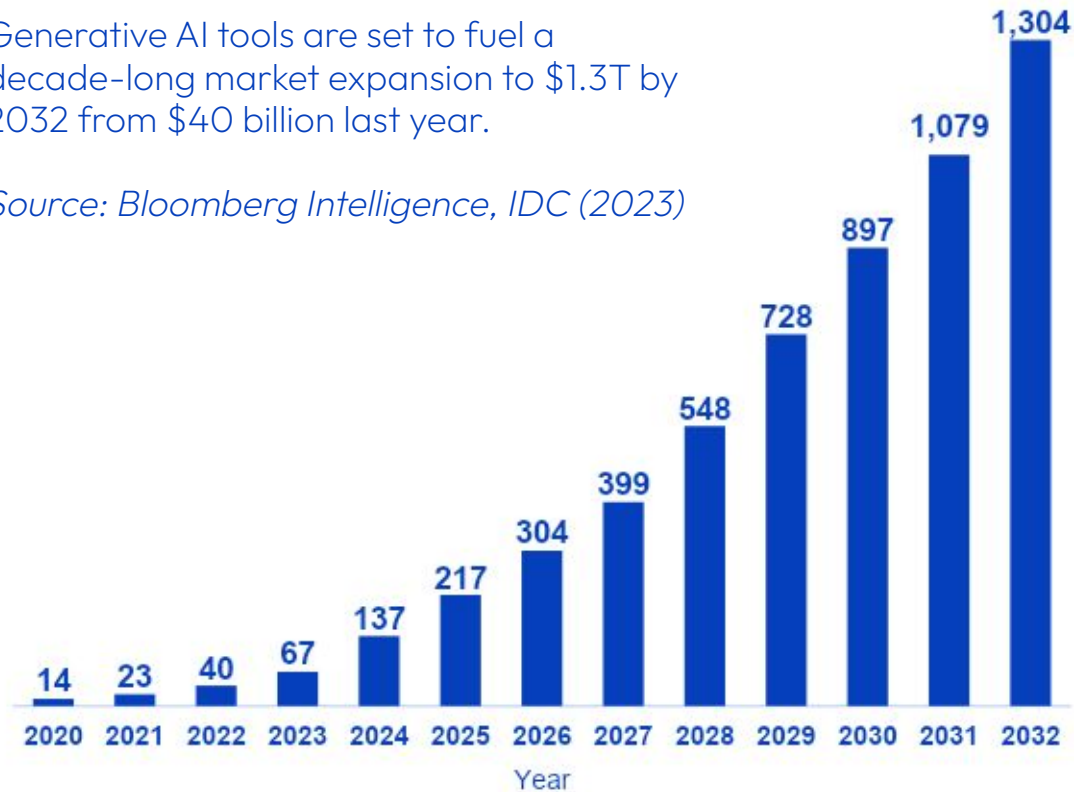The **AI market** is rapidly growing globally and driving changes across various economic sectors.
2 key trends will dominate in the coming years:

1) **Generative AI** innovation catalyzes the widespread use of AI, shaping the future of AI-driven applications.
2) **The digital transformation of factories and industrial production** will be essential for increasing productivity and reducing energy waste.

Generative AI tools are set to fuel a decade-long market expansion to $1.3T by 2032 from $40 billion last year.

Source: Bloomberg Intelligence, IDC (2023)

Year	Value
2020	14
2021	23
2022	40
2023	67
2024	137
2025	217
2026	304
2027	399
2028	548
2029	728
2030	897
2031	1,079
2032	1,304

Between 2022 and 2029, the global industrial AI market size is projected to grow at a CAGR of 52% reaching $58B by 2029.

Source: BlueWeave Consulting (2023)
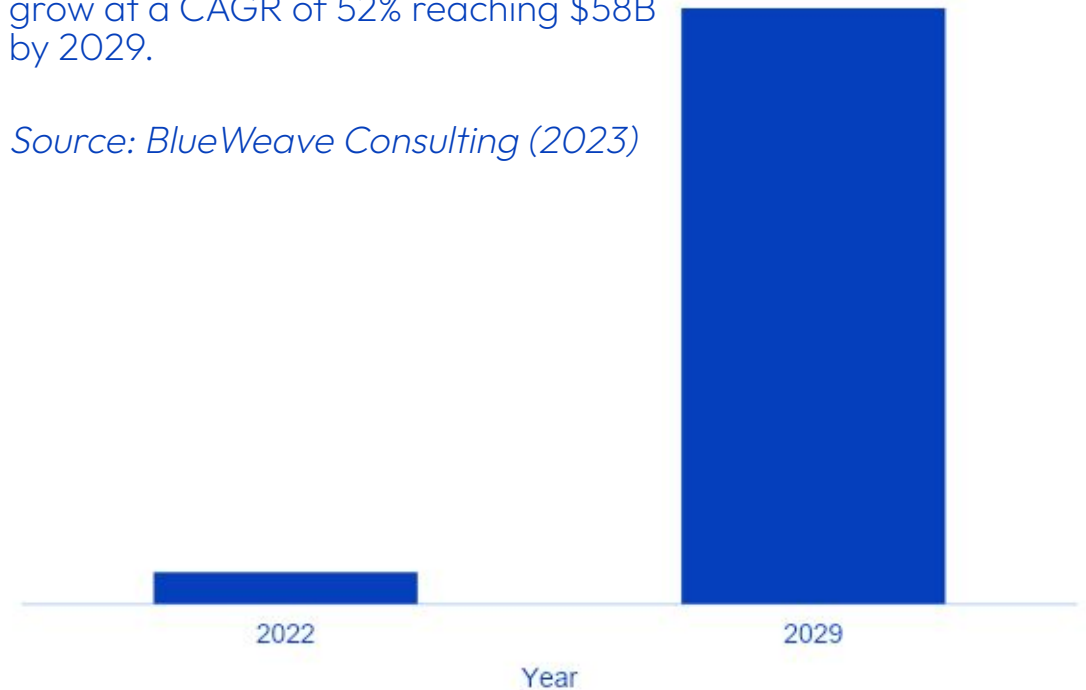
WE ARE FOCUSED ON THE FASTEST GROWING SEGMENTS IN THE AI LANDSCAPE

Through our specialized companies, we apply Artificial Intelligence within two primary business domains -**AI for Data Monetization and AI for Industrial & Business Processes** - to address specific challenges, fulfill unique needs, and solve real-world problems.

AI for Industrial & Business Processes

Improve efficiency and productivity while mitigating risks

Industry 5.0 AI-driven solutions to optimize industrial facilities and heavy assets efficiency (e.g., energy plants, transportation infrastructure, manufacturing & logistics processes) as well as business processes through a blend of proprietary and external data sources.

AI for Data Monetization

Unlock the monetary potential of different data resources

Maximizing revenue potential in the Martech, AdTech and FinTech sectors by harnessing generative AI, first-party data, and alternative data sources. Facilitating initiatives to «turn data into tangible value» that were previously untapped.

More than **300 Active Clients**

>36% **International Clients**

Large Corporations and High potential SMBs

Some of our Top Clients

L'ORÉAL

SAMSUNG

eni

INTESA SANPAOLO

TECHNOGYM
The Wellness Company

Sella
Personal Credit

SKY

.italo
Nuovo Trasporto Viaggiatori

Nestlé

COMPASS
GRUPPO MEDIOBANCA

BPER:
Banca

HENRY SCHEIN®

findomestic

Venchi
1878

euronics

MONDADORI

CONDÉ NAST

OVS

SCHWABE

Dr. Willmar Schwabe
From Nature. For Health.

Internazionale

CA
CRÉDIT AGRICOLE

laFeltrinelli

SPORT NETWORK

Dental

Que for Mille

Young Platform

International Partnerships

Google

Nasdaq

tieto EVRY

premium media360

ctvbuyer

DISCOVER OUR
AI – POWERED ASSETS

Click to watch Demos

Riding the AI disruptive wave, on the shoulders of giants

Vertical AI Applications
(within Vertical Software Solutions)

USE CASES

We focus on vertical AI applications to add unparalleled value on specific business cases by leveraging the growing opportunities offered by all available services and infrastructure.

ML &Generative AI

System Integration

Tech Products and Solutions

OTT platforms and services

IT and Cloud services

Horizontal AI/IT Stack and Applications

"*If I have seen further, it is by standing on the shoulders of giants.*"
Isaac Newton, 1675.

L'Oreal

Entering its **5th year**, the dynamic partnership with L'Oreal continues to thrive, fueled by a constant pursuit of **martech innovation and a dedication to excellence.**

Nestlè

For over a decade, Nestlé has been at the **forefront of data intelligence**, a journey marked by a **12-year** collaboration with our team.

Italo

We harnessed **first-party data** with over 2000 behavioral variables to segment audiences for targeted marketing, **spiking conversion rates by 20% and reducing spend by 15%.**

Nasdaq

We forged a strategic partnership with Nasdaq, integrating its **thematic data into the US market** to refine the investment experience with **future trend alignment.**

Banca Sella

AI-enhanced customer onboarding that enhanced efficiency, **saving time and cutting costs by €460,000 annually.**

Samsung

We collaborate with Samsung Italia on **AI-enhanced risk analysis for distributor networks,** improving oversight and decision-making

Primary Italian Energy Company

Our AI-driven fair value estimation for energy plant transactions resulted in a **60-100% higher asset valuation compared to traditional method** sboosting profits during sales.

International Big Pharma Company

We harnessed advanced AI capabilities to predict where a production discontinuity was likely to occur in order to **reduce rework times and production waste.**

AI Infusion Factory

PROPRIETARY TECH ASSETS FROM INTERNATIONAL FUNDED INNOVATION

Datrix has harnessed the power of EU-funded international projects to develop a proprietary suite of technological assets, showcasing commitment to R&D excellence and innovative growth.

HEALTHCARE & LIFE SCIENCE PROJECTS

CYBERSECURITY PROJECTS

PROPRIETARY TECH ASSETS	Crimson	OrganVision	NewMed	ConCISE	Better	CS-Aware	CS-Aware Next	CybersecH
	Transforming cancer diagnosis treatments with an innovative imaging technology at the cellular and tissue levels.	Advancing personalized cardiac care with AI-integrated, real-time analysis of living heart organoids.	Creating innovative deep learning, photonics, and nanotechnology methods for diagnosing and treating cancer, and heart conditions	Innovating biomedical optical imaging by creating integrated devices that prioritize data quality over quantity.	Implementing federated learning, this project facilitates secure, GDPR-compliant health data exchange across 7 global hospitals, utilizing customized AI for superior analysis..	Developed an affordable Cyber Security solution for public administrations.	Enhancing cybersecurity and proactive risk management using AI to analyze data from threat intelligence and social media.	Developing the first Europe's end-to-end cybersecurity solution specifically designed against Artificial Intelligence Attacks.
Federated learning system					●			
Imaging analysis platform	●	●	●	●	●			
Cybersecurity platform					●	●	●	●
A **Big Data ecosystem** to handle external & proprietary datasets					●	●	●	

2024: €2 MLN. R&D PROJECTS ALREADY SUBMITTED

2016 — **2018** — **2020** — **2021** — **2022** — **2023**

(1) SSIX – Social Sentiment analysis financial IndeXes
Horizon 2020 – **€443K**

(2) CS-AWARE - A Cybersecurity Situational Awareness Solution
Horizon 2020 – **€430K**

(3) C-BAS – Customer Behavior Analysis System
Italian schema – **€266K**

(4) CRIMSON – Coherent Raman Imaging for the Molecular Study of the Origin of Diseases
Horizon 2020 – **€313K**

(5) NewMed – Coherent Raman Imaging
Regional schema – **€574K**

(6) CybersecH – Cybersecurity hardening for A.I. solutions
Italian schema – **€98K**

(7) OrganVision – Real-time visualising and modelling of fundamental process in living organoids
FET-Open – **€346K**

(8) CS-AWARE-NEXT – Follow-up project to CS-AWARE, a successful H2020 project completed in 2020.
Horizon Europe – **€424K**

(9) CONcISE – COmputatioNal Imaging as a training Network for Smart biomedical devices
Marie Curie Doctoral Networks – **€259K**

(10) BETTER – Healthcare federated learning & Genomics
Horizon Europe – **€1,2M**

(11) SecurIT – Adversarial machine learning
FundigBox – **€60K**

(12) FAIR-IMPACT – Cybersecurity data analysis
Horizon Europe – **€5K**

BETT R

The Group takes on the role of coordinator for a new EU-funded project focused on AI for Healthcare

Overall Budget: 10M EUR -> Datrix 1.2M EUR

Duration: 3.5 years

BETTER (acronym for **BETTER REAL-WORLD HEALTH-DATA DISTRIBUTED ANALYTICS RESEARCH PLATFORM**) aims to create an easily accessible platform for European hospital doctors to view real patient data, sortable by condition and genetic parameters.

It also allows for training predictive models, all in full compliance with strict privacy regulations related to healthcare information, thanks to approaches like 'federated learning' and 'distributed AI'.

Some Key Partners

POLITECNICO MILANO 1863 | UNIKLINIK KÖLN | Aston University BIRMINGHAM UK | UNIVERSITY OF TROMSØ | Maastricht University | UNIVERSITAT POLITÈCNICA DE VALÈNCIA | Fondazione Buzzi PER L'OSPEDALE DEI BAMBINI | ИМГГИ IMGGE

Ecosystem Strategy

OUR DATA-DRIVEN KNOWLEDGE SYSTEM

AI FOR INDUSTRIAL/BUSINESS PROCESSES

AI FOR DATA MONETIZATION

0 & 1° Party Data

Alternative Data

1° Party Data

Alternative Data

Financial Data

#2 DATA TRANSFORMATION

Datrix Knowledge-Based System
Data Preparation & Analysis

LLM, NLP, Text Extraction, Entity Recognition, Computer Vision, Clustering
Descriptive/Predictive/Prescriptive Models, etc.

INDUSTRIAL HEAVY ASSETS & VARIOUS BUSINESS DEPARTMENTS DRIVING EFFICIENCY, COST-SAVING AND RISK CONTROL

MARKETING & SALES DEPARTMENTS THAT WANT TO MAXIMIZE CUSTOMER ACQUISITION & RETENTION

FINANCIAL SERVICES THAT WANT TO DRIVE BETTER-INFORMED DECISIONS AND OPTIMIZE OPS EFFICIENCY

DATA PRODUCERS (PUBLISHERS, RETAILERS, APP-DEVELOPERS) THAT WANT TO DIVERSIFY / MAXIMIZE REVENUE THROUGH AI

aramix AI FOR EFFICIENCY BY DATRIX

bytek THE MARTECH OF DATRIX

finscience THE INVTECH OF DATRIX

adapex THE ADTECH OF DATRIX

Our **ecosystem orchestration** is meant to build and grow the leading European portfolio of **hyper-focused and mission-critical software SMEs** by exploiting leading edge AI-tech.

Decentralized Management

Autonomous companies led by entrepreneurial minds, harnessing distributed expertise and bespoke business models to innovate, adapt, and thrive independently.

Balanced Growth

Balance is achieved by a judicious blend of of liquidity and stability, short-term and long term results, recurring and new revenues streams, alongside make vs buy strategic decisions.

Interoperable Products

Our core products, seamlessly integrate OTT IT services with standard business systems, complementing client legacy stacks.

Vertical Niches

Our companies excel in either one of the two selected business arenas, leveraging mission-critical advantages and complementary offerings to scale sustainably in their specialized market.

Federated Alliance

Forging our strength: a collaborative network where shared knowledge, unified market approaches, and stacked offerings elevate each entity

Our **unparalleled blend of distinctive and traditional assets-as-a-service** is pivotal to on-board and **propel the growth of our companies**.

Our ecosystem model is exactly where our **visionary strategy diverges from conventional holding models**, by actively facilitating innovation, collaboration, and sustainable success for the benefit of our companies.

Distinctive Datrix Ecosystem Assets
(unavailable otherwise to SMEs)

- Shared IPs
- Clients/Partners
- Data
- BI/Market Research
- Application Sandbox
- Share Platforms
- Financial Resources
- Strategic insight
- Mentoning
- Cooperation
- Professional Service
- MarComm
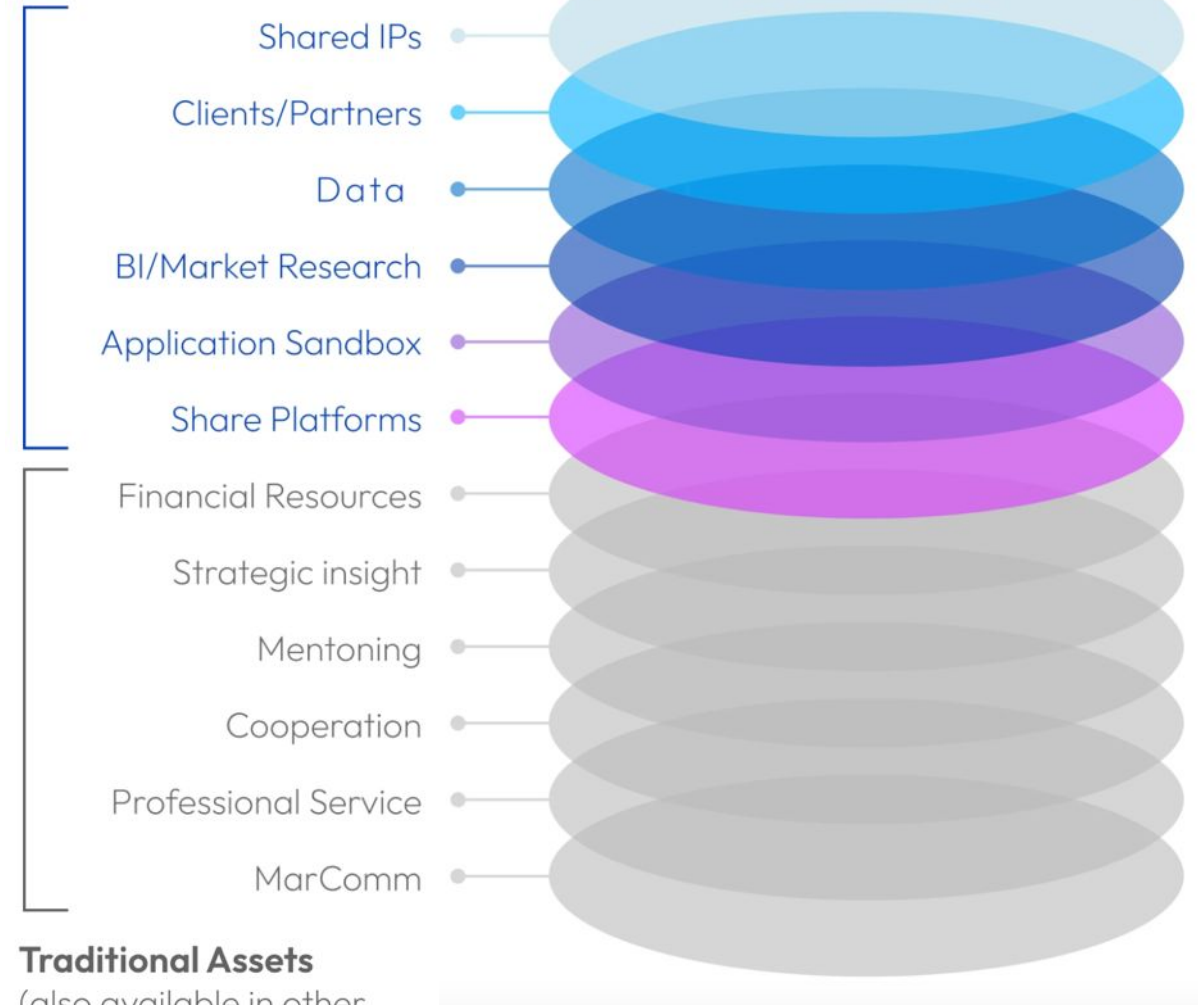
Traditional Assets
(also available in other ownership models)

Our distinctive advantage lies in its central leadership team, encompassing innovation, strategy and outstanding tech expertise. The leadership team shapes the vision and growth roadmap of the companies as well as strategic decisions and actions to elevate their go-to-market. This allows individual companies to stay focused on product development, service delivery and other day-to-day operations.

Acceleration
Datrix activites

- AI infusion
- People and company culture
- Support to product strategy
- Support to org development
- Partnerships and global exposure
- Corporate finance

and more...
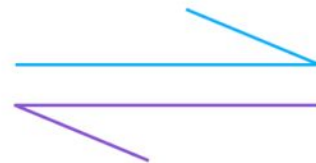
Entrepreneurship
Company activites

- Product Development
- Sales activities
- Brand ownership
- Marketing operations
- Talent acquisition
- People and company culture

#1 Market Integration

Accelerate entry into **new markets and/or to strengthen the value chain positioning** while simultaneously proactively fostering the **growth of target companies**.

#2 Tech Integration

Accelerate tech and product pipeline development by **incorporating technologies, capabilities and expertise** that are crucial in driving innovative solutions.
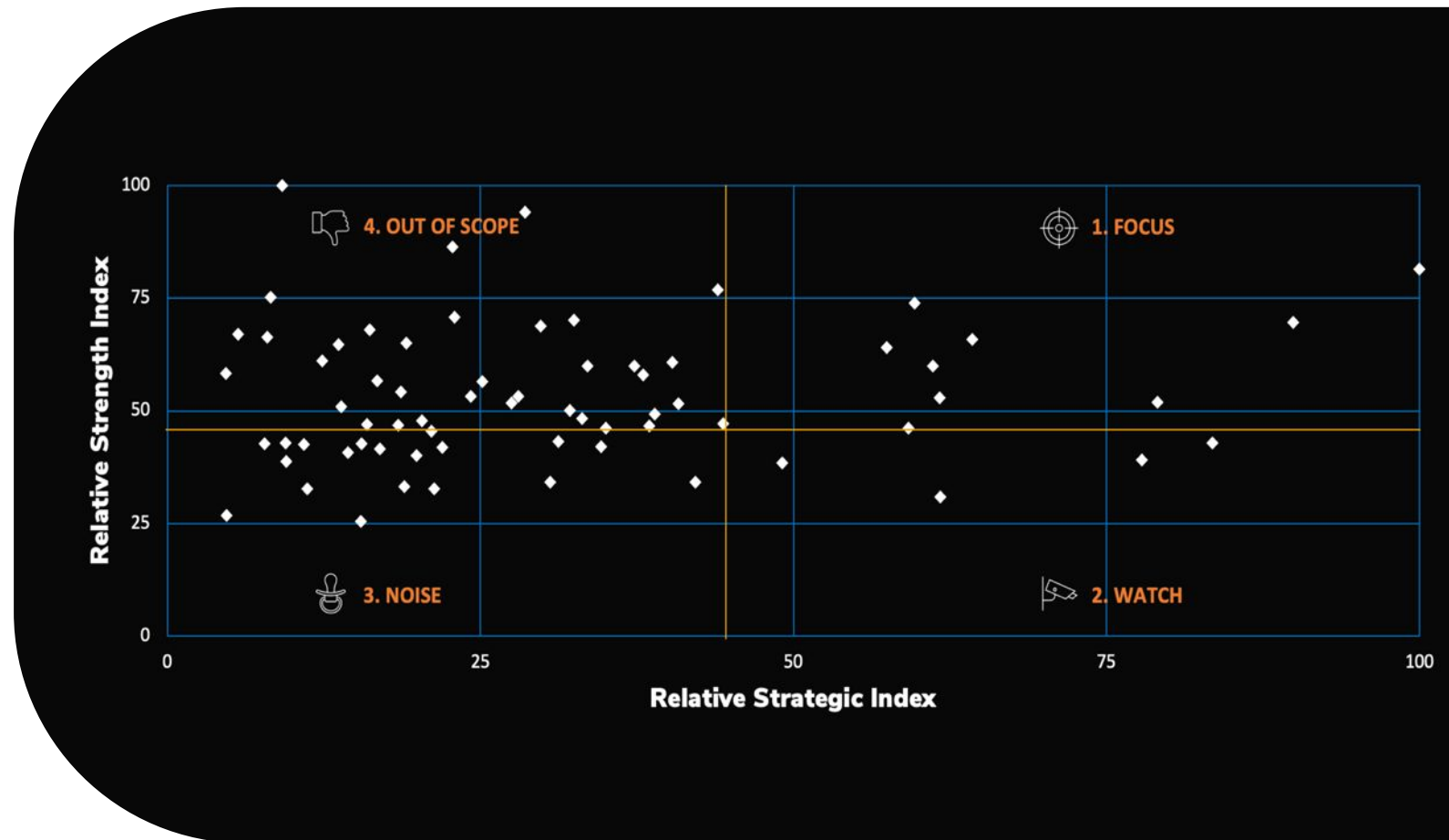
We proactively scout, map and curate a long pipeline of target companies operating in niche markets or hyper-specialised segments.

Targets are:

o   Tech-companies that, although without AI on core process, have growth potential through AI applications

o   AI—native companies (they have a validated AI-by-design business model)

PROPRIETARY SCALABLE TECHNOLOGY FOR PROGRAMMATIC SCOUTING OF M&A TARGETS

METHODOLOGY

1. Scoutingusing and external SMEs database
2. Data Engineering and Cleansing
3. Long listing
4. Mapping and Scoring
5. Short listing
6. Target Follow Up Management

TECHNOLOGY AND CAPABILITIES

matrix
m&a tracking info expert

OUTCOMES AS OF TODAY

1.000+
Tracked SMEs

Matrix is operating since Q3 2023

70+
Mapped and scored SMEs

20+
Shortlisted SMEs

Human Capital

MEET THE LEADERSHIP TEAM

Our leadership team is a testament to the power of diverse expertise, boasting a wide array of academic and professional backgrounds that interlock to shape the foundation of our AI solutions.

INNOVATORS & FUTURE-FORWARD STRATEGIES ARCHITECTS

- *Fabrizio Milano d'Aragona – CEO*
- *Mauro Arte – General Manager*
- *Marcello Vena – Chief Strategy & Growth Officer*

AI SCIENTIFIC AND TECHNICAL GUIDANCE

- *Prof. Enrico Zio – Scientific Director -* **Top 2% most influential scientists worldwide according to Stanford University**

GROWTH STRATEGISTS

- *Claudio Zamboni – Chief Revenue Officer, Sales Strategist*
- *Martina Costa – Chief Marketing Officer, Comm Strategist*
- *Pierluigi Vacca– Chief Product Officer*
- *Paolo Dello Vicario – AI for Data Monetization Responsible*

DATA & TECHNOLOGY STRATEGISTS

- *Matteo Bregonzio – CTO*

FINANCE, CONTROL & M&A

- *Giuseppe Venezia – CFO & M&A*

THE DATRIX TEAM: A SYNERGY OF SCIENTIFIC, ECONOMIC AND HUMANISTIC KNOWLEDGE

Our team embodies a **rich spectrum of expertise, spanning the rigor of science and technology, the strategic insight of economics, and the profound depth of humanistic knowledge**. This interdisciplinary approach helps us to craft solutions with a holistic understanding of the complex, multifaceted world we navigate.

Science, Technology & Engineering

64%

- Data, Computer Science, Machine Learning
- Mathematics
- Science
- Management & Strategy Engineering
- Industrial Engineering
- Chemical Engineering
- Biomedical Engineering
- Nuclear Engineering & Science
- Electronic Engineering
- Statistics
- Computational Chemistry
- Computer Engineering
- Design
- Agriculture
- Mechanical Engineering
- Physics & Biology

Including people holding a PhD or MBA

Economics, Humanities, Legal & Social Science

36%

- Business Administration
- Digital Marketing & Communication
- Finance
- Languages
- Political Science
- Letter and Literature
- Sociology and Social Sciences
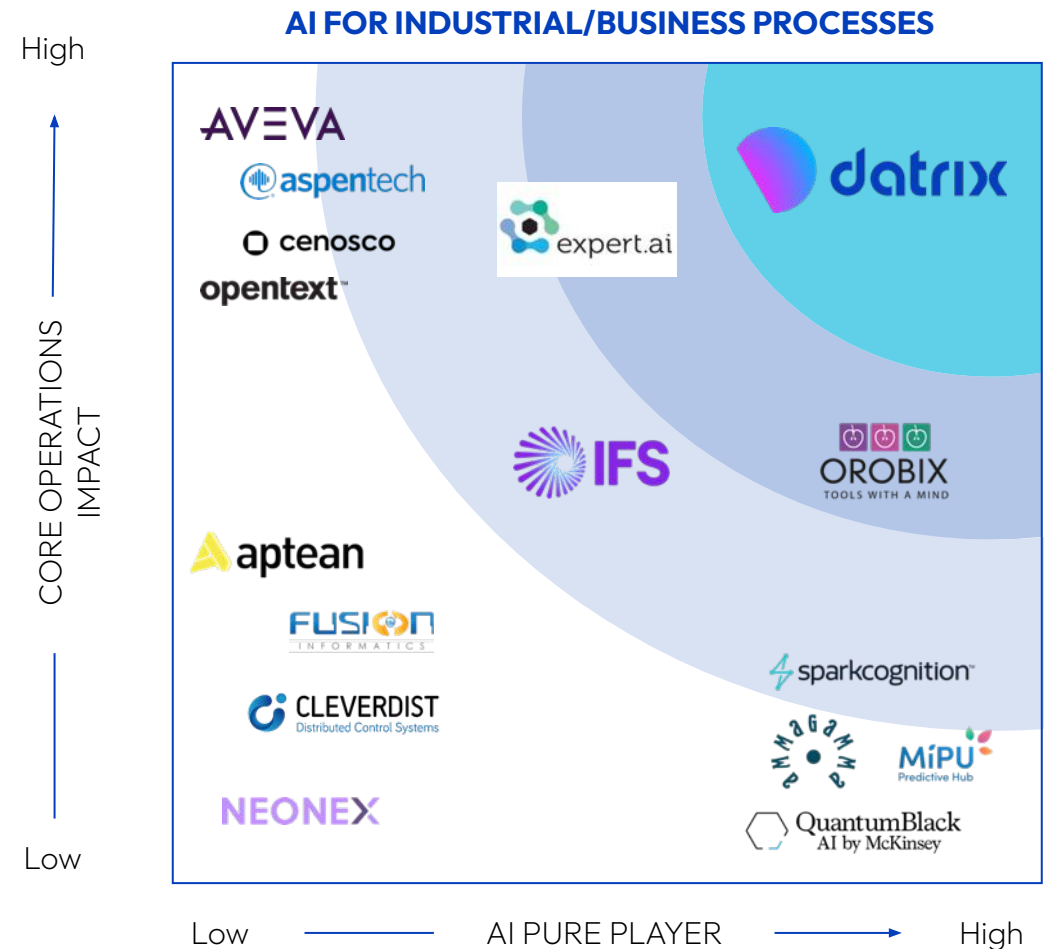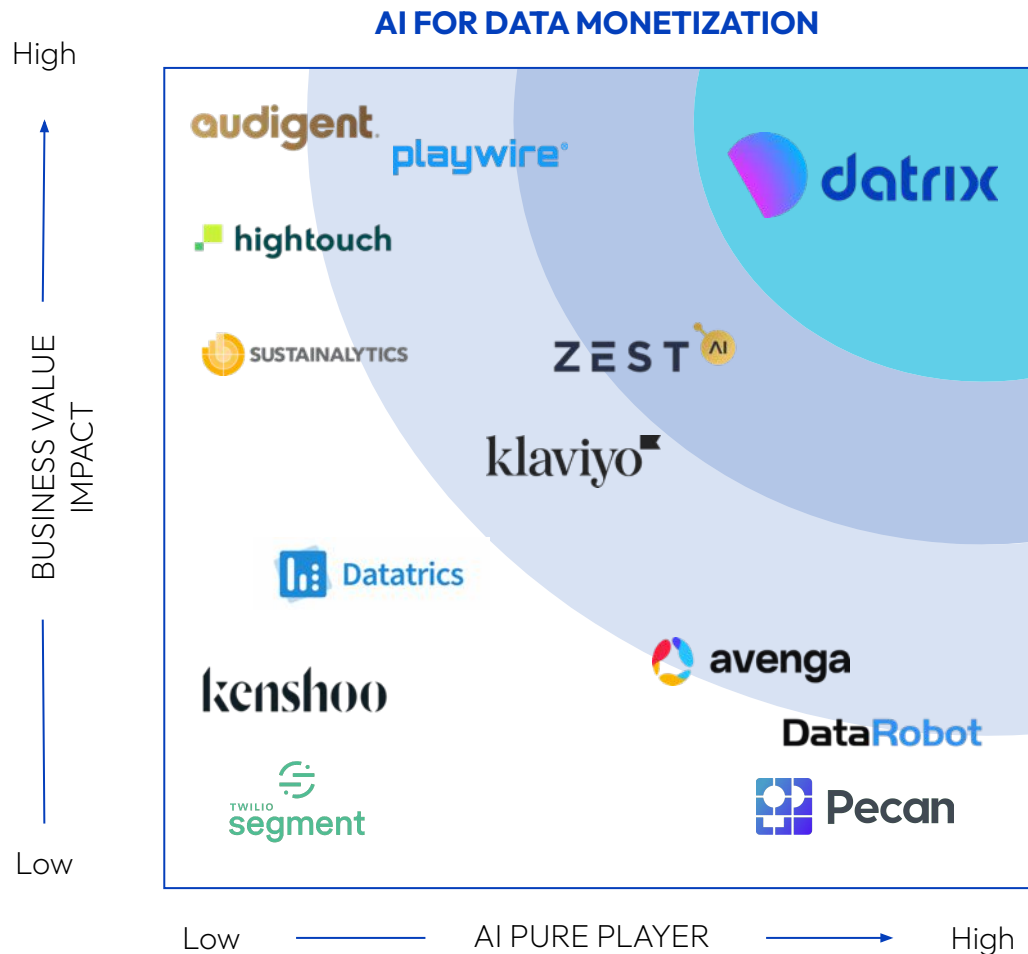- Law

Thank You

datrix

Embrace the AI challenge

Appendix I
Companies

OUR DISTINCTIVE STRATEGY TO ELEVATE THE COMPETITIVE EDGE

We stand out in the competitive landscape by 1) offering vertically integrated solutions tailored to specific industry needs and 2) embedding advanced AI models into every application, ensuring that clients capture actionable, relevant and scalable insights.

AI FOR DATA MONETIZATION

High

BUSINESS VALUE IMPACT

Low

audigent
playwire
datrix
hightouch
SUSTAINALYTICS
ZEST AI
klaviyo
Datatrics
avenga
kenshoo
DataRobot
TWILIO segment
Pecan

Low ⟶ AI PURE PLAYER ⟶ High

AI FOR INDUSTRIAL/BUSINESS PROCESSES

High

CORE OPERATIONS IMPACT

Low

AVEVA
aspentech
cenosco
opentext
expert.ai
datrix
IFS
OROBIX
TOOLS WITH A MIND
aptean
FUSION INFORMATICS
sparkcognition
CLEVERDIST Distributed Control Systems
MAGAMMA
MiPU Predictive Hub
NEONEX
QuantumBlack AI by McKinsey

Low ⟶ AI PURE PLAYER ⟶ High

bytek
THE MARTECH OF DATRIX

MISSION

ByTek is a cutting-edge tech company that harnesses the power of **data analysis, artificial intelligence, proprietary technologies and human expertise to unlock the true business potentials of companies**

UNFAIR ADVANTAGES

ByTek's **REAL fusion of marketing expertise, ad-tech and data science** empowers businesses to simplify data-driven decisions, gain a deeper understanding of their target audience, activate/testing marketing actions and drive tangible business growth

With a focus on 1° party/alternative data **outcome-based incentives**, defined metrics, transparent reporting, and continuous optimization, ByTek accelerate meaningful business impact

BUSINESS AREA:
MARTECH

bytek
THE MARTECH OF DATRIX

#1 AUDIENCE AI

#2 ACTIVATION AI
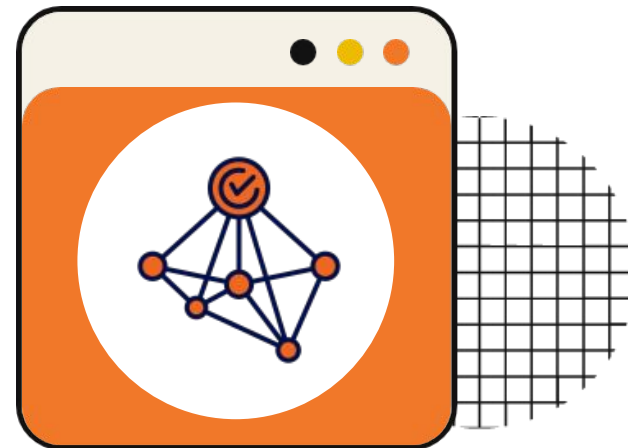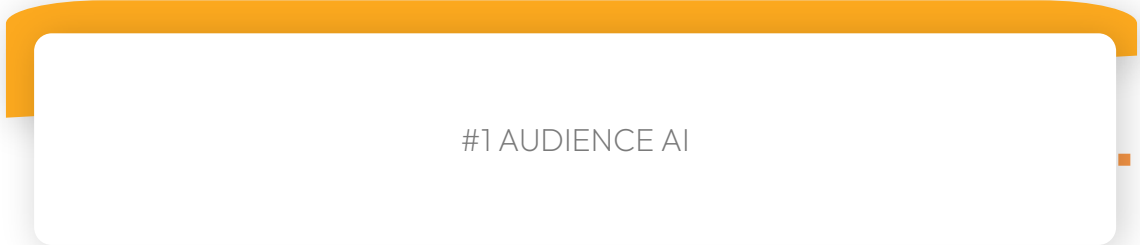
BUSINESS LINES

Algorithmic process to identify **common interests, intents, behaviours and preferences among** users/customers

- Interests
- Next Time to Buy
- Predictive Life-Time-Value
- Predictive Profit
- RFM Scoring

Outcome-based managed services to transform audiences & insights into tangible revenues

- Search Engine & Answer Engine Optimization
- Outcome-based media optimization
- Advanced marketing automation & UX personalization

Recurring Fee + Performance
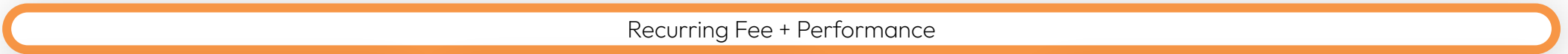
**Ethical Data Collection**
ensuring data accuracy, privacy, and compliance

Data Science

Audience, Bidding Strategy and Content Synch Technology

TECHNOLOGY & DATA SCIENCE ASSETS

1° Party Data

Web & App Analytics

CRM

Cloud Computing

Survey

Clustering Algorithms

Forecasting Algorithms

Large Language Models

Media Attribution Models

Alternative Data

Market AI Intelligence
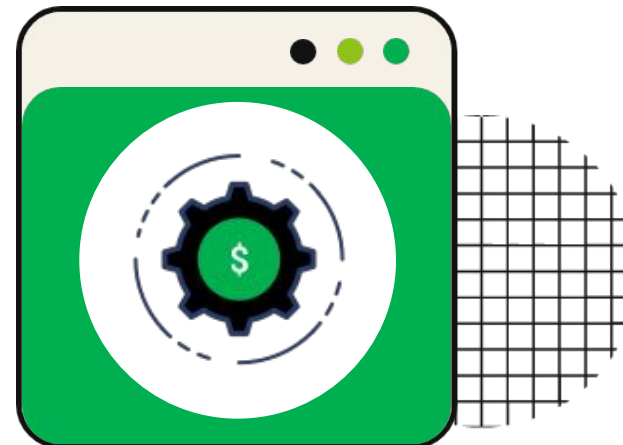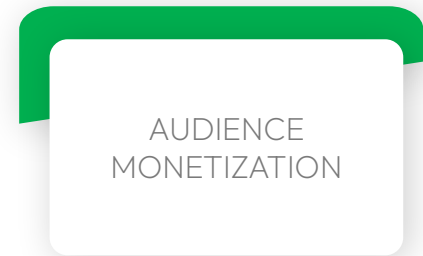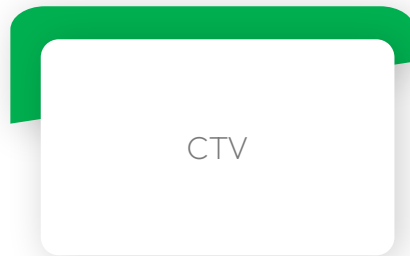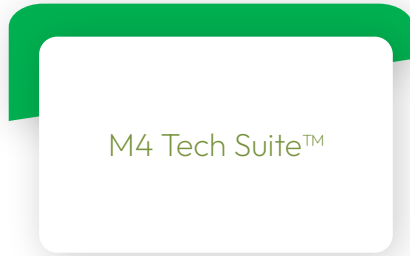
adapex
THE ADTECH OF DATRIX
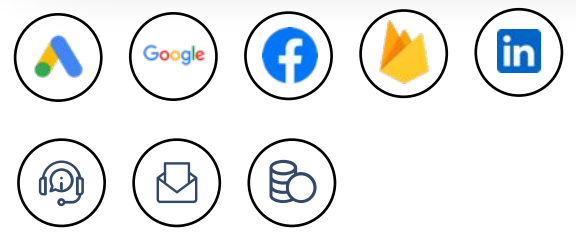
MISSION

Adapex is a **full-service monetization platform** that helps publishers and app developers **maximize their ad revenue** across multiple channels – Web, Mobile, CTV – through data.

UNFAIR ADVANTAGES

Adapex has been recognized by Deloitte as one of the **fastest-growing companies** and awarded as **adtech & programmatic innovator in US** (Drum Award, Digiday Media Award, Stevie Award, Inc 5000, etc.).

Its combination of **award-winning technology, AI-algorithms and expert ad-ops professionals** stands out in the competitive landscape and have been **driving revenue lifts of 40-520%** for all its partners, across different channels – **Web, Mobile, CTV**

BUSINESS AREA:
ADTECH

![adapex - THE ADTECH OF DATRIX]

BUSINESS LINES

M4 Tech Suite™

Adapex **award-winning technology** offers a range of algorithmic strategies in order to **optimize ad monetization for publishers and app developers**

CTV

By leveraging **AdServer for CTV advertising,** Adapex optimizes ad **targeting, placement, performance**, and overall campaign management on Connected TVs.

AUDIENCE MONETIZATION

AI-based Tech Stack to generate/enrich **hyper qualified audiences, out of publishers/app-developers 1° party data**, in order to maximize their monetization potential

Revenue Share

TECHNOLOGY & DATA SCIENCE ASSETS

- Plug & play proprietary header bidding technology
- First-to-market unified analytics dashboard
- Over 1000+ worldwide publisher partners network

- Proprietary AdServer Systems
- Integration with Premium ad exchanges and PMPs
- Fraud detection and brand safety automatic controls

- Privacy-centric Data collection
- Content Classification Technology
- User Identification
- AI- based Users profiling
- Audience Sharing Tech
- Reporting Dashboard

aramix
AI FOR EFFICIENCY BY DATRIX

MISSION

Aramix harnesses the most advanced **descriptive, predictive and prescriptive data science models** to improve the **efficiency of industrial and management processes** across various industries and company sizes

UNFAIR ADVANTAGES

Aramix is the fusion between Aramis **hard expertise in physical industrial processes** and 3rdPlace multidisciplinary skills/technology to **extract knowledge from traditional and alternative data.**

This unique fusion accelerates the capacity to **win complex industrial / management challenges and to maximize efficiency for international companies.**

BUSINESS AREA:
ML INDUSTRIAL

aramix
AI FOR EFFICIENCY BY DATRIX
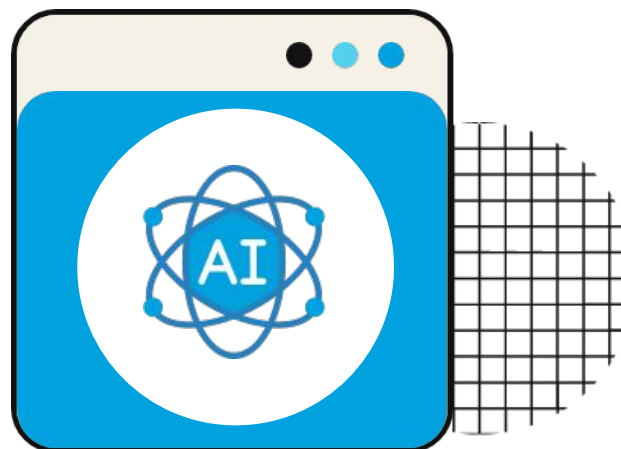
BUSINESS LINES

AI DESCRIPTIVE PREDICTIVE AND PRESCRIPTIVE MODELS

FOR INDUSTRIAL PROCESSES

INDUSTRY 4.0

- Fair Value Asset Evaluation
- Risk, Reliability & Resilience Analysis
- Predictive Maintenance

FOR MANAGEMENT PROCESSES

- Intelligent Document Processing **(IDM)**
- Alternative Data-based Risk Monitoring (**3rdEye**)
- Knowledge Extraction through Large-Language Models (**Ask Your Docs**)

Fixed price / DaaS/ Recurring Revenue/ Performance-based

TECHNOLOGY & DATA SCIENCE ASSETS

APPLICATIONS: Computer Vision, Predictive Controller, Scheduling, Clustering, RPA, etc.

METHODS: Neural Networks, K-Means, NLP, LLM, Storm Algorithms, Long-Short term Memory, Support Vector Machine, Random Forest, Etc.

MISSION

FinScience **combines alternative data and AI** to generate

high-value insights/metrics for thematic investing and

direct indexing helping private and institutional investors to

make better-informed decisions.

UNFAIR ADVANTAGES

By incorporating alternative data, Finscience aims to gain a comprehensive while unconventional view of the market and **identify investment opportunities that traditional data sources may overlook.**

Finscience leverages AI technologies, such as machine learning and natural language processing as well as proprietary metrics to analyse vast amounts of data and **extract hidden meaningful patterns, relationships, and insights**
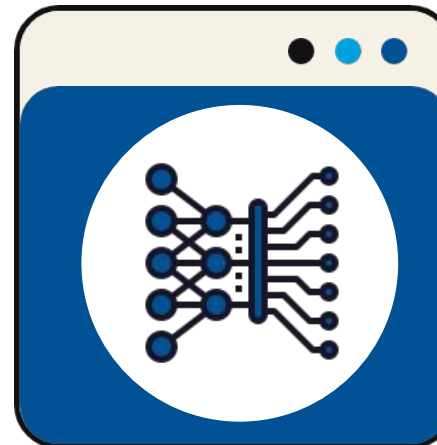
These insights include **identifying specific companies or sectors driving thematic trends** and support investors in constructing portfolios that align with their investment themes.

BUSINESS AREA:
FINTECH

finscience
THE INVTECH OF DATRIX

BUSINESS LINES

THEMATIC INVESTING

Thematic and ESG Dataset (API) to **identify long-term investment future trends and companies driving those trends.**

Target: private investors, B2C trading platforms

DIRECT INDEXING

START UP / VALIDATION PHASE

Advanced Analytics Platform aimed to guide financial advisors, wealth manager, private banker in **constructing financial products (Direct Indexed portfolios)** more closely matching their clients values and/or interests.

Target: Asset Managers, Family Offices, etc.

DaaS

TECHNOLOGY & DATA SCIENCE ASSETS

Data Science

Clustering Algorithms

NLP Algorithms
Large Language Models /
Topics Models
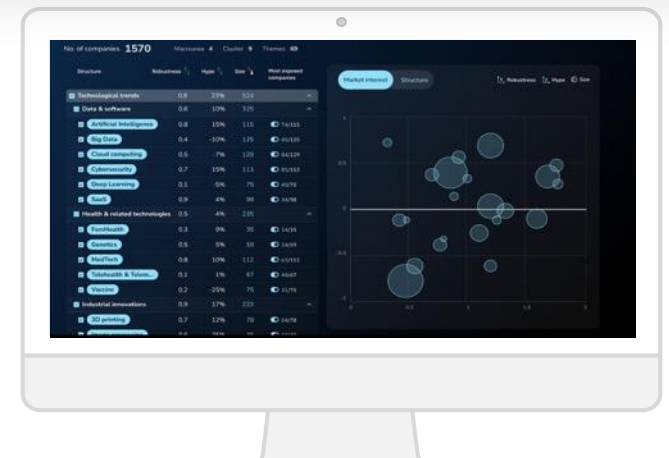
ESG Proprietary Framework

Proprietary Scoring System

Proprietary Analytics Platform & Design System

SPECIFIC GTM IMPLEMENTATION

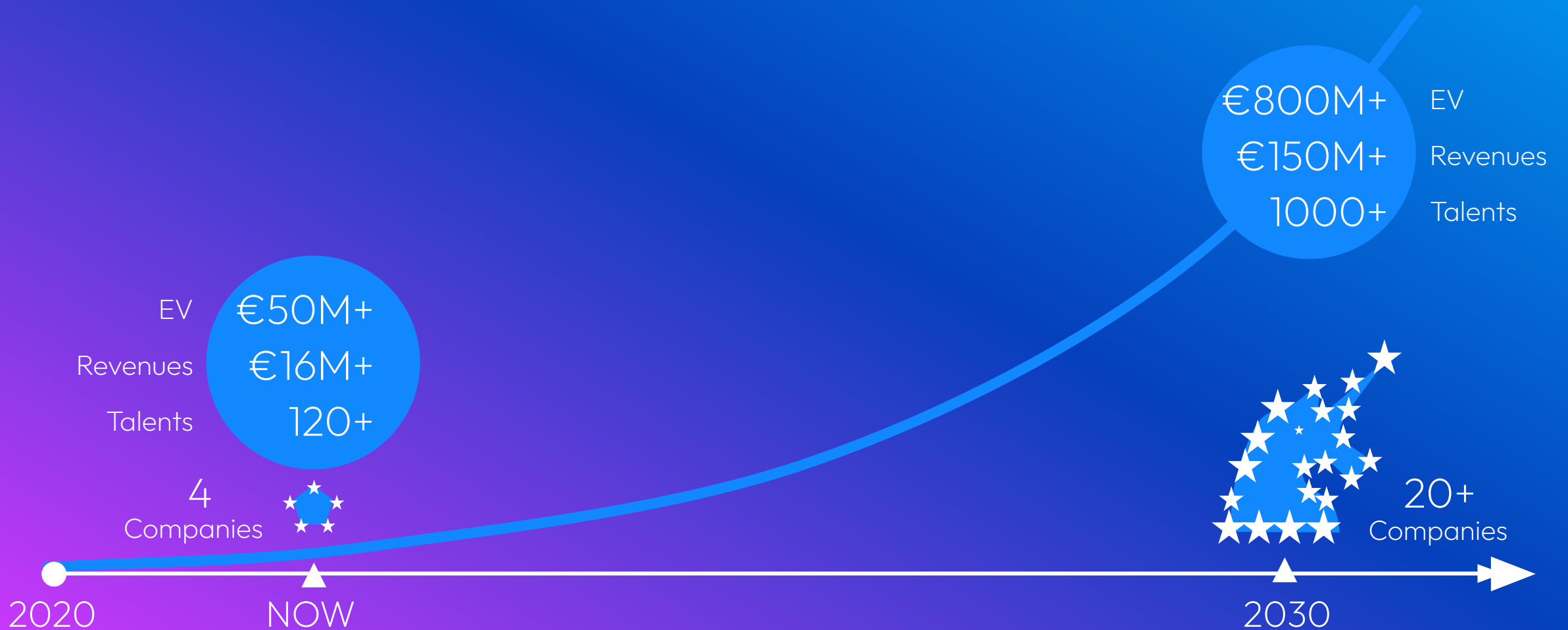|	**adapex** THE ADTECH OF DATRIX	**aramix** AI FOR EFFICIENCY BY DATRIX	**bytek** THE MARTECH OF DATRIX	**finscience** THE INVTECH OF DATRIX
TARGET	SMEs AND LARGE COMPANIES	LARGE COMPANIES	SMEs AND LARGE COMPANIES	SMEs AND LARGE COMPANIES
SALES CHANNEL	• DIRECT • INDIRECT • PARTNERSHIP	• DIRECT • PARTNERSHIP	• DIRECT • INDIRECT • PARTNERSHIP	• DIRECT • PARTNERSHIP
REVENUE MODEL	• REVENUE SHARE	• SETUP + LICENCE • SOLUTION-AS-A SERVICE • DATA-AS-A-SERVICE	• SETUP + LICENCE • OUTCOME BASED • DATA-AS-A-SERVICE	• DATA-AS-A-SERVICE

Datrix wants to orchestrate the leading European <u>SME ecosystem</u> of niche vertical AI products and solutions

€800M+ EV
€150M+ Revenues
1000+ Talents

EV €50M+
Revenues €16M+
Talents 120+

4 Companies

20+ Companies

2020   NOW   2030

Appendix II
Consolidated results FY2023

STRATEGICAL KPIs ACHIEVEMENTS - 2023

15,3 €
+12% YoY *
REVENUES (MLN)

68%
72% in 2022 *
RECURRING REVENUES

58%
39% in 2022
REVENUES FROM INTERNATIONAL CLIENTS

48 k/€
+15% YoY
AVERAGE REVENUE PER CLIENT

FIRST 10 CLIENTS ON TOTAL REVENUES

* Consistent with the focus on higher value-added products and solutions, the Datrix Group recorded organic growth of +12% in 2023 (on a like-for-like basis and excluding lower-margin revenues in 2022);

HIGHLIGHTS - 2023

| Total Revenues * | | AdTech Revenues | **+35% YoY** |

| Recurring Revenues * | **10.0 Mil.€** | AI for Industrial & Business Processes Revenues | **+61% YoY** |

| Number of served Clients | **> 300** 37% foreign | R&D Investments | **2.7 Mil.€** 3,1 Mil.€ in 2022 |

| Number of Employees | **118** | Successful Acquisitions | **1** Strenhgten AI for Industrial Processes (4 acquisitions since 2019) |

* Affected by Datrix focus on higher value-added

	2023	2022
EBITDA (MLN)	–0.3 € (–2%)	–0.7 € (–4%)
H2 2023 EBITDA: +0.5 Mil.€ (+6%)		
CONSOLIDATED NET RESULTS (MLN)	–3.6 € (–24%)	–2.7 € (–16%)
In 2023, Datrix did not prudently recognize in the income statement deferred tax assets, for a potential benefit of Euro 0.8m (Euro 0.9m in the 2022).		
NET FINANCIAL POSITION (MLN)	+2.4 €	+5.3 €

The 2022 Net Financial Position variation is affected by:
CAPEX (–3,6 Mil.€), Operating Cashflow (–2.0 Mil.€), Financial Cashflow (+0,5 Mil.€)

DISCLAIMER