



# INVESTMENT PRESENTATION

MEDIOBANCA 7th ITALIAN MID CAP CONFERENCE

29 January 2025





# Datrix is the leading **AI-powered ecosystem** of vertical software SMEs



**VISION:** leading systemic impact across strategic sectors in Italy and the EU by acquiring vertical, mission-critical software SMEs and boosting their growth through applied AI.



**MISSION:** To disseminate transformative AI technologies through innovative software companies, unlocking their potential to help specific industries maximize **productivity, efficiency, and business expansion.**





### Disruptive Technological Assets

- **100+** machine learning models, modules, tools and products for Applied AI
- **Proprietary system** to scout, map and select relevant niche software SMEs

### World-Class Human Capital

- Former **Google executives** with over 20 years of experience in digital transformation
- Serial **entrepreneurs and innovators** with a track record of successful ventures
- Tech Teams with backgrounds from **cutting-edge global tech companies**

### 1H2024F Key Financials



**€7,8M**  
Revenue



**-€0,1M**  
EBITDA



**67%**  
Recurring Revenues  
(% on Total Revenues)



**60%**  
International Revenues  
(% on Total Revenues)

### Scientific Excellence

- **Prof Enrico Zio** – Top 2% most influential scientists worldwide\* – as **Scientific Director**
- **1.200+** publications in international scientific journals
- **64%** of the team holds PhDs in science and technology

*\*Stanford University*

### Geographical Presence



**ITALY**

Milan (HQ)



**USA**

New York



**UAE**




Dubai

### International R&D Network

- Network of **50+ universities and prestigious R&D centers** worldwide, working together to drive innovation

# KEY MILESTONES



	2019 - 2020	2021	2023	2024
Capital	<ul style="list-style-type: none"> <li>Constitution of Datrix Group.</li> <li>Raised ~<b>€2.5m of equity</b> from a venture capital firm and a family office.</li> </ul>	<ul style="list-style-type: none"> <li>Raised ~<b>€2.5m of equity</b> from industrial partners.</li> <li>IPO on Milan Stock Exchange ~<b>€15m of equity</b>.</li> </ul>		
M&A	<ul style="list-style-type: none"> <li>2 Successful M&amp;As.</li> </ul> 	<ul style="list-style-type: none"> <li>1 Successful M&amp;A enabling the entrance in the <b>US market</b>.</li> </ul> 	<ul style="list-style-type: none"> <li>1 Successful M&amp;A.</li> </ul> 	<ul style="list-style-type: none"> <li>M&amp;A Pipeline under <b>advanced evaluation</b>.</li> </ul>
Technology	<ul style="list-style-type: none"> <li>Creation of a <b>central repository</b> for proprietary tech assets.</li> </ul>	<ul style="list-style-type: none"> <li>Development of <b>clustering, entity recognition</b> and <b>forecasting</b> advanced models.</li> </ul>	<ul style="list-style-type: none"> <li>Deployed vertical <b>Gen-AI applications and AI models</b> to optimize <b>industrial processes</b> (predictive maintenance, risk mitigation).</li> </ul>	<ul style="list-style-type: none"> <li>Launch of AI solutions for <b>marketing optimization</b> (Audience AI) and <b>effective energy management</b> (Enermind).</li> </ul>
Clients	<ul style="list-style-type: none"> <li>Built a <b>robust portfolio</b> of large companies and brands.</li> </ul>	<ul style="list-style-type: none"> <li><b>Expanded internationally</b>, diversifying with global clients.</li> </ul>	<ul style="list-style-type: none"> <li>Increased <b>recurring revenues</b>, focused on <b>high-value clients</b>, and entered the <b>UAE market</b>.</li> </ul>	<ul style="list-style-type: none"> <li>Surpassed <b>300 clients</b> in the portfolio (served through the Group Companies)</li> </ul>

## KEY NUMBERS



Group Companies



Employees



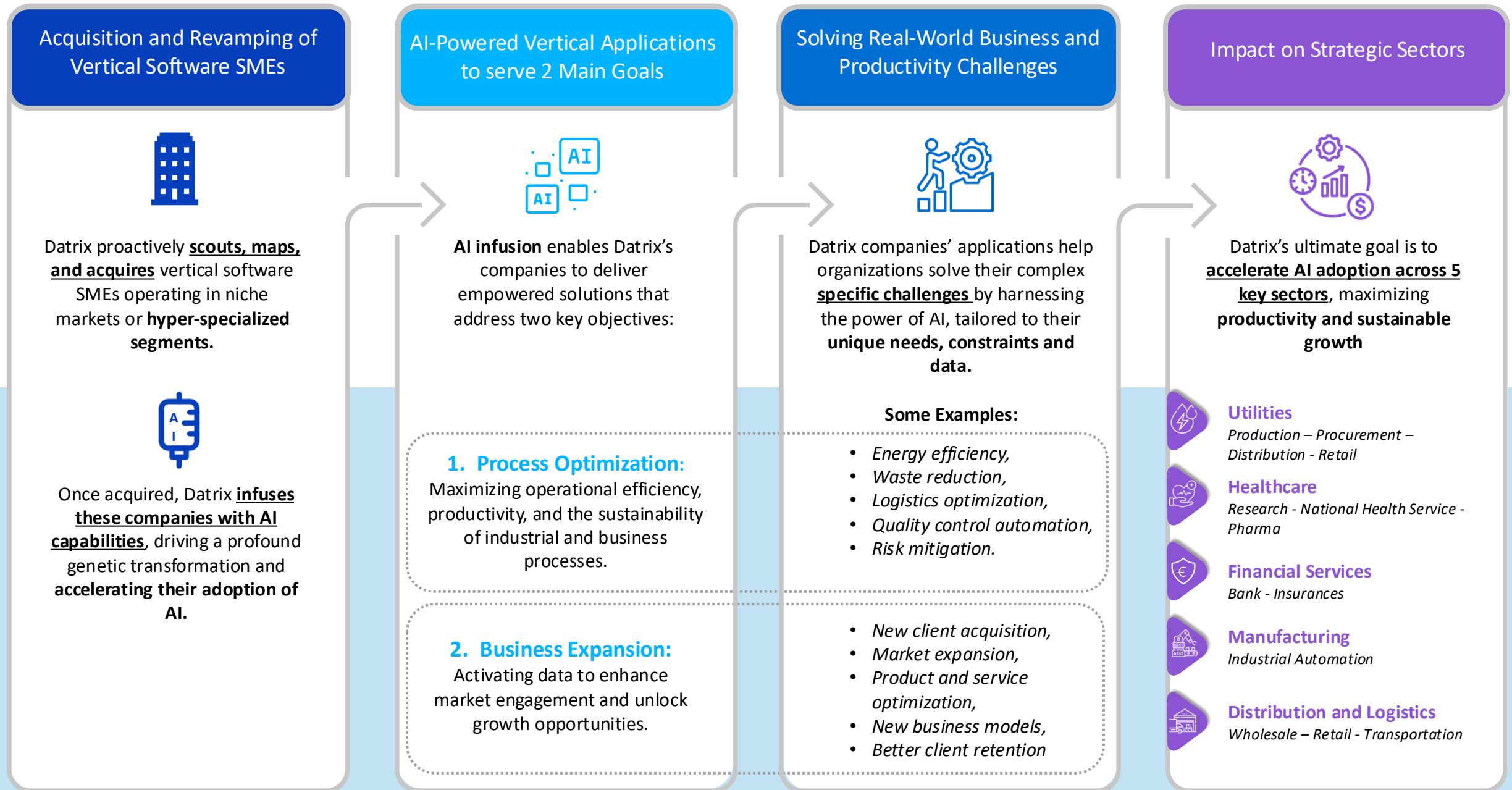
In funding for disruptive R&D innovation projects



# A SCALABLE MODEL FOR GO-TO-MARKET

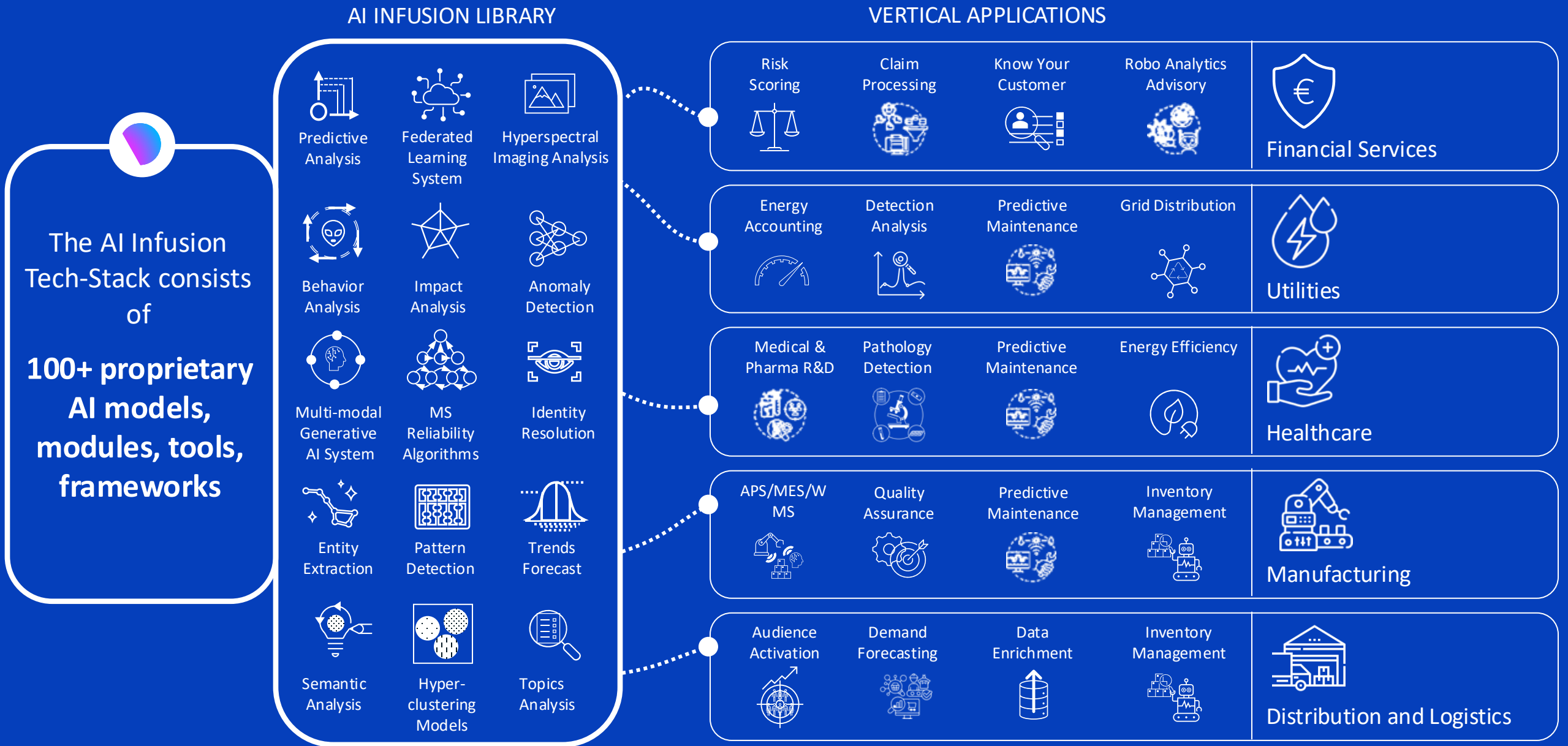
Datrix's strategic goals are to:

- expand the AI-powered ecosystem by identifying, acquiring and revitalising vertical software SMEs,
- drive a systemic impact in selected strategic sectors in Italy and EU, unleashed by AI Applications.



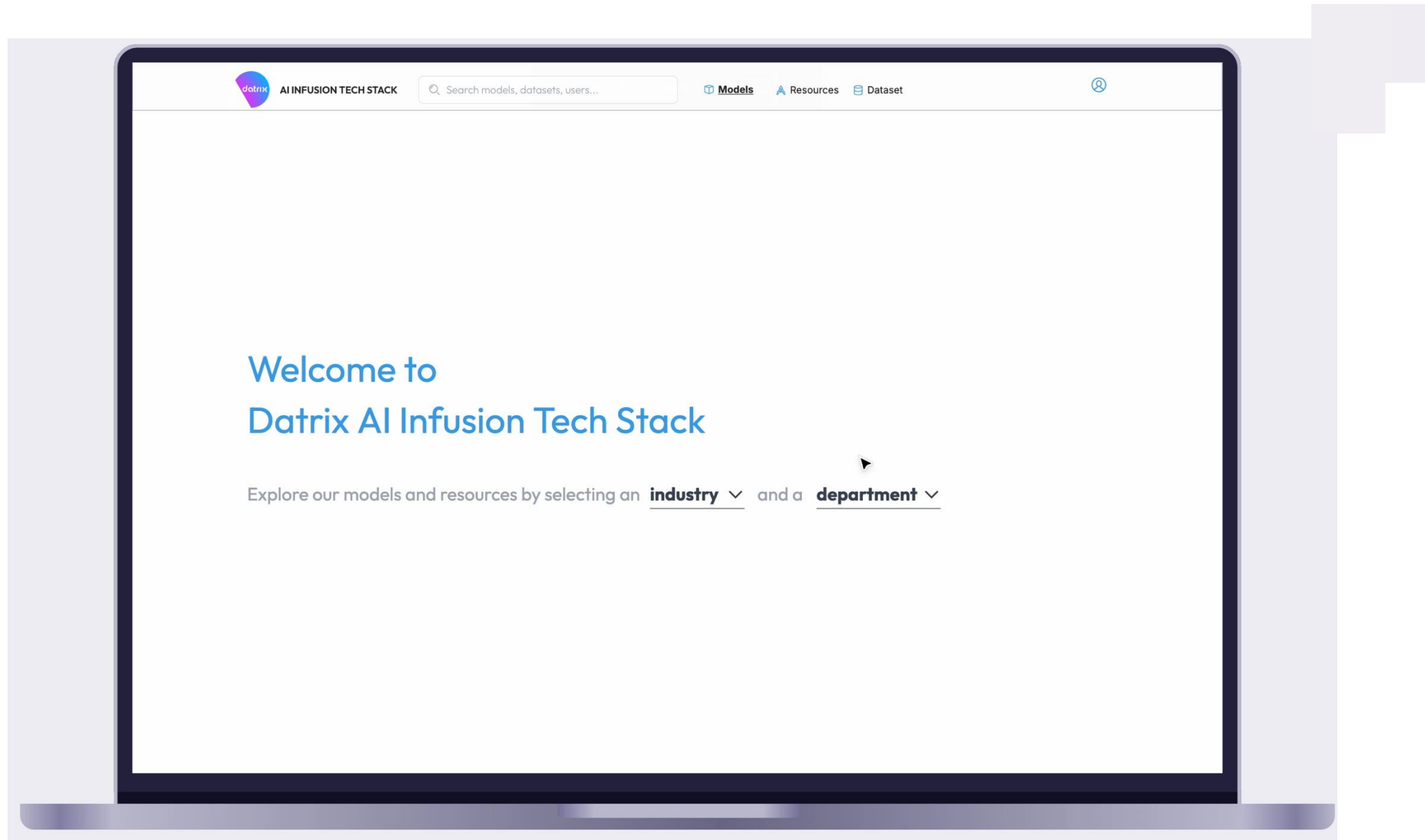
# PROPRIETARY TECH STACK FOR AI INFUSION

Through a proprietary and comprehensive tech stack, Datrrix empowers and sustain its Software SMEs ecosystem in its mission to support a safe and successful business transformation.





Datrix's AI Infusion tech stack repository is designed with a user-first approach, making it accessible, and packed with all the resources to leverage AI-infused technology effectively.



## THE AI MARKET EXPANSION

The global AI market is experiencing exponential growth, driven by increasing adoption across various industries.

### \$1.81 Trillion

The projected value of the global AI market by 2030, with a CAGR of 37.3%.

### 38% CAGR in Funding

The growth rate of funding rounds for AI companies since 2010.

### 85% Executive Adoption

The percentage of executives planning to increase AI investments through 2025, with 73% viewing AI as critical to their strategy.





# AI's value is maximized when applied to vertical contexts, solving specific issues.

The growing adoption of AI in specific sectors like, finance, industrial processes, healthcare and ecommerce demonstrates this trend, with AI startups in these areas achieving higher valuations and more substantial growth.



Vertical AI applications in specific niche sectors are projected to **grow by 30-40% annually over the next 5 years.**

This specialization is driven by the need for tailored solutions that address unique industry challenges.

## STRATEGIC AREAS FOR AI LEADERSHIP IN EUROPE

The AI revolution is creating an unprecedented market opportunity in Europe. As global competition intensifies, European nations are taking strategic steps to safeguard their technological future. Governments are focusing on **3 critical areas** to foster AI innovation while ensuring security and autonomy.

### EUROPE

aims to create a competitive and independent AI ecosystem.



### REGULATIONS

Governments across Europe are implementing robust AI regulations to ensure that AI development aligns with ethical standards, data protection laws, and transparency.



### PROTECTION

In response to increasing competition from global tech giants, EU states are enacting policies to protect strategic AI companies from foreign acquisitions.



### ACCELERATION

National and EU-level strategies are focused on accelerating AI adoption by offering incentives, subsidies, and investments in AI research and development.



**GUARANTEES** AI adoption in the 5 strategic sectors, safeguarding their competitiveness, autonomy, and security



**ENSURES** the expansion and growth of its ecosystem through AI infusion



**PREVENTS** foreign acquisitions



**FACILITATES** international markets entry



**ENHANCES** Europe's global market presence



**CREATES** autonomous systemic alternatives to tech giants

### DATRIX's

Strategy aligns perfectly with Europe's AI agenda. Through the acquisition of Vertical Software SMEs it:



# WE DON'T JUMP ON TO THE BANDWAGON OF THE GLOBAL OR EVEN NATIONAL LLM ARM RACE

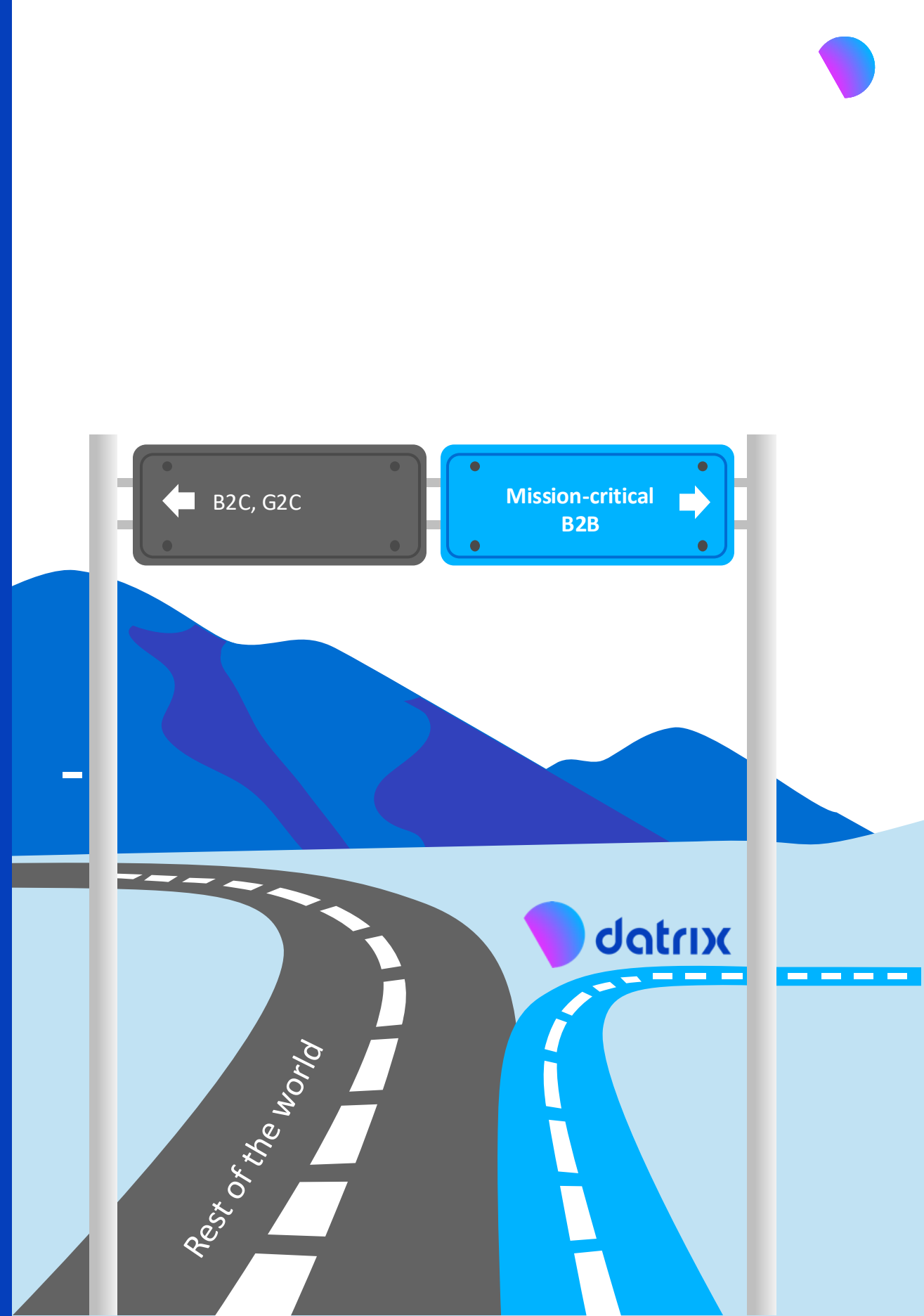
## OUR FOCUS IS SOLVING MISSION-CRITICAL CHALLENGES THROUGH APPLIED AI SOFTWARE PRODUCTS

Large Language Models (LLMs) are designed to **automate text or multimodal-related content**.

In a B2B setting, except for content-driven operations, consumer interactions and other few narrow cases, **LLM alone is UNFIT to tackle business challenges**.

An in-depth understanding of specific business processes, practices, culture, regulations, as well as access to non-public numbers and data, **proprietary models and algorithms** are key to elevate competitiveness and productivity of the key industries of our European Economy.

Gen AI Foundational Models can potentially address primarily **B2C, G2C** use cases with **unclear viable business models** at scale yet.



# UNTOUCHED BY COMPETITION: LEADING THE WAY IN VERTICAL AI APPLICATIONS



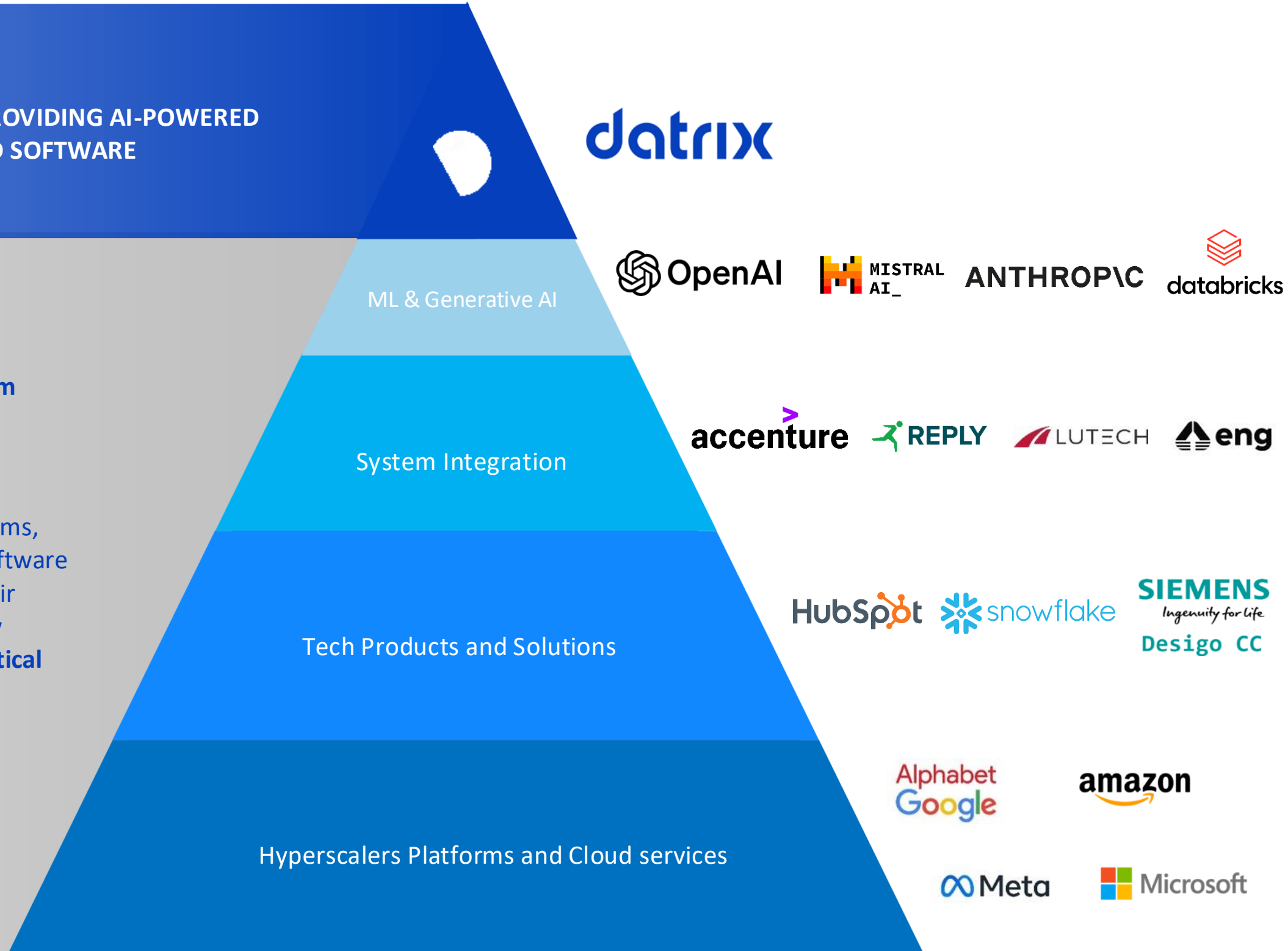
Datrix doesn't compete with tech giants and system integrators focused on horizontal AI applications, IT stack, and infrastructure. Instead, Datrix creates synergies by complementing their capabilities with **specialized AI vertical solutions**.

DATRIX COMPANIES PROVIDING AI-POWERED SPECIALIZED SOFTWARE



These incumbent players represent opportunities to collaborate in an **ecosystem increasingly in need of AI vertical applications**.

By leveraging their platforms, Datrix can distribute its software more effectively, using their reach as a **complementary launchpad for its own vertical growth**.

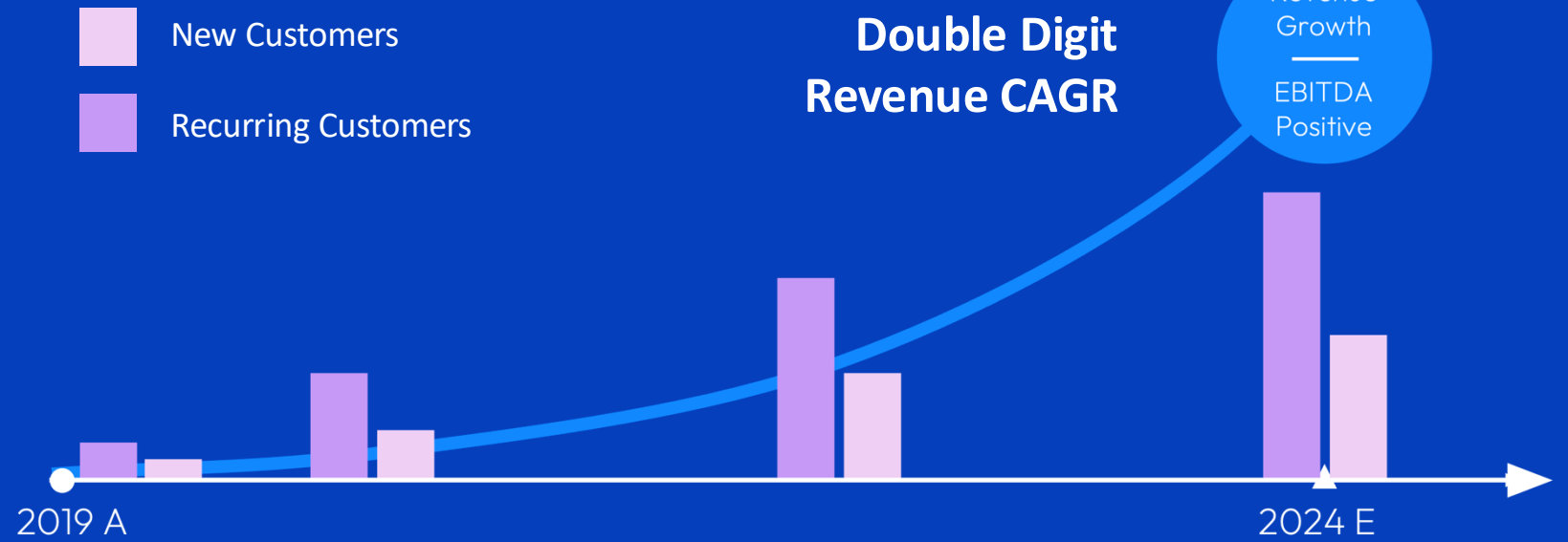




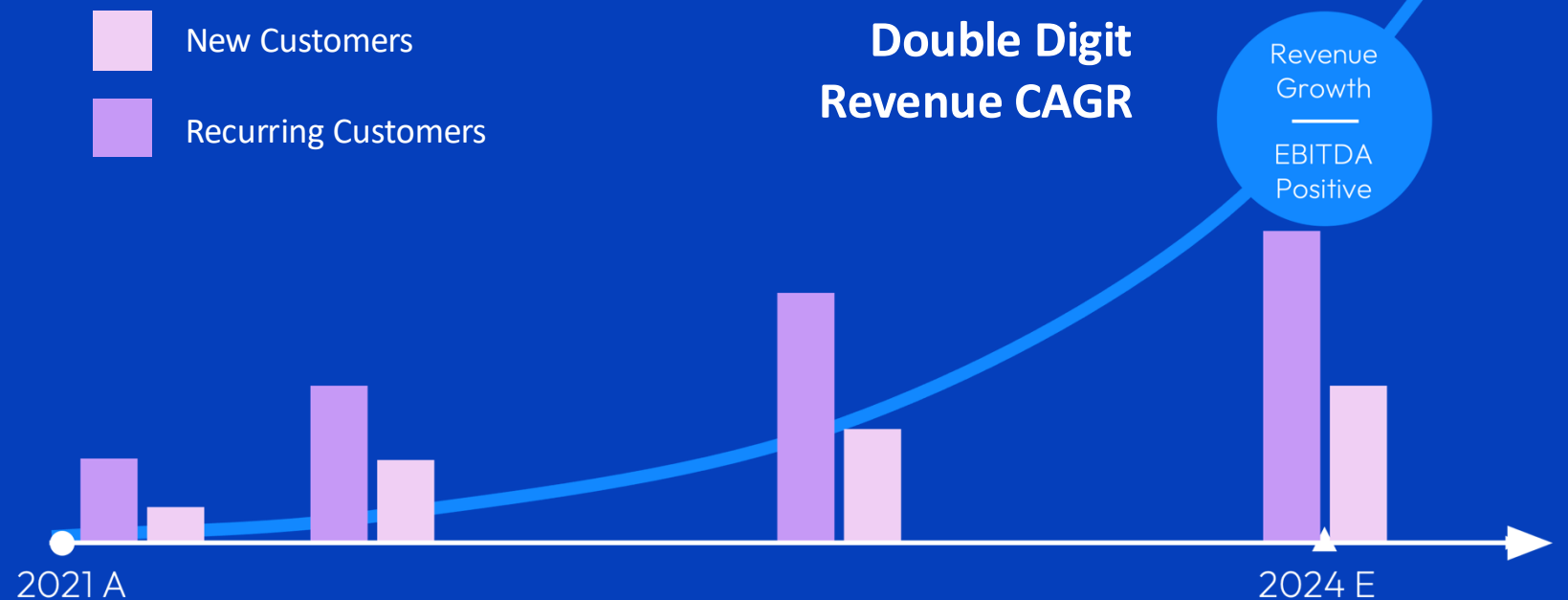
# PROVEN TRACK RECORD WITH RECURRING REVENUE SOFTWARE MODELS



ByTek is an innovative MarTech company that leverages cutting-edge AI applications to transform marketing operations, and boost measurable results.



Adapex is a pioneering US-based AdTech company, led by a female founding team, that excels in maximizing ad revenues for publishers, app developers, and retailers.



A large, circular graphic on the left side of the slide. It contains a complex, abstract pattern of concentric, wavy lines in shades of pink, purple, and blue. The lines are densely packed and create a sense of depth and movement, similar to a topographical map or a data visualization. The overall color palette is vibrant and modern.

# Annex I 1H24 Consolidated Results



STRATEGIC KPI's ACHIEVEMENTS – 1H2024

**7.8 €**

REVENUES (MLN)

7.0 € MLN in 1H2023

**7.6 €**

CORE BUSINESS REVENUES  
(MLN)

**+15% YoY**  
6.6 € MLN in 1H2023

**67%**

RECURRING REVENUES

64% in 1H2023

**60%**

REVENUES FROM  
INTERNATIONAL CLIENTS

55% in 1H2023

**30 k/€**

AVERAGE REVENUE PER CLIENT

**+60% YoY**



## HIGHLIGHTS



Total Revenues **7.8 Mil.€**

---

Recurring Revenues **5.1 Mil.€**

---

Number of served Clients **> 250**  
39% foreign

---

Team **96**

Data Monetization **+13% YoY**

*AdTech Revenues* **+26% YoY**

---

AI for Industrial &  
Business Processes  
Revenues **+38% YoY**

---

R&D Investments **1.3 Mil.€**  
1,5 Mil.€ in 1H2023



## HIGHLIGHTS

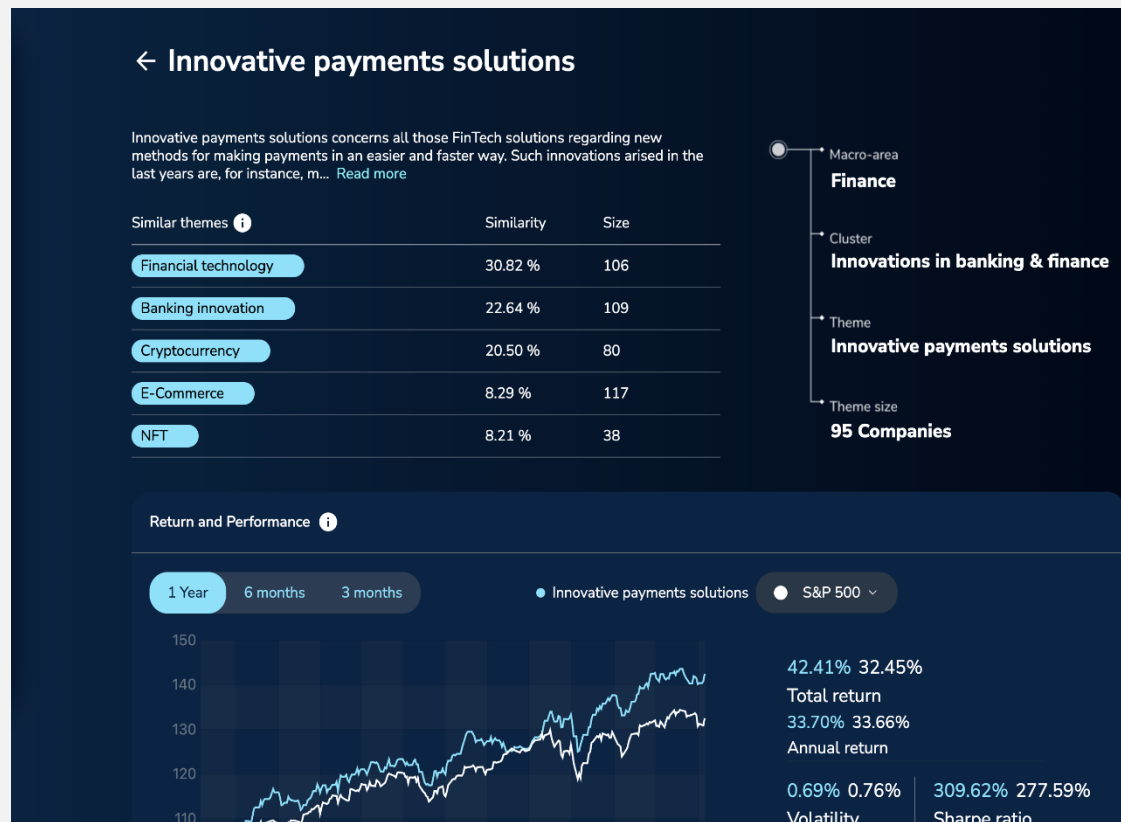


	1H2024	1H2023
EBITDA (MLN)	<b>-0.1 € (-2%)</b>	<b>-0.8 € (-12%)</b>
CONSOLIDATED NET RESULTS (MLN)	<b>-1.5 € (-19%)</b>	<b>-2.5 € (-36%)</b>
NET FINANCIAL POSITION / CASH AVAILABLE (MLN)	<b>+0.4 €</b>	<b>+2.4 €</b>

The trend of the NFP was impacted by: i) the dynamics of WC - which were influenced by the seasonality of the business; ii) R&D investments; iii) the payment made to partners involved in the “Better” research project

A large, circular graphic on the left side of the slide. It features a vibrant, multi-colored background with swirling, wavy patterns in shades of pink, purple, and blue. The patterns are composed of numerous thin, overlapping lines that create a sense of depth and movement. Small, white, glowing dots are scattered throughout the pattern, adding to the abstract, digital aesthetic.

# Annex II Business Update



#### Water economy

Cluster Environmental challenges

Size **116 companies**

This theme includes companies innovating in water management, purification, and infrastructure.

#### Conversational AI Leaders

Cluster Artificial Intelligence

Size **59 companies**

This theme captures companies leading the front of AI-conversational customer service, assistance, and chatbots.

#### Image Processing players

Cluster Artificial Intelligence

Size **33 companies**

This theme targets companies specializing in advanced image processing technologies that drive innovation in sectors such as healthcare, automotive, and digital media.

**PRODUCT:**

Released a new software version featuring:

- Autonomous portfolio creation capabilities.
- Gen-AI to unveil connections between themes and companies.
- Faster report generation with commentary for deeper insights

**MARCOMM:**

Launch of a new website and refreshed brand identity.

**GO-TO-MARKET:**

- Achieved **250+** daily outreach contacts,
- identified **50** high-potential prospects in Dubai for partner-led pitches,
- engaged with Google to list the software in their Finance Marketplace category





**IN A NUTSHELL**  
 3rdEYE is a solution that harnesses AI and alternative data to identify, analyze, and mitigate risks tied to third parties.

**TARGET**  
 3rdEYE is designed for Risk managers and Risk directors.

- CORE FEATURES**
- **Real-Time Risk Profiling** to help prioritize critical partners for monitoring.
  - **ESG Risk Assessment** to ensure third-party partnerships adhere to sustainability and ethical standards.
  - **Certified and licensed (art. 134 TULPS)** to create online risk profiles, ensuring full compliance with public safety laws.

**SALES**  
 Currently used and sponsored by **Samsung and Iveco Group**, with proposals extended to Mediaset Group



Thank You

