

# DATRIX GROUP'S NEW STRATEGIC DIRECTIONS

15<sup>th</sup> December 2025  
Investor Conference Call

Confidential



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# Strategic Pivot



# Datrix is building lasting competitive advantage for AI-Native data monetization

## OUR STRATEGIC DECISION:

Reorganization of Adapex (U.S.) by discontinuing legacy volume-based programmatic advertising.

**NEW FOCUS:** strengthen high-margin operations, establish an AI-driven data monetization model aligned with a more scalable and profitable structure.

## WHY THIS CHANGE?

The advertising market is undergoing structural transformation driven by AI search and zero-click behavior.

**OUR RESPONSE:** Remove low-value revenue streams, exit low-margin operations, build a scalable AI-native monetization business based on quality data.

## THE MARKET RATIONALE BEHIND THE TRANSFORMATION: FROM VOLUME TO VALUE

The global AdTech market is shifting toward quality, first-party data ecosystem, which is reducing open-web traffic and inventory. Our new model prioritizes first-party data quality and insight-driven monetization, reinforcing the long-term relevance of Datrrix's strategy.

### Strategic repositioning of AD-TECH model driven by market evolution

#### LEGACY MODEL (Discontinued)

Volume-Based Programmatic

##### Characteristics

- High-volume
- Heavy cost structure
- Low-margin operations
- Generic web traffic monetization
- Open-auction, SSP-dependent model

##### Impact

High revenue but minimal profitability

VS

#### NEW AI-NATIVE MODEL

High-Margin Data Monetization

##### Characteristics

- First-party data ecosystems
- AI-driven audience intelligence
- Direct publisher partnerships
- Proprietary data assets & insights-driven monetization
- New leadership

##### Impact

Lower revenue but significantly higher margins



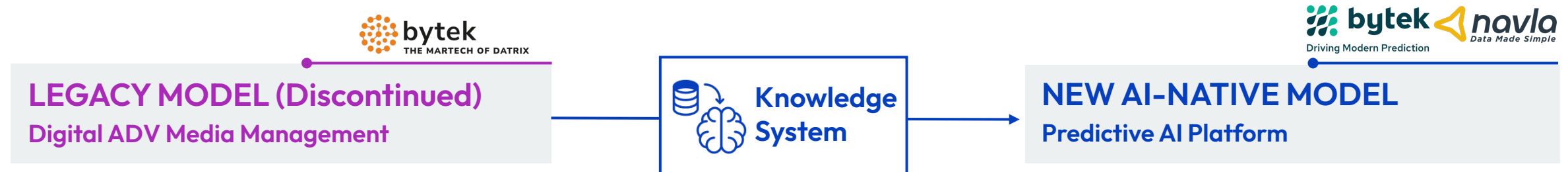
## THE LEGACY MODEL: BUILDING THE ADAPEX KNOWLEDGE SYSTEM

Although associated with high volume, heavy cost structure, and low margin operation (resulting in high revenue but low profitability), the legacy model was crucial for training our systems and models.

Managing these volumes allowed us to create the «**knowledge system of Adapex**» that now powers the new AI native model



In 2023 we followed the same transformation path with **ByTek**: we first trained our technology on large-scale data volumes by **managing Euronics' media operations**. After building this knowledge system, we discontinued the legacy media-management model and created a **fully predictive, AI-native platform**.

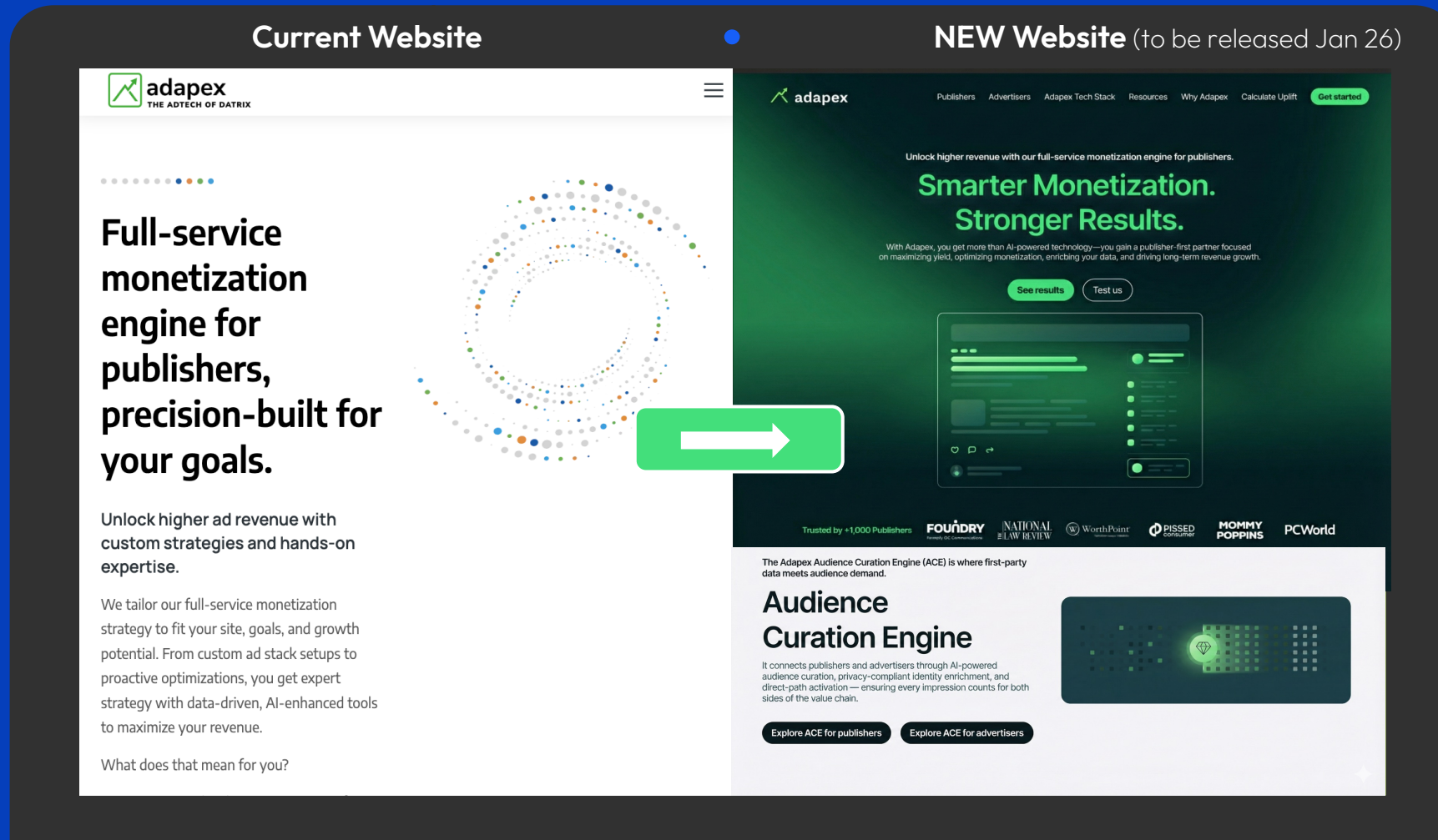


Cash Ebitda 2022 -> ~5%

Cash Ebitda 2025 F -> 22%

## FROM VOLUME TO VALUE: THE EVOLUTION OF ADAPEX

The new Adapex experience represents both a strategic and brand transformation: a rebranding that aligns visual identity, messaging, and product focus with our evolution toward intelligence-driven, AI-native monetization.



## SYNERGIES ACROSS THE DATRIX ECOSYSTEM: WELL-POSITIONED FOR AI-NATIVE GROWTH

### The Datrix Competitive Advantage: Two Souls, One Ecosystem

Ad-Tech (Adapex) generates high-quality vertical first-party data, while the Predictive Platform (Datrix / Bytek) organizes, enriches and transforms it into scalable AI assets for monetization.



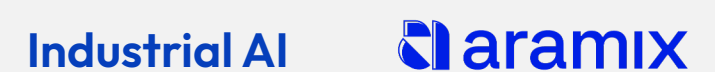
#### Full-service monetization engine

- Rebuilds direct, intentional traffic
- First-party data engine for publishers
- High-intent conversion surface
- Vertical, high-quality inventory and insights



#### Predictive marketing intelligence

- Data modeling & enrichment
- AI-powered audience segmentation
- Proprietary monetization algorithms
- Scalable activation of AI-native monetization models across vertical markets



#### Process optimization & efficiency

- Energy & manufacturing AI
- Finance & logistics intelligence
- High-margin B2B solutions and business processes

### Path Forward: Sustainable, Scalable, AI-Driven Growth

Modern foundation for high-margin expansion and scalable AI-native monetization, positioning Datrix as a distinctive global player.



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# Financial Highlights





Stronger Group Profitability

	092024 (€M.)	092025 (€M.)
Total Revenues	12,4	10,7
Net Revenues	8,8	7,8
Adjusted EBITDA	0,4	1,3
Adjusted EBITDA Margin On Net Revenues	4,5%	16,3%

FY2025 VIEW & EXPECTATIONS

Discontinuing high-revenue/low-margin operations leads to lower top-line but higher margin performance at Group level.

FY2025 ADJUSTED EBITDA EXPECTED GROWTH

FY2025 Adjusted EBITDA nearly doubling the first 1H2025 and the FY2024 Adjusted EBITDA

EBITDA MARGIN PROFILE

Strategic pivot delivers stronger EBITDA and higher-margin profile at Group level

- ✓ Enhanced Transparency: Introducing Net vs. Gross Revenue
- ✓ Old model: High Gross Revenue with heavy COGS - VS - New model: Clean revenue structure aligned with a high-margin software profile.

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# Q&A

# Thank You





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