



Roadshow

Group Meeting

April 23rd, 2026



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General Manager
Head of M&A



The AI Market Call



1 Year Horizon

Phase 1: Reset & Scale-Up

65%

of organizations now use Gen AI regularly

92%

of executives plan to increase AI spending

39%

experimenting with AI agents

Adoption doubled. Focus shifts from pilots to scaled implementation.

5 Year Horizon

Phase 2: Productivity Frontier

\$4.4T

annual global economic value

30%

of current work hours could be automated

Driven by marketing, sales, R&D. Roles shift toward high-skill work.

10 Year Horizon

Phase 3: Multi-Agent Decade

60%

of functional operations run by AI

50%

of work activities could be automated

Enterprise tech shifts to autonomous agents. Cross-functional squads.



1 Year Horizon

Infrastructure Arms Race

20%+

CAGR in AI infrastructure spending

Massive capex on semiconductors and data centres

Temporary margin pressure: high upfront costs precede gains.

5 Year Horizon

Productivity Tipping Point

1–1.5pp

annual boost in labour productivity

20–30%
of work tasks augmented

Productivity gains accelerate global GDP after 2027.

10 Year Horizon

Economic Transformation

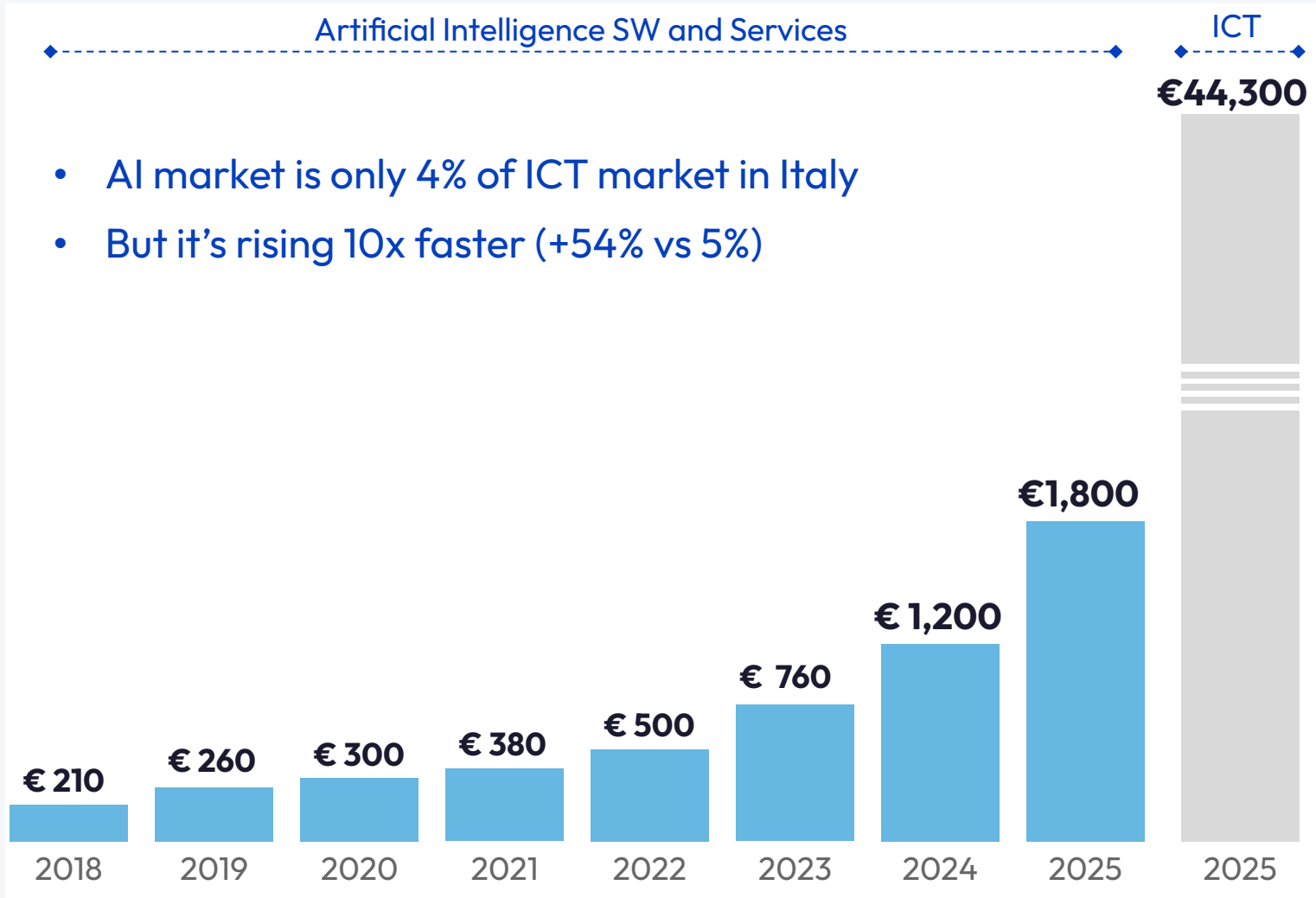
\$5–7T

added to global GDP by mid-2030s

\$200T
enterprise value unlocked

AI efficiency becomes primary driver of stock performance.

TRENDS: ITALY'S AI MARKET - €210M TO €1.8B IN 7 YEARS



- AI market is only 4% of ICT market in Italy
- But it's rising 10x faster (+54% vs 5%)

3ys AI CAGR

+54%

(2022-2025)

But still early stage:

77%

custom projects
(not AI products/services)

54%

traditional ML
(GenAI = 46%, not yet dominant)

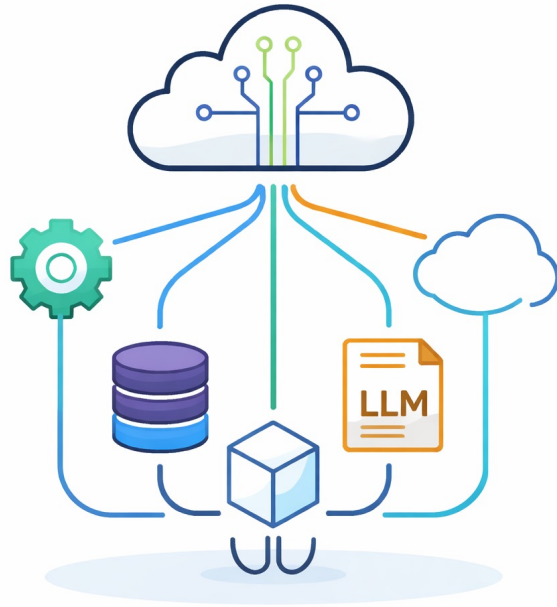
GenAI growing +60%

but from a smaller base — it's not the past, it is now the present for a sharp future growth

Why Datrrix?



TECHNOLOGY- AGNOSTIC BY DESIGN

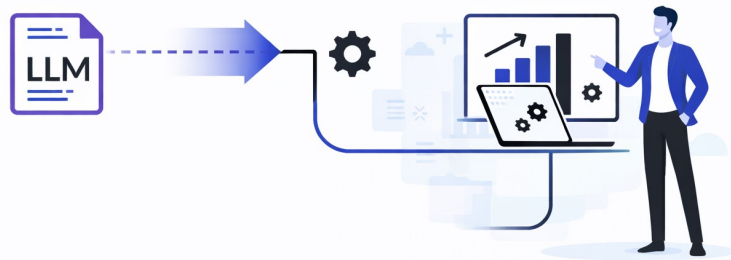


Datrix operates with a fully **technology-agnostic architecture**, independent from specific cloud providers or proprietary LLM ecosystems.

This allows us to **leverage the best available models and infrastructures at any time**, ensuring flexibility, resilience, and long-term scalability in a rapidly evolving AI landscape.



TURNING LLMs INTO VALUE ENABLERS



Off-the-shelf LLMs provide surface-level automation but **fall short on real business impact**. Without proper governance, they can expose organizations to **data and security risks**.

Datrix integrates LLMs as **modular components within broader AI vertical solutions**, turning them into enablers of value rather than relying on them as standalone solutions.



VERTICAL, BUSINESS-ORIENTED AI

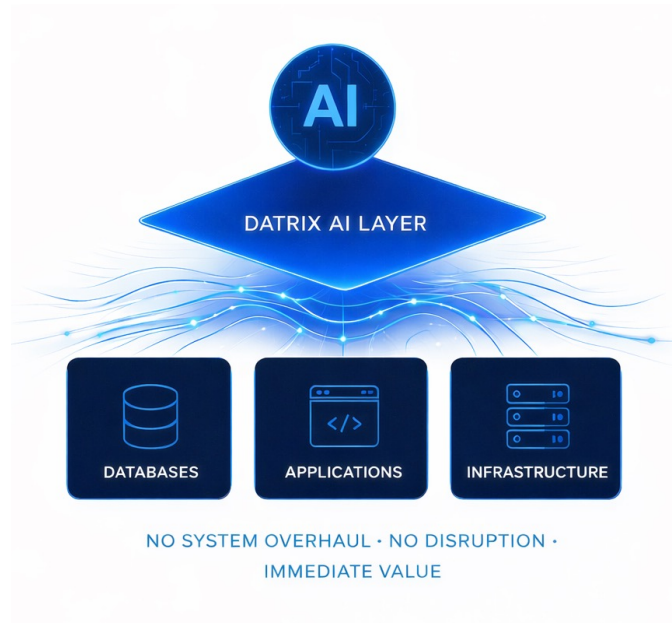


Unlike horizontal or technology-driven approaches, Datrix focuses on **vertical AI applications tailored to specific industries and use cases.**

Our companies' solutions are designed to **solve real business/operational problems**, delivering measurable impact across domains such as energy, marketing, finance, and industrial processes.



SEAMLESS NON-DISRUPTIVE INTEGRATION



Datrix's AI capabilities are designed to **integrate seamlessly into existing client infrastructures**, without requiring system replacement or disruptive transformation.

This “overlay” approach enables **faster adoption, lower risk, and immediate value generation**, making AI implementation both scalable and practical.

PROPRIETARY TECH STACK FOR AI INFUSION

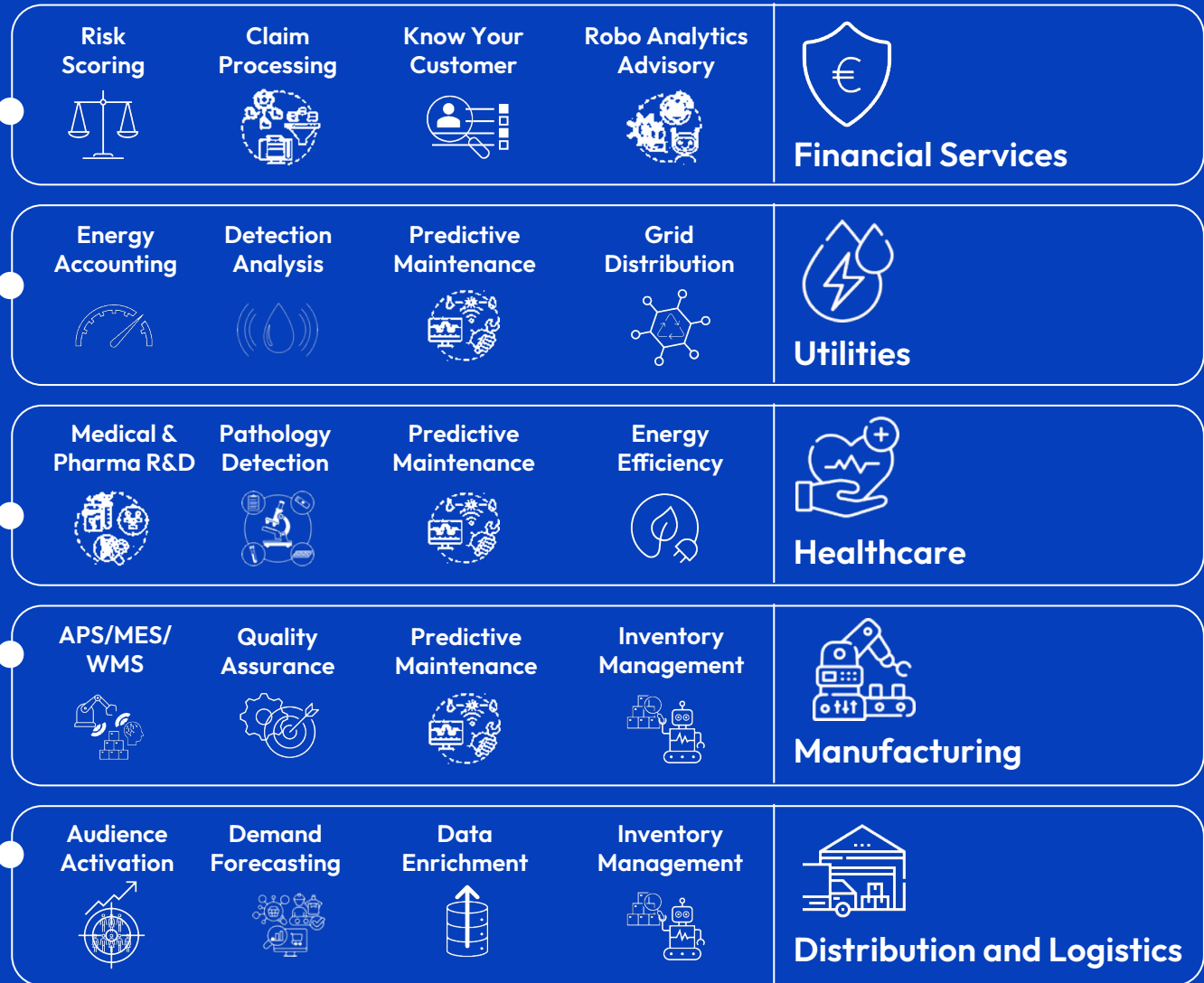
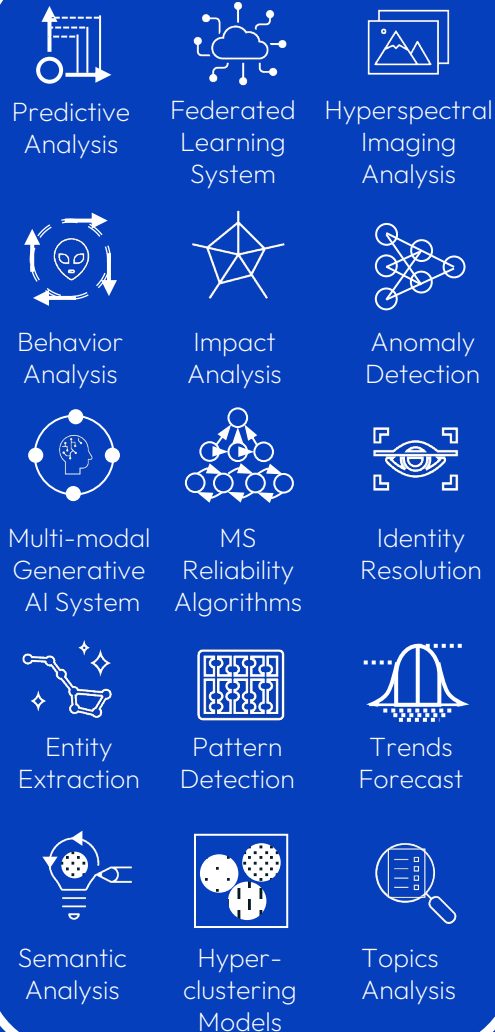
Through a proprietary and comprehensive tech stack, Datrrix empowers and sustains its Software SMEs ecosystem in its mission to support a safe and successful business transformation.

AI INFUSION LIBRARY

VERTICAL APPLICATIONS

STRATEGIC SECTORS

The AI Infusion Tech-Stack consists of **100+ proprietary AI models, modules, tools, frameworks**



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 **disruptive global tech companies**

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

64% of our team holds PhDs in science and technology



1.200+ publications in international scientific journals.

PROF. ENRICO ZIO
Datrix Scientific Director

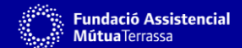
Top 2% most influential scientists worldwide*

Full Professor: ParisTech PSL University, France, Politecnico di Milano, Italy

Winner of Humboldt Research Award

**Stanford University*

INTERNATIONAL R&D NETWORK: WE ON-BOARD INNOVATION PARTNERS TO AUGMENT OUR CAPABILITIES



A large, circular graphic on the left side of the slide. It contains a complex, abstract pattern of glowing, wavy lines in shades of blue, purple, and pink. 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 futuristic.

Our Growth Model

INTRODUCING DATRIX

Matrix is the leading AI-powered ecosystem of vertical software SMEs

Datrix's companies develop enterprise-grade AI applications to accelerate customers' sustainable growth through data.



SCALING APPLIED AI THROUGH M&A



DUAL GROWTH STRATEGY

Combining organic growth with a disciplined **M&A approach** to accelerate scale and market reach

NON-DISRUPTIVE INTEGRATION MODEL

Our Co-Pilot / AI Infusion approach enhances **existing products and go-to-market strategies**

SERIAL ACQUISITIONS

Targeting vertical software companies where Datrix AI capabilities can be **rapidly «infused» and deployed**

REPEATABLE & SCALABLE «PLAYBOOK»

A proven model designed to replicate success across multiple acquisitions, driving long-term value

SCALING APPLIED AI THROUGH M&A



#1 M&A

Focuses on identifying and validating high-potential targets.

- Scouting
- Selection
- Validation
- Closing

#2 CO-PILOT

Ensures companies sustainable growth and success through:.



AI Infusion

AI Tech-Stack consists of **100+** proprietary AI models, modules, tools, frameworks



Market Growth

- *Growth Strategy*
- *Branding*
- *Distribution*



Finance & Business Monitoring

COMPANIES ECOSYSTEM

New Companies



aramix

bytek



Operations, Sales Activities, Marketing, Product & Tech Development, HR & Talent Acquisition

\$ MARKET / FINAL CUSTOMERS \$

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:

1. AI FOR INDUSTRIAL & BUSINESS PROCESSES

2. AI FOR DATA MONETIZATION

PROCESSES EFFICIENCY

BUSINESS EXPANSION



Sourcing & Procurement

- Supplier risk modeling
- Predictive cost analytics
- ESG scoring automation



Production & Operations

- Predictive maintenance
- Energy optimization
- Risk Mitigation



Supply Chain & Distribution

- Demand Forecasting
- Sales Forecasting
- Fleet & Logistics optimization



Financial Processes

- Credit Document Management
- Third-party Risk Management Optimization



Sales & Marketing

- Predictive Segmentation
- Audience Curation & Activation
- Marketing Mix Modeling



Customer Service & Retention

- LTV Prediction
- Personalised Content Activation
- Next Buy Recommendation



New Revenue Streams

- Monetization of Proprietary Data Assets
- DaaS (Data-as-a-Service)
- Data Curation & Enrichment

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1. AI FOR INDUSTRIAL & BUSINESS PROCESSES

PROCESSES EFFICIENCY



Aramix is Datrix's deep-tech company that combines advanced data science, AI, and engineering expertise to optimize industrial and business processes - From energy savings to predictive maintenance and document intelligence, up to generative AI governance

2. AI FOR DATA MONETIZATION

BUSINESS EXPANSION



A pioneering U.S.-based AdTech company that helps publishers unlock the full value of their inventory. Through its AI-powered **M4 Tech Suite™** and a team of yield management and data experts, Adapex delivers measurable growth in CPMs, RPMs, and overall revenue—across Web, App, and CTV.



Driving Modern Prediction

A MarTech company delivering AI-powered marketing and data intelligence solutions. Its premiere product, the **ByTek Prediction Platform**, unifies and enriches first-party data to optimize campaigns, content, and sales with a privacy-first approach.



It operates as a data-driven partner structuring, and activating data across the entire value chain—from data governance and analytics to marketing optimization, market & competitive intelligence, and content strategy—integrating proprietary software, best-of-breed technologies.

TRANSFORMATIONAL IMPACT

Our portfolio empowers these companies with transformational AI capabilities.

Sample out of 300+ Companies



Utilities

Production -
Procurement -
Distribution - Retail



Financial Services

Bank - Insurances



Healthcare

Research - National
Health Service -
Pharma



Manufacturing

Industrial Automation



Distribution and Logistics

Wholesale - Retail -
Transportation



FY2025 Consolidated Results

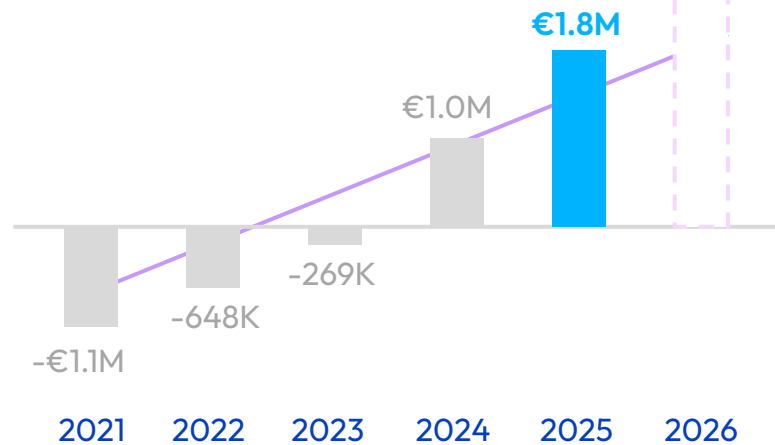
In 2025, we helped execute a comprehensive transformation of our companies portfolio.

This combination of AI infusion and strategic coaching has positioned them for accelerated growth, sharpened value propositions, and improved responsiveness to an increasingly competitive market landscape.



STEADY MARGIN GROWTH ENABLED BY DISCIPLINED EXECUTION AND FOCUS ON VALUE ADDED BUSINESS

EBITDA



REVENUE



- Since 2021, we have consistently improved our operating margin profile
- FY25 vs FY24, growth was nearly 80%
- The rationalization of corporate structures and in particular of the subsidiary Adapex went hand in hand with the decision to discontinue low-value activities
- The full effect of cost optimization will be evident (all else being equal) in 2026

Revenue evolution has been primarily influenced by:

- Focus on technology development rather than commercial efforts in the early POST-IPO years
- Target market still immature in adopting enterprise AI solutions
- Experimental phase with major clients to validate solutions and train models
- Strategic decision to focus on high-margin business from 2025 onward

HIGHLIGHTS

	FY2025	FY2024
REVENUE (MLN)	13.6 €	18.2 €
EBITDA (MLN)	1.8 €	1.0 €
Margin	13%	6%
CONSOLIDATED NET RESULTS (MLN)	-2.1 €	-2.5 €
NET FINANCIAL POSITION* / CASH AVAILABLE (MLN)	-2.4 €	+0.7 €

- Net Financial Position improved compared to the €2.5 million net debt recorded in H1 2025, reflecting positive cash generation in line with the business positive trajectory. When comparing with FY2024, the following items should be considered: i) non-recurring items of approximately €1.8 million related to the completion of payments in connection with the acquisition of Adapex Inc., and ii) extraordinary costs of approximately €0.4 million linked to the Group's reorganization*

ANALYSTS' MARKET CONSENSUS

KT&PARTNERS

Update FY25
14.04.2026

Fair Value
Rating
Upside

€2.74 (unchanged)
ADD (unchanged)
+63%

Banca Akros
GRUPPO BANCO BPM

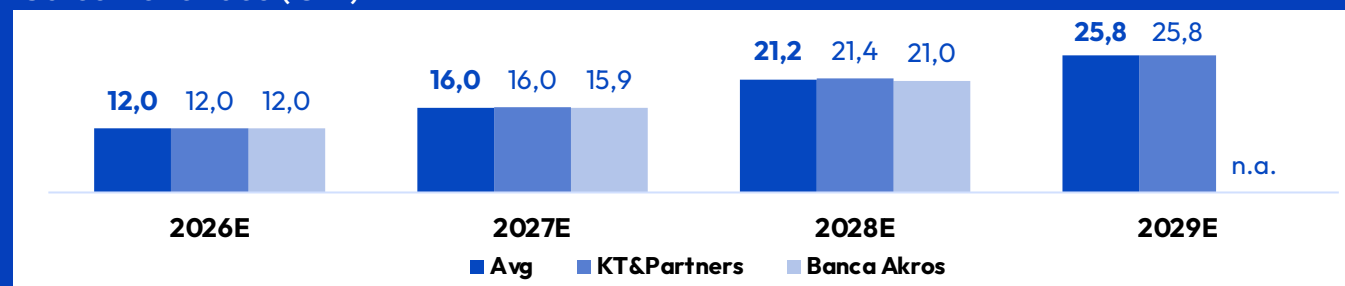
Update
09.04.2026

Target Price
Recomandation
Upside

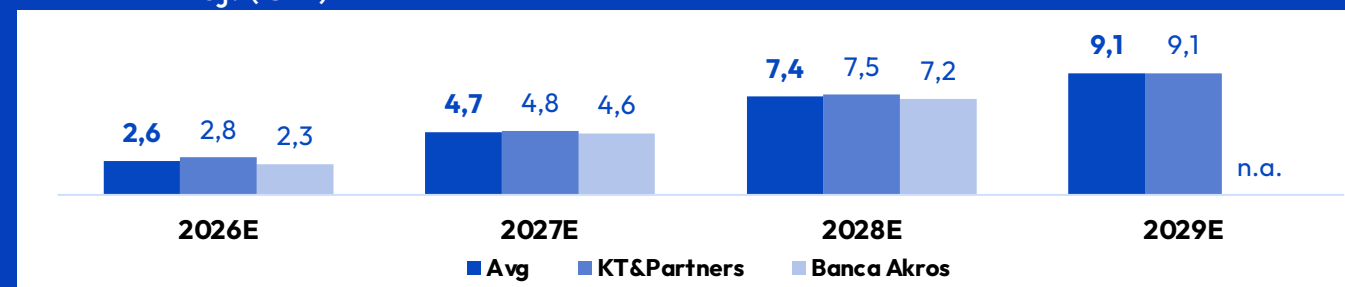
€2.50 (unchanged)
BUY (unchanged)
+50.6%

FY26E – FY29E ANALYSTS' CONSENSUS ON

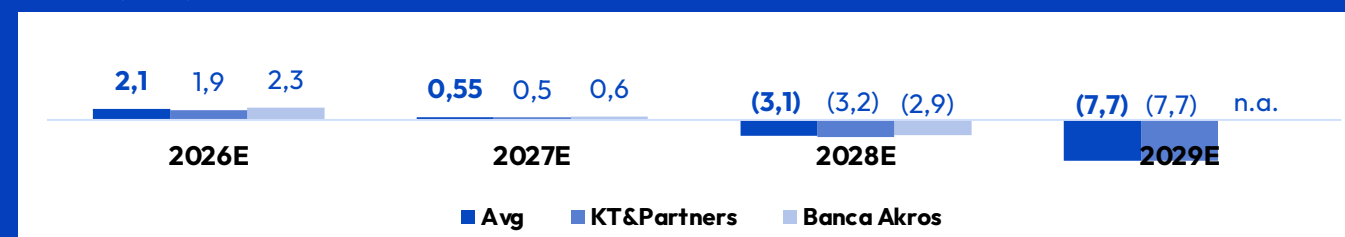
Sales Revenues (€m)



EBITDA Adj. (€m)



NFP (€m)



Thank You

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