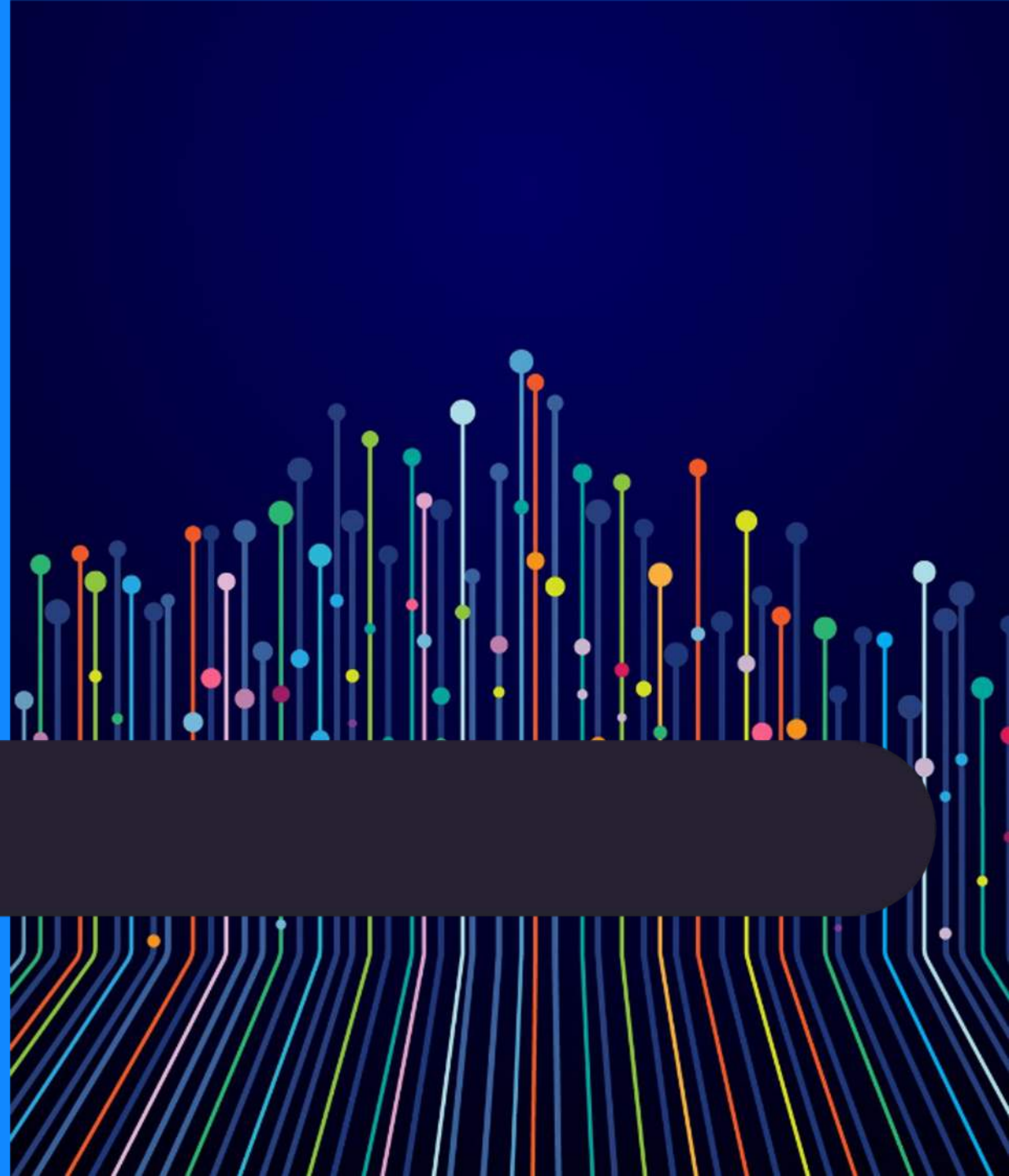




**datrrix**  
AI SOLUTIONS GROUP

**NextGems 2023**  
*October 17th - Milan*



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# Group Overview



## ABOUT US

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**Datrix is an international Group developing AI applications to accelerate companies' sustainable growth through data.**

DATRIX IS LISTED ON EURONEXT  
GROWTH MILAN

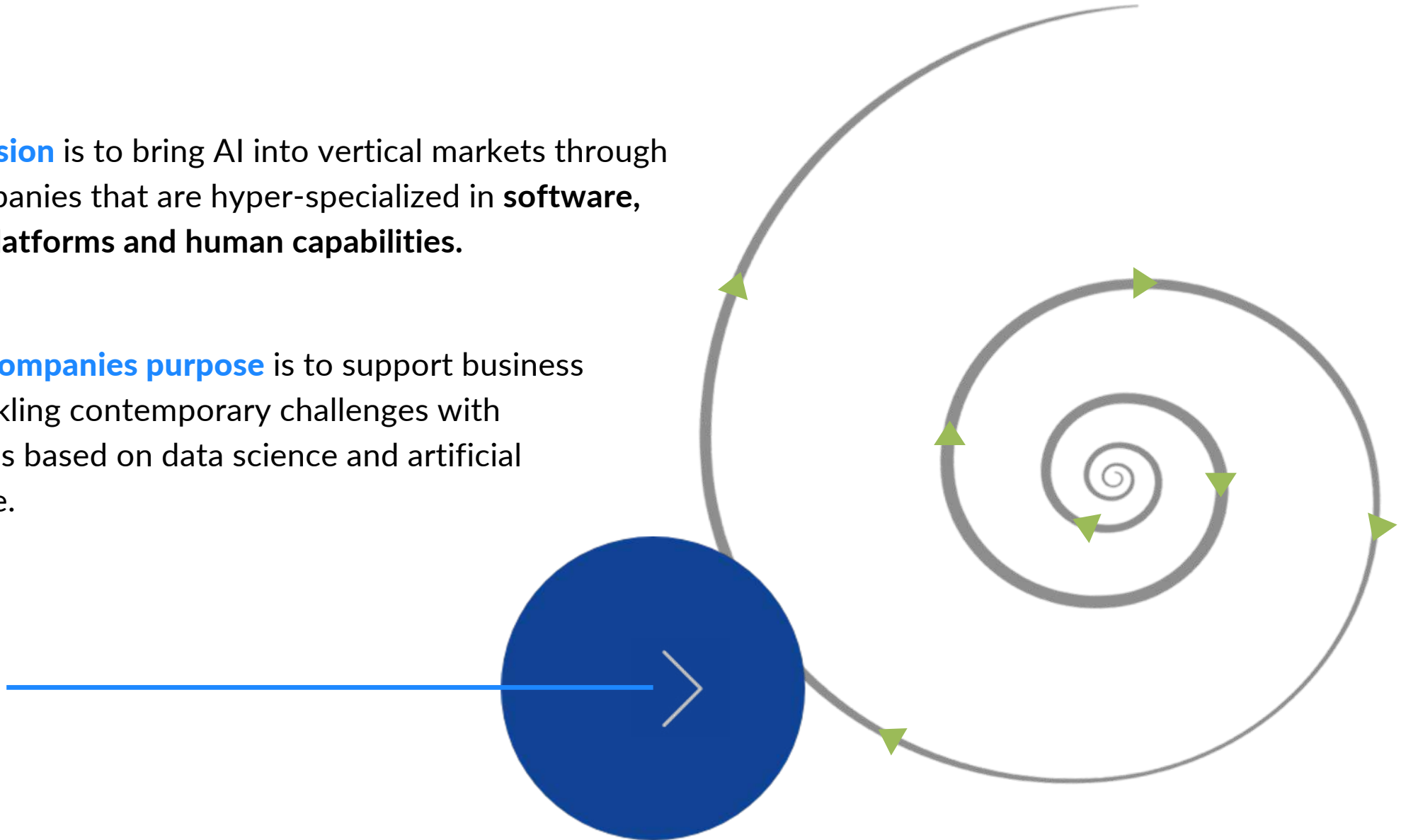
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## SUSTAINABLE GROWTH IS ABOUT CIRCULAR IMPACT

**Datrix mission** is to bring AI into vertical markets through Tech Companies that are hyper-specialized in **software, enabling platforms and human capabilities.**

**Our tech companies purpose** is to support business people tackling contemporary challenges with applications based on data science and artificial intelligence.



# MILESTONES

## 2010

Former **Google Executives** leave a Top Tech Corporation to launch a new **Data-Driven Venture**.

## 2017/8

Angel Investors  
€2.0M

## 2019

2 successful M&As



## 2020

Constitution of **Datrix Group**



Equity from VC & Family Office  
€2.4M



## 2021

Equity from industrial partners  
€2.5M

1 successful M&A  
to enter the US market



IPO on Euronext  
Growth  
€15M AuCap

## 2023

1 Successful M&A



Launch of Aramix



Market Entry:  
MENA REGION

# The Leadership Team

## 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
- *Pierluigi Vacca* – Chief Product Officer, Marketing & Communication Strategist

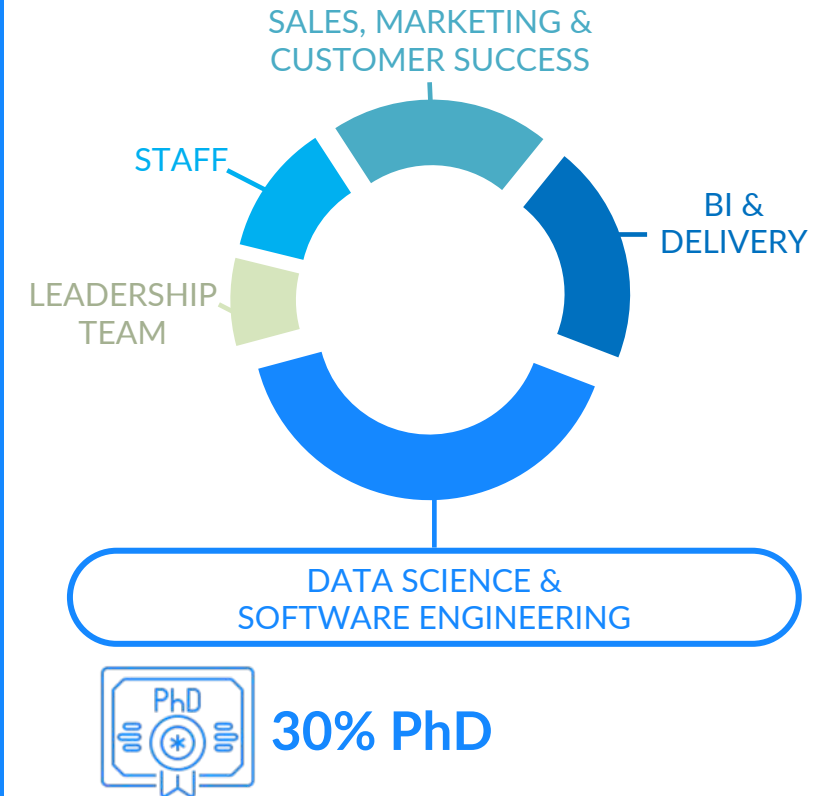
## DATA & TECHNOLOGY STRATEGISTS

- *Filippo Trocca* – Chief Data Officer
- *Matteo Bregonzio* – CTO

## FINANCE, CONTROL & M&A

- *Giuseppe Venezia* – CFO & M&A
- *Michela Rizzo* – Finance & Control

# 120+ Talents



## GLOBAL EXPOSURE & NETWORK

### Offices in 3 countries:



**ITALY**

- MILAN - HQ
- ROME
- VITERBO
- CAGLIARI



**USA**

- NEW YORK



**UAE**

- DUBAI

### Innovation Network and R&D Partners

Datrix collaborates with leading European universities and prestigious research centers, serving as a technological partner for the development of AI models applied to diverse domains, including Life Science, Cybersecurity and broader projects with social utility



**POLITECNICO**  
MILANO 1863



**UNIVERSITAT DE**  
**BARCELONA**



**universität**  
**wien**



**UNIVERSITÄTS**  
**KLINIKUM**  
Jena



**UiT The Arctic**  
University of Norway



**Sant'Anna**  
Scuola Universitaria Superiore Pisa



IRCCS  
**HUMANITAS**  
RESEARCH HOSPITAL



FONDAZIONE IRCCS  
ISTITUTO NAZIONALE  
DEI TUMORI



University  
of Cologne



**SJD**  
Sant Joan de Déu  
Fundació de Recerca



**Leibniz ipht**  
LEIBNIZ-INSTITUT für  
PHOTONISCHE TECHNOLOGIEN



**Fundació**  
**Docència i Recerca**  
Mútua Terrassa



**Aston University**  
BIRMINGHAM UK



**UNIVERSITAT**  
**POLITÈCNICA**  
**DE VALÈNCIA**



**HADASSAH**  
**UNIVERSITY**  
**MEDICAL**  
**CENTER**  
Experience the new Hadassah

Sistema Socio Sanitario



ASST Fatebenefratelli Sacco

# DATRIX BUSINESS PORTFOLIO



**More than 400  
Active Clients**



**>36% International  
Clients**



**Large Corporations and  
High potential SMBs**

Some of our Top Clients



**International  
Partnerships**



## DATRIX UNFAIR ADVANTAGE

Datrix's 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.



### STRATEGY

- INNOVATION
- FUTURE-FORWARD STRATEGIES
- ORGANIZATION
- SYNERGIES & GLOBAL EXPOSURE
- SHARED IP
- & more

### EXECUTION

- PRODUCT DEVELOPMENT
- SERVICE DELIVERY
- GO-TO-MARKET

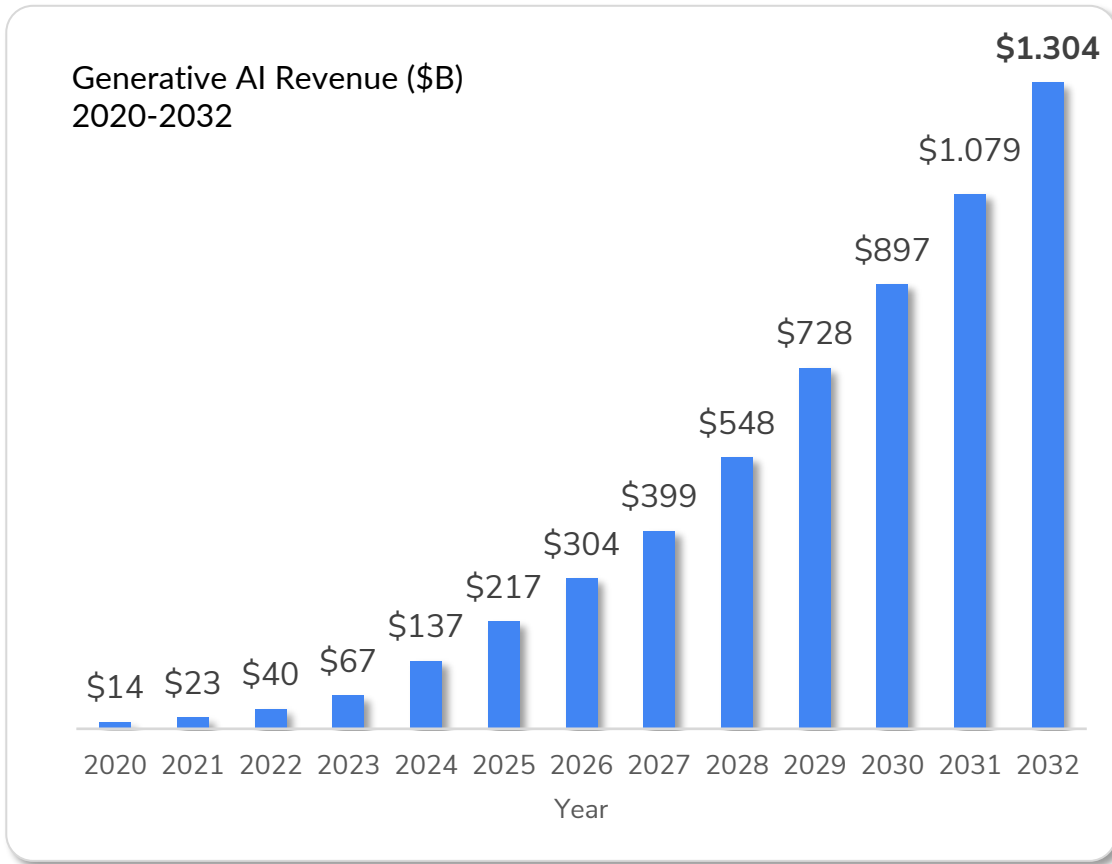


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# **Datrix Group** **Offering**

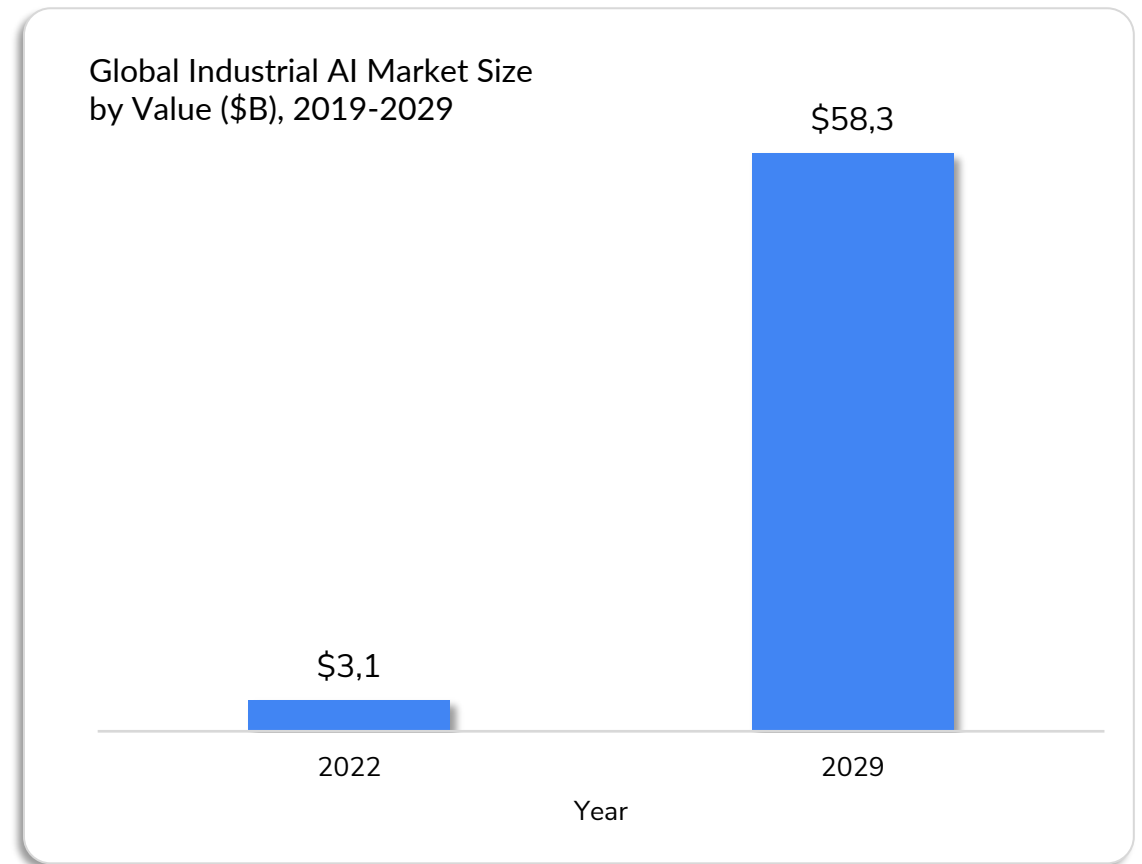


## AI MARKET IS SET TO EXPERIENCE CONTINUED GROWTH



**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)



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)

AI MARKET: FOCUSES ON THE FASTEST GROWING SEGMENTS IN THE AI LANDSCAPE

**Datrix is focused on some very high-growth market segments, which directly apply AI systems to business activities:**



### AI FOR INDUSTRIAL/BUSINESS PROCESSES



### AI FOR DATA MONETIZATION

#### 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) through a blend of proprietary and external data sources.

#### 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.



DATRIX GROUP COMPANIES





DATRIX PROVIDES AI SOLUTIONS AND APPLICATIONS FOR:

**Asset Fair Value Estimation**

Provide a more accurate and reliable heavy assets evaluation to support financial decision-making, M&A strategies, and risk management

**«Zero Downtime» Manufacturing**

Identify and address potential issues in production processes before they lead to downtime.

**Critical Risk prevention & mitigation**

Empowers organizations to improve critical asset performance and safety.

**Processes automation**

Automates the extraction and processing of valuable information from unstructured documents, enhancing operational efficiency and accuracy

**Proprietary Assets:** Descriptive/Predictive/Prescriptive Models, 3rdEye, IDM Application, LLM Models.





SOME USE CASES:

**Fair Value Estimation  
for energy plants  
transactions**

Helped in accurately valuing multiple production plants, resulting in asset values **60%-100%** higher than traditional methods, leading to increased profits during the sale phase.

Energy  
Company

**Improve the business  
continuity of a pharma  
production, reducing  
downtimes**

Predicted where a production discontinuity was likely to occur in order to reduce rework times and production waste

Pharma  
Company

**Risk assessment for new  
hydrogen railway lines**

Identified all the possible risks for the circulation of a new hydrogen train in a highly urbanized section

Railways  
Company

**Enhance efficiency in the  
customers-onboarding  
process**

Efficiently managed data extraction/analysis of **90,000 files** annually for consumer credit onboarding -> Time savings and an annual cost reduction of over **€460,000.**

Primary Italian  
Bank



DATRIX PROVIDES DATA & SERVICES FOR:

### Marketing Automation & Personalization

Datrix's Full Funnel Technology, powered by predictive AI, identifies/activate user clusters from comprehensive behavioral, interest and intent data. This GDPR-compliant approach drives personalized marketing actions for business growth

### Ad Space & Audience Monetization

Datrix's award-winning Monetization Platform empowers publishers and app developers to optimize ad revenue across diverse channels (Web, Mobile, CTV) through data/AI. It also identifies highly qualified audiences, creating new revenue streams

### Thematic Investing & Direct Indexing

Datrix's software, driven by alternative data, identifies new investment ideas for thematic portfolios and offers guidance to financial professionals in creating products like Direct Indexed portfolios

**Proprietary Assets:** Data Platform, Ethical 1° Party Data Collection System, Alternative Data Collection System

Audience AI,  
Trend AI





DATRIX PROVIDES AI SOLUTIONS (APPLICATIONS) FOR:

### Identify and Activate High-Repurchase-Potential Customer Segments

Datrix's technology leveraged 1° party data (+2000 user behavior variables) to identify audiences with shared characteristics and repurchase potential, enabling personalized marketing actions.

This results in a **+20% boost in conversion rates**, accompanied by a **15% reduction in investments**



### Maximize AD Revenue for an international Music App Developer

Datrix offered a cutting-edge in-app monetization solution that not only amplifies advertising demand sources but also identifies those open to offering more

This led to: **Overall RPM was up +40%** ,  
**eCPM +36%**  
**Revenue +303%**



### Entry in US Market with Thematic Data

Datrix has forged a **strategic partnership with Nasdaq** to disseminate its exclusive thematic data within the US market, enhancing the investment experience with greater sophistication, personalization, and alignment to the preferences of market users



# DATRIX GROUP DATA-DRIVEN ECOSYSTEM

#1 DATA ACQUISITION

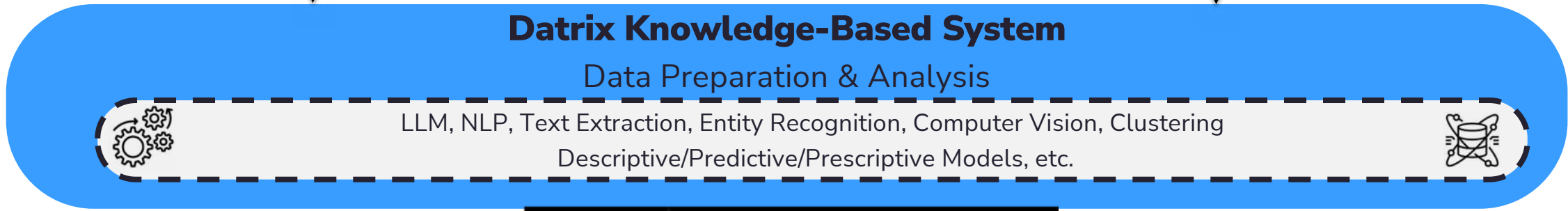
## AI FOR INDUSTRIAL/BUSINESS PROCESSES



## AI FOR DATA MONETIZATION



#2 DATA TRANSFORMATION



#3 SOLUTIONS GENERATING VALUE FOR:

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

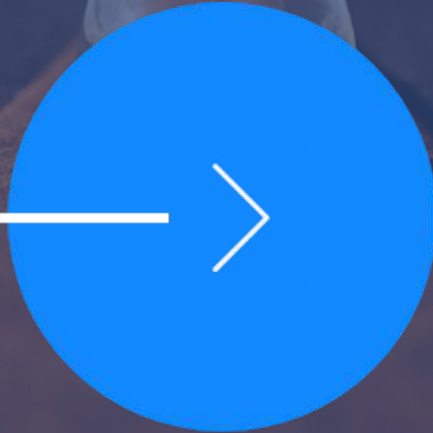


DATA PRODUCERS (PUBLISHERS, RETAILERS, APP-DEVELOPERS) THAT WANT TO DIVERSIFY / MAXIMIZE REVENUE THROUGH AI



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# **Growth** **Strategy**



DRIVING RAPID AND SUSTAINABLE GROWTH

**Datrix is focused on market expansion that leverages on 3 pillars:**

**01**

ORGANIC GROWTH

**02**

M&A

**03**

GEO-DIVERSIFICATION



## 3 APPROACHES TO ORGANIC GROWTH



### #1 Direct Sales

Positioning Datrix cross-area solutions to mid-large enterprises through an highly qualified sales force.



### #2 Inside Sales

Positioning specific Datrix solutions to SMBs through remote sales teams.



### #3 Partnership Program

Identifying selected external partners enabling scalable and international distribution of Datrix solutions.

# ORGANIC GROWTH: GTM GUIDELINES

STRATEGY  TACTICS

Market Analysis

Product / Service Strategy

Go-to-Market Plan

Launch

Monitor & Adjust

ACTIVE SALES CHANNEL

Direct  
Sales

DEAL SIZE > € 50K

COMPANY SIZE > € 80M  
DIGITAL READINESS -> HIGH

Inside  
Sales

DEAL SIZE > € 15K

COMPANY SIZE > € 20M  
DIGITAL READINESS -> MEDIUM

Partnership  
Program

DEAL SIZE > € 300K

COMPANY TARGET OF PARTNERS:  
Local -> Large Corporates,  
International -> Large Corporates and SMEs

## 2 APPROACHES TO M&A



### **#1 Market Integration**

Accelerate  
access to new customers, new  
markets, new targets



### **#2 Tech Integration**

Accelerate  
tech and product pipeline  
development

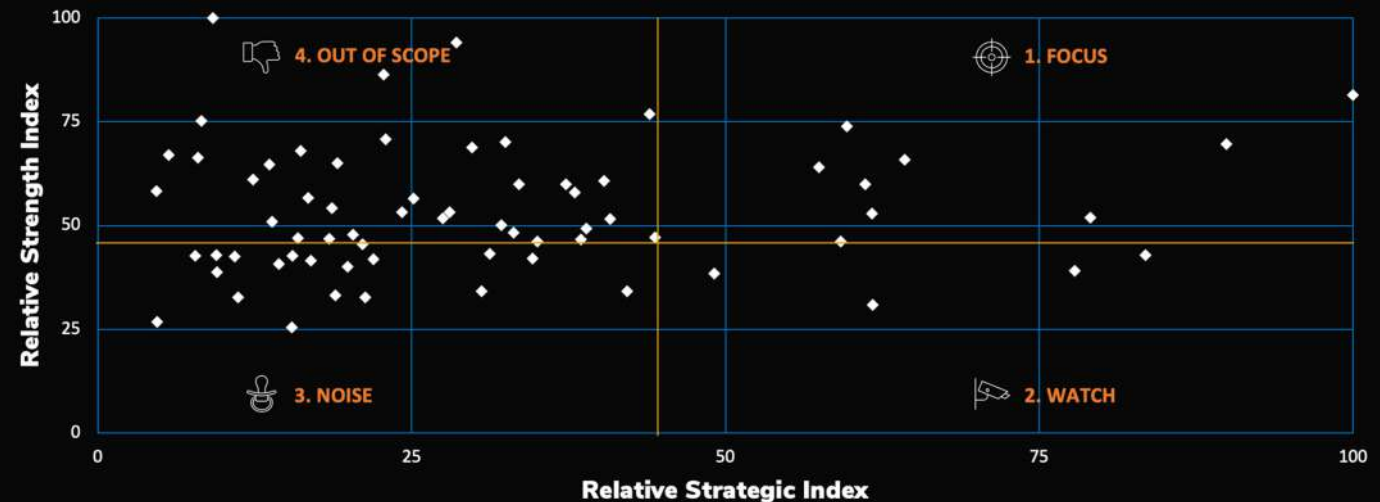
## M&A

### TARGET COMPANIES PROFILE

**Datrix aims to support the growth of tech scale-ups operating in niche markets or hyper-specialised segments, which are:**

- Tech-companies that, although without AI on core process, have growth potential through AI applications
- AI-native companies (they have a validate AI-by-design business model)

68 Target in DB and 20 in shortlist



## WHY DATRIX IS SO ATTRACTIVE?

### DATRIX:

Leadership team that fuels innovation and future-forward strategies

Brand with high reputation on Data and AI for investors, partners and clients

Access to new markets and clients (EU/US/UAE) and capital opportunities

Deep Knowledge in data management practices, data science methodologies and advanced AI technologies

$$e^n \gg n \times e$$

(with  $n > 1$ )

Exponential (e) leverage of target potential (n)

### TARGET COMPANIES:

Industry focused

Deep Expertise

Proprietary technologies/products

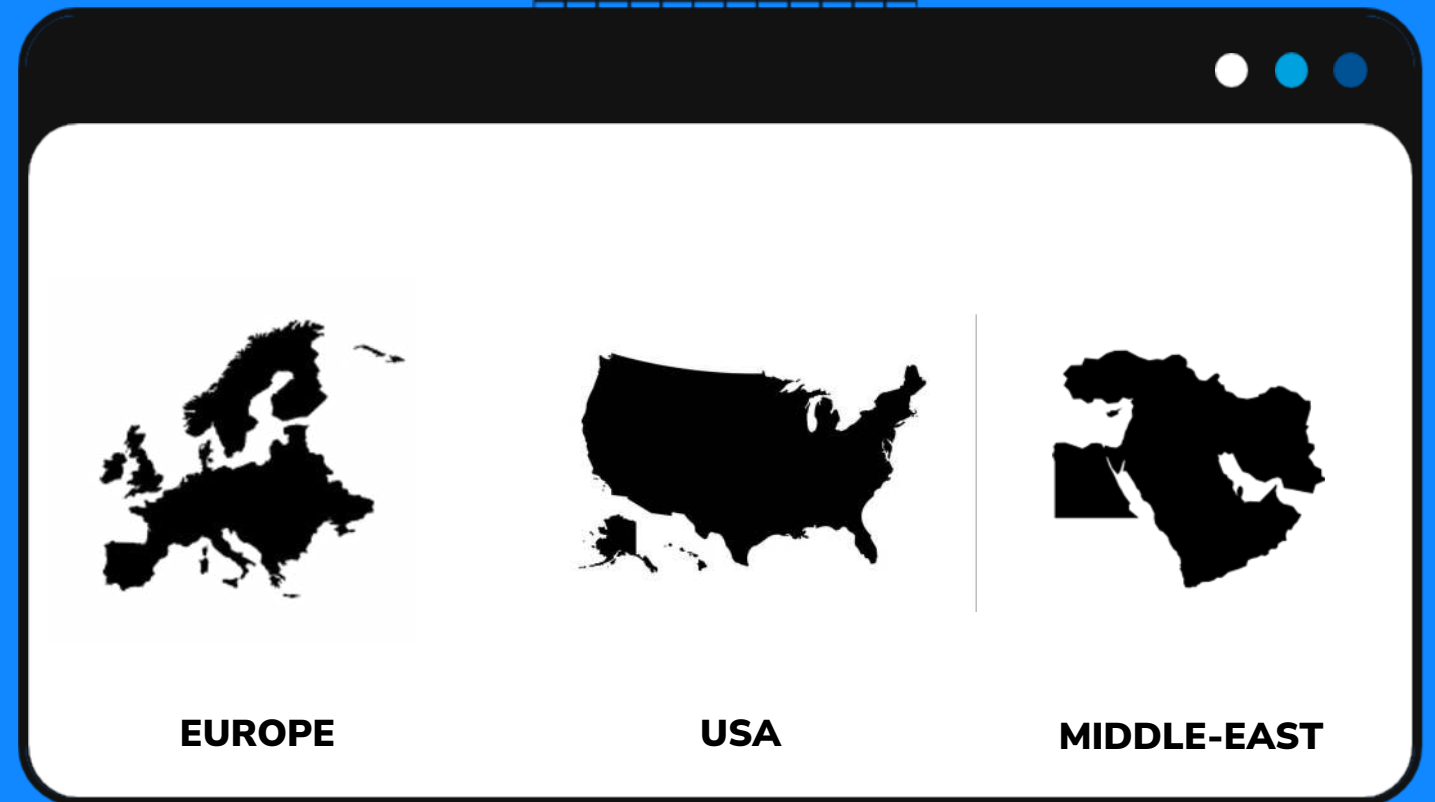
Potentially rapid growth

Team of talents

### #3 - GEO-DIVERSIFICATION

**By expanding into new/different markets (geographies & business areas), Datrix:**

- reduces its exposure to a single market or customer segment.
- opens up additional revenue streams
- balances seasonality or cyclical fluctuations
- brings its core competencies, technologies, or expertise to different industries or customer segments,
- encourages innovation and learning within the company
- creates business synergies between existing and new markets



**THANK  
YOU**



DATRIX GROUP SPA

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# Appendix I

Consolidated results  
1H 2023



STRATEGIC KIPs ACHIEVEMENTS – 1H2023©

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**7.0 €**

REVENUES (MLN)

**7,1 € in 1H2022**



- Data Monetization Revenues **+73%**
- ML Model Serving Revenues **+81%**

**+29% YoY organic growth on a like-for-like basis and with a new revenue strategy**

---

**37%**

FIRST 10 CLIENTS ON TOTAL REVENUES

**52% in 1H2022**

**67%**

RECURRING REVENUES\*

**72% in 1H2022**

**55%**

INTERNATIONAL REVENUES

**32% in 1H2022**

**1.5 €**

R&D INVESTMENTS

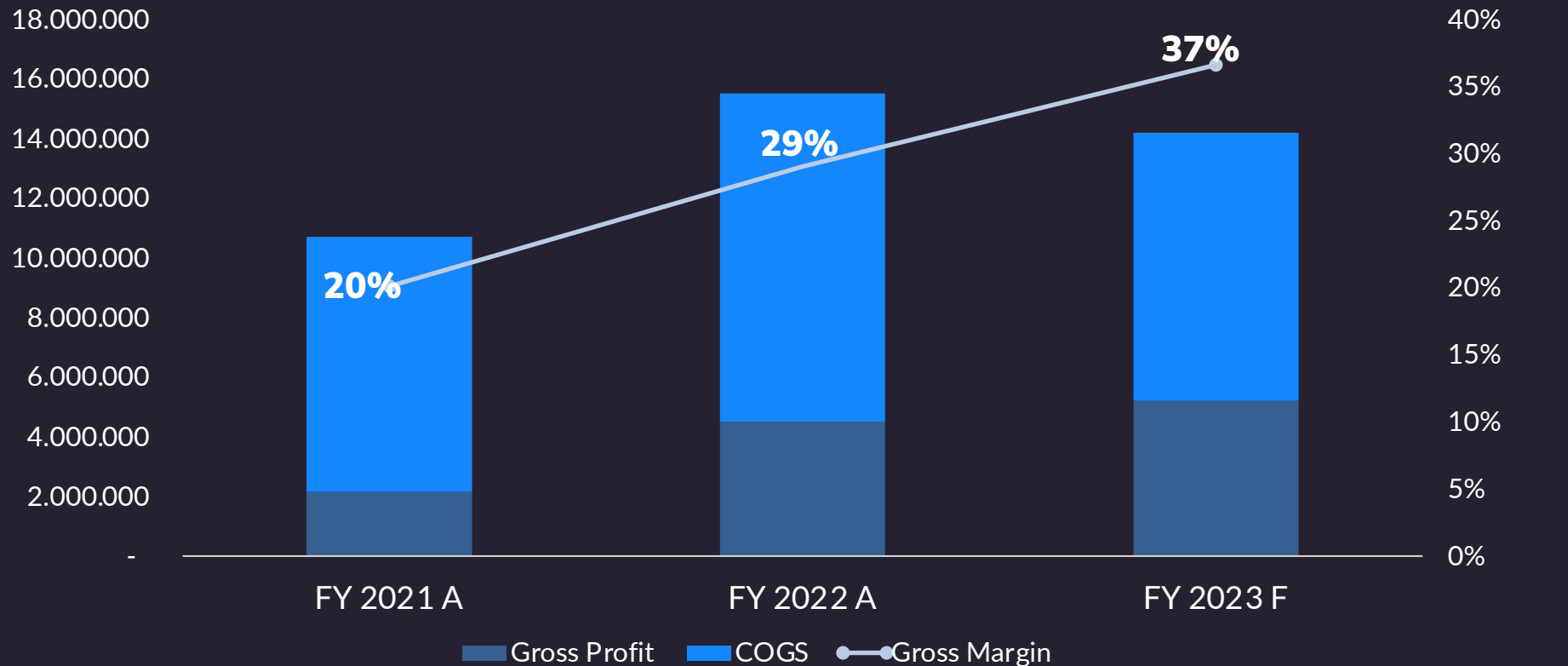


The 2023 growth and financial strategy is focused on increasing higher-margin revenues

\*affected by new revenue strategy

# FOCUS ON REVENUES: HIGH MARGIN NEW OFFERING STRATEGY

## AI for Data Monetization



Training algorithms for Audience Qualification models



Models of Audience Qualification distributed across the entire MarTech customer base

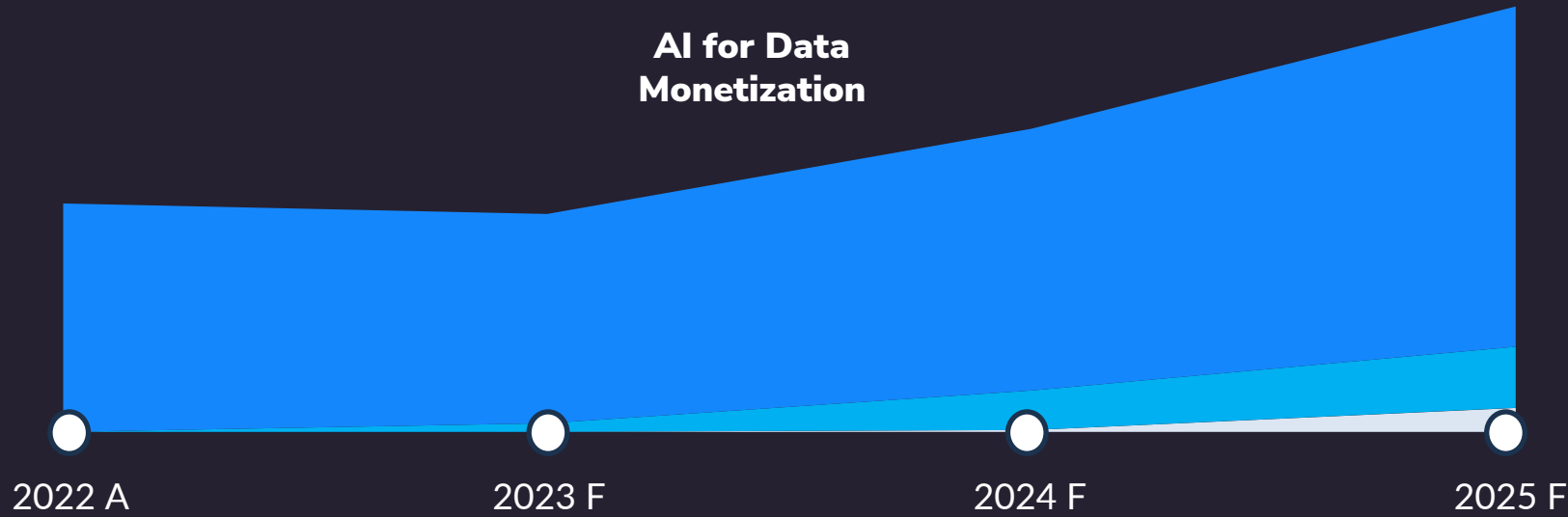
## HIGHLIGHTS- 1H2023

	1H2023	1H2022
<b>EBITDA (MLN)</b>	-0.8 € (-12%)	-0.9 € (-13%)
<b>CONSOLIDATED NET RESULTS (MLN)</b>	-2.5 € <small>Does not consider deferred taxes (+0,5 Euro mln)</small>	-1,6 €
<b>NET FINANCIAL POSITION (MLN)</b>	+3.5 € <small>* Burn rate reduction of about 20% vs 1H2022</small>	+5.3€

# GROWTH STRATEGY AND CASH FLOW GENERATION

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## AI for Data Monetization

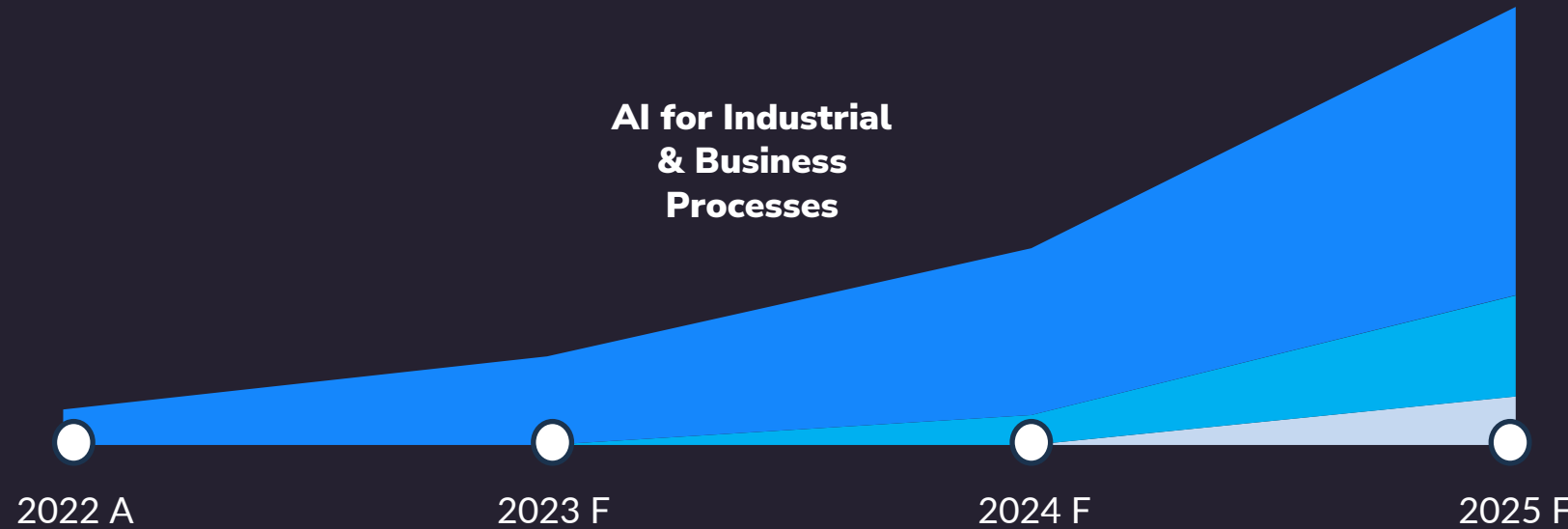


REVENUE

EBITDA

CASH GENERATION

## AI for Industrial & Business Processes



2022 A

2023 F

2024 F

2025 F

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# Appendix II

## Companies



### MISSION

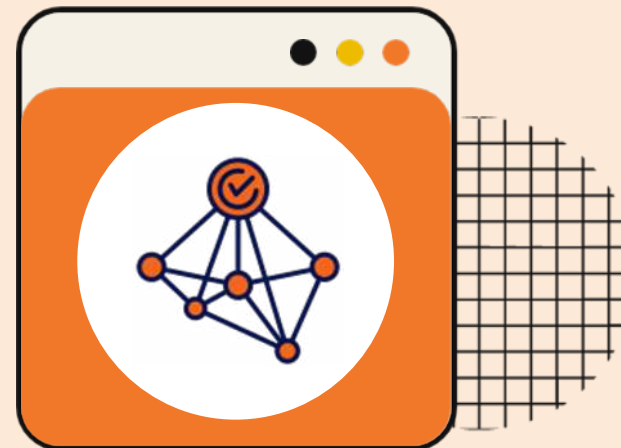
ByTek is a cutting-edge tech company that harnesses the power of **data analysis, artificial intelligence, proprietary technologies** and **human expertise** to **unlock the true business potentials of companies**

**BUSINESS AREA:**  
MARTECH

### 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



## #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**

### TECHNOLOGY & DATA SCIENCE ASSETS

#### Ethical Data Collection

*ensuring data accuracy, privacy, and compliance*

#### 1° Party Data



Web & App Analytics



CRM



Cloud Computing



Survey

#### Alternative Data



Market AI Intelligence

#### Data Science



Clustering Algorithms



Forecasting Algorithms



Large Language Models



Media Attribution Models

#### Audience, Bidding Strategy and Content Synch Technology



### MISSION

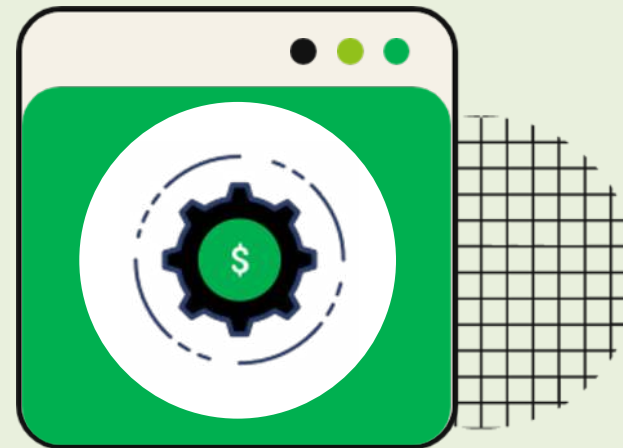
Adapex is a **full-service monetization platform** that helps publishers and app developers **maximize their ad revenue** across multiple channels – Web, Mobile, CTV – through data.

**BUSINESS AREA:**  
ADTECH

### 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**



**M4 Tech Suite™**

CTV

AUDIENCE  
MONETIZATION

**BUSINESS  
LINES**

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

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

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



Proprietary AdServer Systems



Privacy-centric Data collection



Content Classification Technology



First-to-market unified analytics dashboard



Integration with Premium ad exchanges and PMPs



User Identification



AI-based Users profiling



Over 1000+ worldwide publisher partners network



Fraud detection and brand safety automatic controls



Audience Sharing Tech



Reporting Dashboard

## MISSION

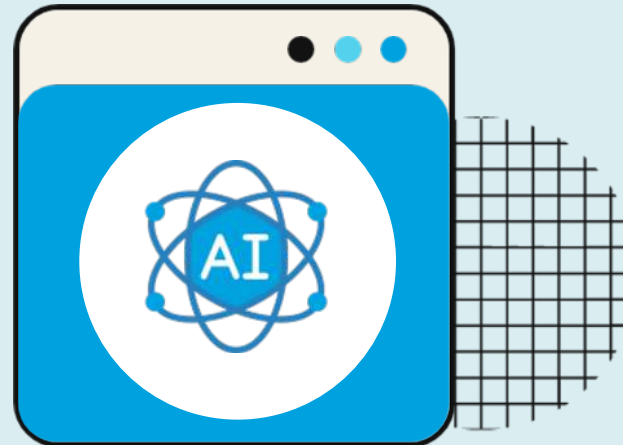
Aramix harnesses the most advanced **descriptive, predictive and prescriptive data science models** to improve the **efficiency of industrial and management processes** across various industries and company sizes

**BUSINESS AREA:**  
ML INDUSTRIAL

## 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 LINES**



AI DESCRIPTIVE  
PREDICTIVE AND  
PRESCRIPTIVE  
MODELS

FOR INDUSTRIAL  
PROCESSES



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

FOR MANAGEMENT  
PROCESSES



- Intelligent Document Processing
- Alternative Data-based Risk Monitoring (3rdEye)

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

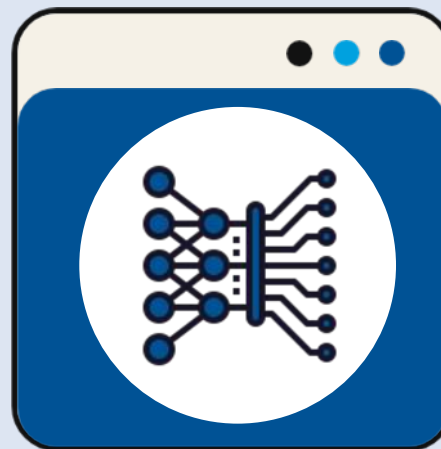
FinScience combines **alternative data and AI** to generate **high-value insights/metrics for thematic investing and direct indexing** helping private and institutional investors to make **better-informed decisions**.

**BUSINESS AREA:**  
FINTECH

### 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.

THEMATIC INVESTING

**BUSINESS LINES**

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

Data Science

**TECHNOLOGY & DATA SCIENCE ASSETS**



Clustering Algorithms



NLP Algorithms  
Large Language Models /  
Topics Models

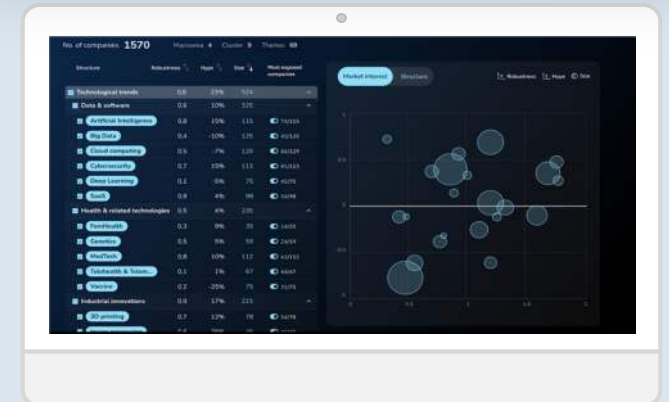


ESG Proprietary Framework



Proprietary Scoring System

Proprietary Analytics Platform & Design System



**SPECIFIC GTM IMPLEMENTATION**



**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

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