



# CORPORATE PRESENTATION

2025

Confidential

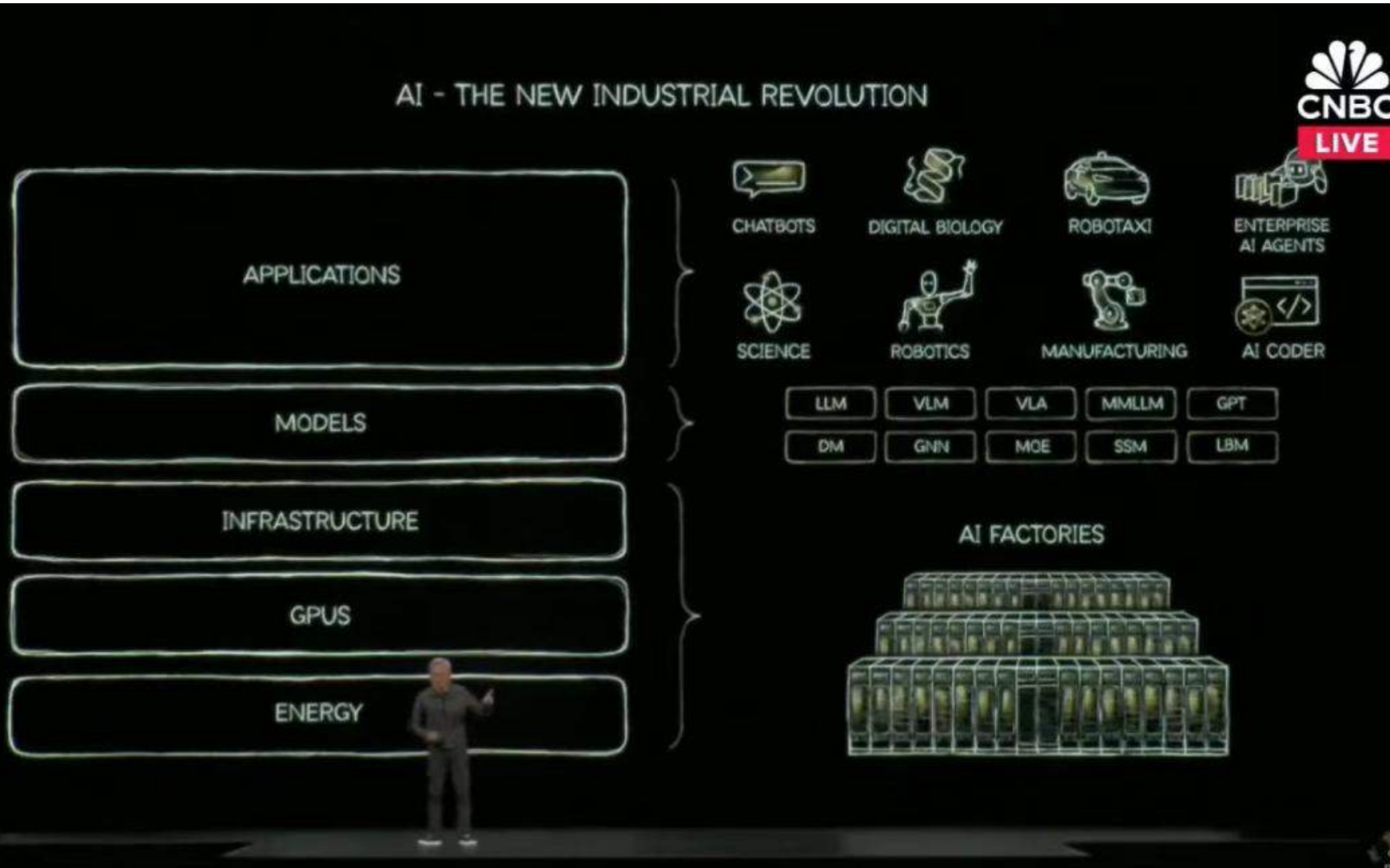


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# Datrrix in a nutshell



# Datrix is poised to ride the wave of the AI application era.



«The next 10 years is going to be the application science of AI.»

«AI will become pervasive weaving its way into nearly every industry.»

Jensen Huang  
NVIDIA Co-Founder & CEO

INTRODUCING DATRIX

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





**Datrix's mission is to disseminate transformative AI technologies through innovative software companies.**

Revitalizing national and european software SMEs with cutting-edge AI, we pave the way for these technologies to be integrated within small-to-large corporations effectively.

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



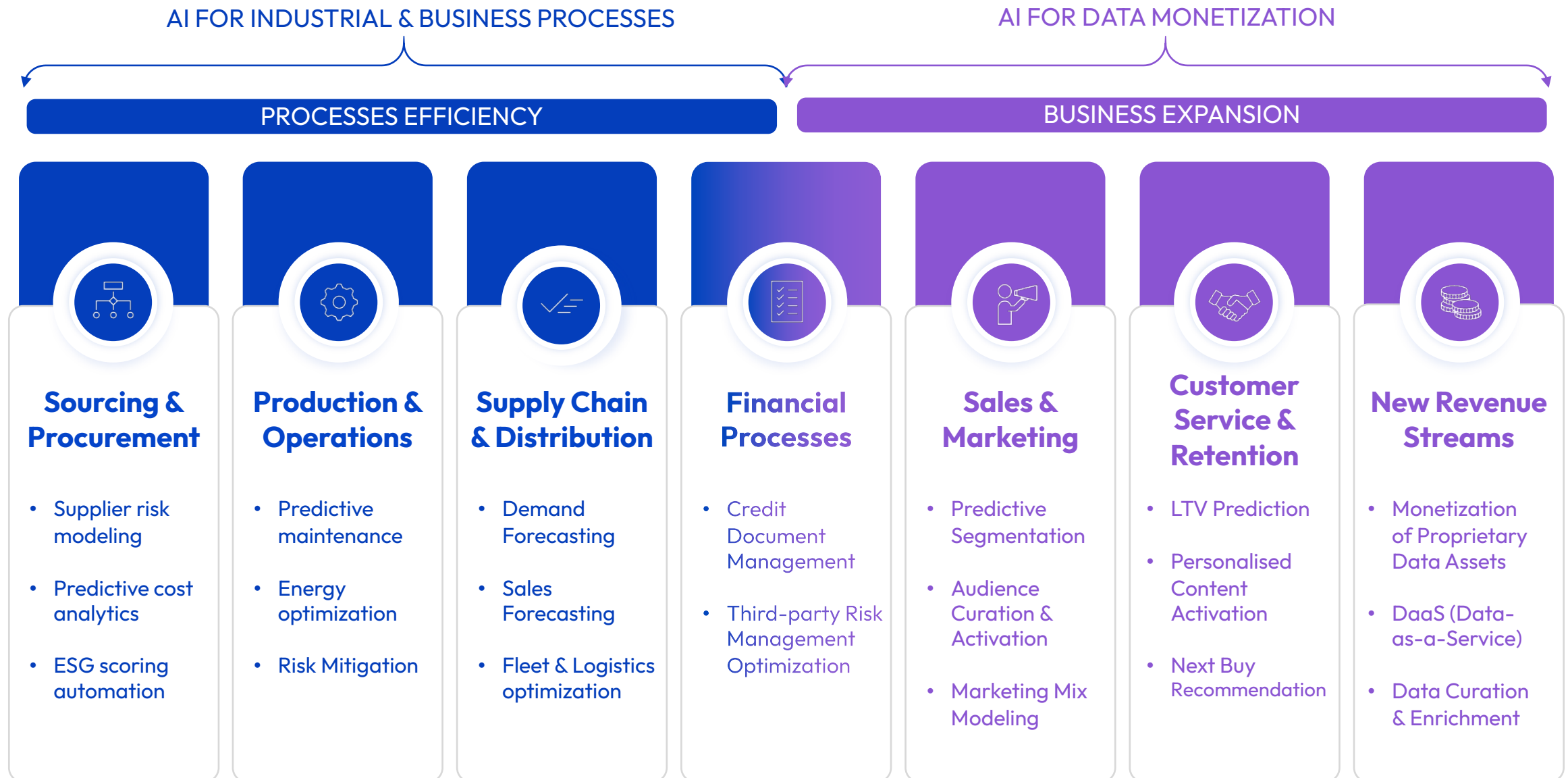
### Unlock the monetary potential of different data resources

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.

## AI GOVERNANCE:

Centralized technology to maximize the potential of AI in a secure, efficient and policy-compliant way.

# END-TO-END IMPACT: HOW DATRIX AI APPLICATIONS ENHANCE EVERY STAGE OF THE VALUE CHAIN



## VISION: DATRIX AS **EUROPEAN AI CHAMPION**

Datrix serves 5 key sectors, ensuring they benefit from AI's transformative power.



### **Utilities**

Production - Procurement - Distribution - Retail



### **Healthcare**

Research - National Health Service - Pharma



### **Financial Services**

Bank - Insurances



### **Manufacturing**

Industrial Automation



### **Distribution and Logistics**

Wholesale - Retail - Transportation



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# Our Go-to-Market Model

## THE 2 LAYERS OF DATRIX'S GO-TO-MARKET MODEL

Datrix's GTM model consists of two interconnected layers, **both empowered by AI:**

### 1.M&A

Scouting & Validation



### 2.CO-PILOT

Guidance & Growth

# A SCALABLE GROWTH MODEL



## #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



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

\$ MARKET / FINAL CUSTOMERS \$

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# Positioning



## FOUNDATION (Pre-IPO)

Built the core technology and founding teams. Early M&A and market exploration to validate the business model.

## EXPANSION (IPO)

Scaled internationally and increased recurring revenues. Invested in R&D, Branding and AI capabilities to strengthen our market approach and anticipate enterprise adoption.

## APPLICATION & GROWTH

Deploying our go-to-market model by combining companies acquisition and AI empowerment to enhance impact and profitability.

Phase 1 (2018-2021)

Phase 2 (2021-2024)

Phase 3 (from 2025)



## RESEARCH & LAB

AI confined to research environments and academic projects – limited awareness and no direct business application.

## EXPLORATION

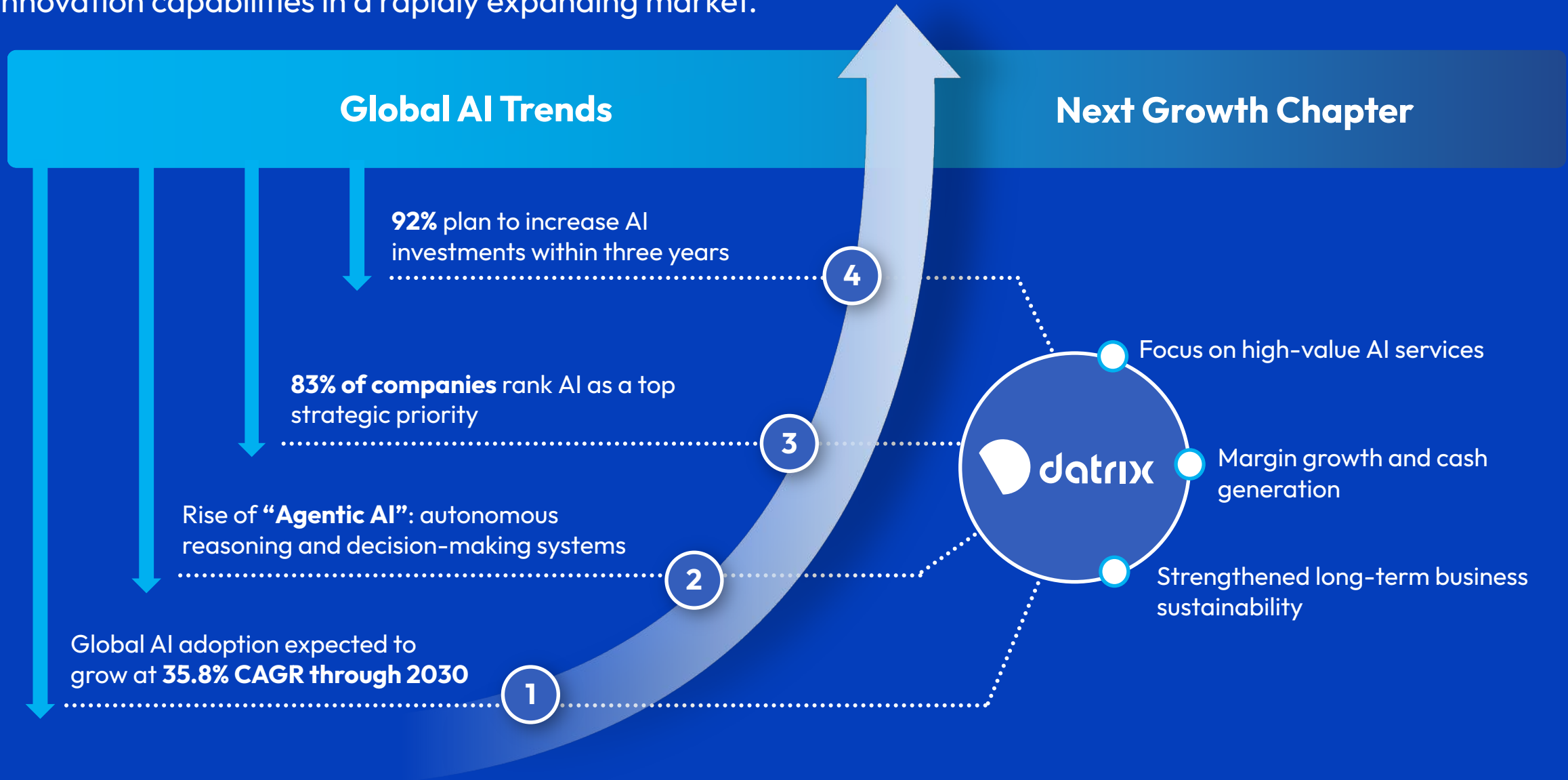
First proofs of concept emerge, applied to isolated business functions and mainly driven by large tech players.

## APPLICATION & IMPACT

AI systems move into production, delivering measurable business impact and supporting strategic decisions. As adoption broadens beyond early adopters, there is increasing room for **applied AI**.

## NEXT PHASE: CAPTURING THE AI MARKET ACCELERATION

Datrix is strategically positioned to capture the next wave of AI growth, leveraging its proprietary assets and innovation capabilities in a rapidly expanding market.



UNTOUCHED BY COMPETITION: LEADING THE WAY IN VERTICAL AI APPLICATIONS

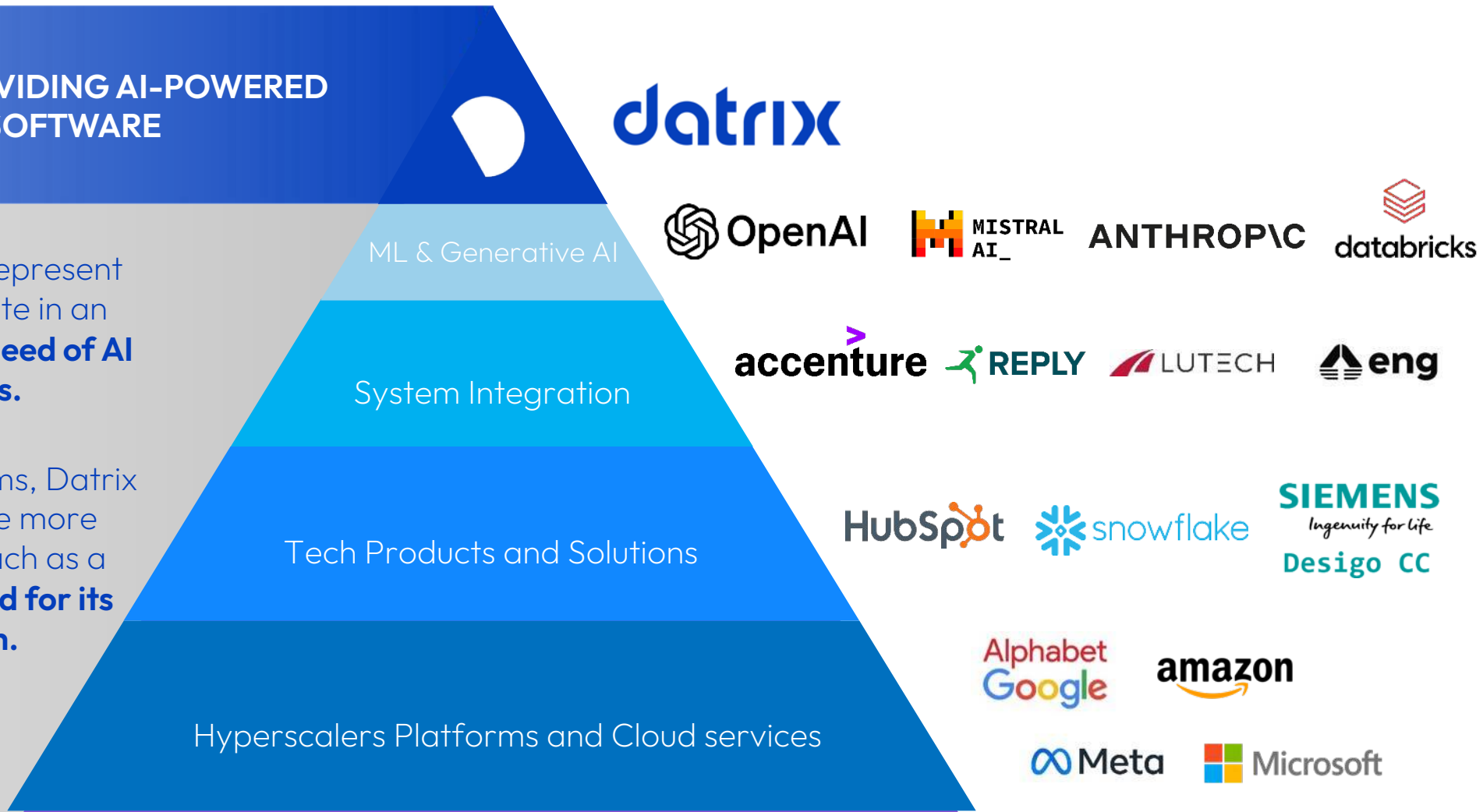


**Datrix doesn't compete with tech giants and system integrators** focused on horizontal AI applications, IT stack, and infrastructure. Instead, **Datrix creates synergies** by complementing their capabilities with **specialized AI vertical solutions.**

**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.**



## FOCUS ON AI INNOVATION TO STAND APART FROM COMPARABLE MODELS



The market for **Company Aggregators** is thriving, featuring successful models such as:

### Financial Aggregators:

Their core strategy is centered on acquiring profitable companies and leveraging financial controls and resources to deliver consistent returns for investors. Their value lies in financial management and portfolio optimization.



### Industrial Holdings:

Focused on acquiring companies within a specific sector or industry, enhancing operational efficiency, and generating synergies through shared resources and processes. Their growth is primarily driven by improving business operations and maximizing economies of scale.



### Ecosystem Orchestrators:

A newer and more specialized model, this strategy focuses on integrating diverse vertical companies into an interconnected ecosystem where AI-powered technology serves as the common thread that drives innovation and growth.



## Company Aggregation Models

	Diversified	Financial Aggregators	Industrial Holdings	Ecosystem Orchestration
<b>AI Innovation Value Add</b>				☑
Industrial Value Add			●	●
Vertical Market Specific Software		●	●	●
Portfolio Control	●	●	●	●
M&A Capabilities	●	●	●	●

While financial aggregators and industrial holdings excel in operational efficiency and financial control, they lack a crucial element for future competitiveness: **AI-powered innovation.**

Datrix's AI ecosystem orchestrator model bridges this gap by **leveraging artificial intelligence to enhance vertical solutions, unlock new levels of productivity, and accelerate growth** — maximizing impact and returns on invested capital.

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# 1H2025 Consolidated Results

## STRATEGIC KPI's ACHIEVEMENTS – 1H2025

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**8.4 €**

REVENUE (MLN)

**+8% YoY**

7.8 € MLN in 1H2024

**68%**

RECURRING REVENUE

**67% 1H2024**

**58%**

REVENUE FROM FOREIGN CUSTOMERS

**60% 1H2024**



**Note:** In May 2024, Datatrix sold the Mobilit business unit; the impact on revenue in 1H2024 was €0.3 million (core business revenue growth on a like-for-like basis is 9%).

HIGHLIGHTS (DATA IN EU MLN.)

	<b>FY2024</b>	<b>FY2023</b>	<i>Change</i>
AI for Data Monetization	16,0	13,4	20%
AI for Industrial & Business Processes	1,8	1,2	42%
<b>Total Business Lines</b>	<b>17,8</b>	<b>14,6</b>	<b>21%</b>
Other Revenues	0,4	0,6	-30%
<b>Total Revenues</b>	<b>18,2</b>	<b>15,3</b>	<b>19%</b>
<b>EBITDA Adjusted</b>	<b>1,0</b>	<b>-0,3</b>	<b>1,3</b>
<i>EBITDA Margin Adjusted</i>	6%	-2%	
<b>Profit (Loss)</b>	<b>-2,5</b>	<b>-3,6</b>	<b>32%</b>
<b>NFP</b>	<b>-0,7</b>	<b>-2,4</b>	<b>-1,7</b>

HIGHLIGHTS (DATA IN EU MLN.)

	1H2025	1H2024	<i>Change</i>
AI for Data Monetization	7,1	6,9	4%
AI for Industrial & Business Processes	1,1	0,8	39%
<b>Total Business Lines</b>	<b>8,2</b>	<b>7,6</b>	<b>7%</b>
Other Revenues	0,2	0,2	44%
<b>Total Revenues</b>	<b>8,4</b>	<b>7,8</b>	<b>8%</b>
<b>EBITDA Adjusted</b>	<b>1,0</b>	<b>-0,2</b>	<b>1,1</b>
<i>EBITDA Margin Adjusted</i>	<i>11%</i>	<i>-2%</i>	
<b>Profit (Loss)</b>	<b>-1,2</b>	<b>-1,5</b>	<b>17%</b>
<b>NFP</b>	<b>2,5</b>	<b>-0,4</b>	<b>- 3,0</b>

Thank You



## DISCLAIMER

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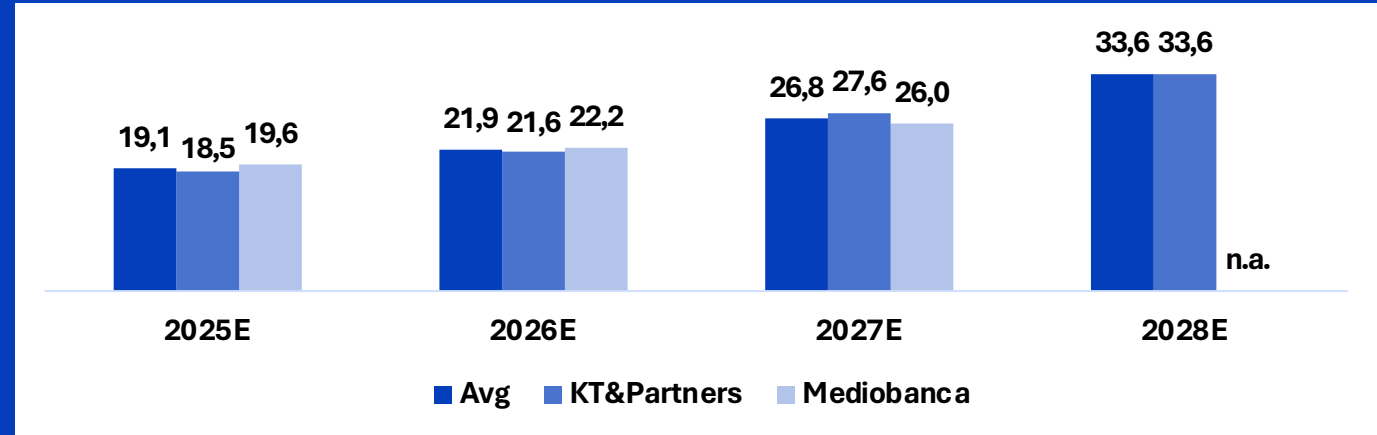


# Appendix

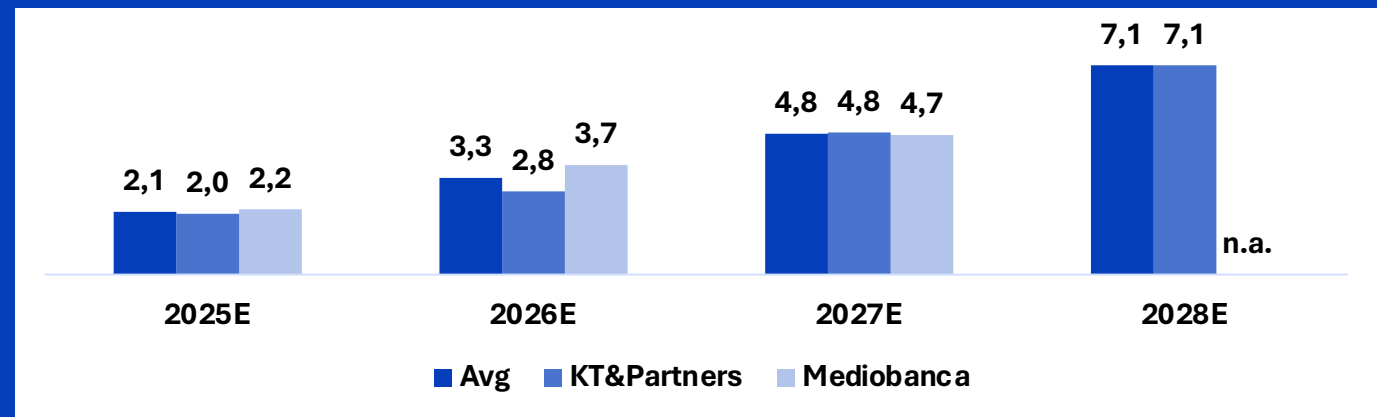
- **Analysts' Market Consensus**
- **Readiness & Compliance with the AI Regulatory Framework**

## ANALYSTS' MARKET CONSENSUS

### FY25E – FY28E ANALYSTS' CONSENSUS ON SALES (€m)



### EBITDA ADJ (€m)



**KT&P**PARTNERS

INITIATION OF COVERAGE  
15.10.2025

Fair Value **€2.75**  
Rating **ADD**  
Upside **+72%**



MEDIOBANCA  
RESEARCH

UPDATE – Last report  
22.10.2025

Fair Value **€2.00**  
Rating **OUTPERFORM**  
Upside **+16%**

# Appendix

- **Analysts' Market Consensus**
- **Readiness & Compliance with the AI Regulatory Framework**

# READINESS AND COMPLIANCE WITH THE AI REGULATORY FRAMEWORK

## Datrix is aligned with Italian AI Law and EU AI Act



### Anthropocentric & Responsible AI

- EU privacy & regulatory standards compliance built-in
- Privacy-by-design architecture as core requirement
- Solutions that operationalize governance as business accelerator and ensure ongoing compliance

### Healthcare: Privacy-Preserving AI

- Protecting patient rights enabling Privacy-first research and innovation
- Anonymization guidelines and synthetic data
- BETTER Project: Federated learning for healthcare
- UNICA Project: AI for oncological risk assessment

### Governance: Transparency & Control

- AICORE: Framework for governance and compliance control over generative AI use in enterprises
- 3rd Eye: Risk management platform for detecting and monitoring operational risks
- Dataset tracking and auditability

### Training & AI Literacy

- AI literacy strengthening, STEM/technical education pathways
- Training programs co-designed with management and hybrid learning approach
- Tools, workflows, upskilling on production use case

### Cybersecurity: Secure-by-Design

- Cyber-resilience as architectural requirement
- Protect security of Machine Learning models, robustness testing, continuous monitoring
- Rapid incident response protocols

### Industrial Ecosystem & Risk-Based Approach

- Vertical B2B mission-critical applications
- Domain-specific AI requiring specialized expertise
- High switching costs and deep client integration
- No competition threat from generalist horizontal AI platforms



- Datrix drives responsible AI innovation, ensuring solutions that not only meet current regulatory standards but are also prepared for evolving requirements in the Italian and European AI landscape
- Datrix transforms compliance principles into governance, security and measurable business impact across the industries in which it operates