

## **DATRIX GROUP AND DIRECT CHANNEL JOIN FORCES TO INNOVATE THE PUBLISHING MARKET BY SIGNING A TWO-YEAR AGREEMENT WORTH APPROXIMATELY €1 MILLION**

**Milan, 16 May 2024 - Datrrix S.p.A.** (**'Datrrix'** or the **'Company'**), a company listed on Euronext Growth Milan (ISIN code IT00054683) and the parent company of an international group that develops Artificial Intelligence solutions and applications to accelerate data-driven growth for businesses through highly specialised tech companies, announces a significant new strategic agreement with Direct Channel S.p.A. (**'Direct Channel'**), a subsidiary of Mondadori Media, part of the Mondadori Group.

The agreement foresees **the integration of the MobiLit software platform of Paperlit S.r.l. ('Paperlit')**, a Datrrix Group company and former partner of Direct Channel, with the digital solutions for the management and sale of online subscriptions developed by the latter. This integration aims to create a single reference platform, which will enable more efficient and targeted management of subscriptions and distribution of digital content on the web and mobile applications.

**In addition, Direct Channel will sign a two-year contract with Datrrix S.p.A. that provides for the application - through ByTek S.r.l. ('ByTek'), MarTech company of the Datrrix Group - of the Audience AI platform to all digital services offered to its customers.** Audience AI is a technology designed to analyse and predict users' propensity to purchase as well as automatically trigger data within marketing campaign management platforms.

Datrrix's technological expertise in AI and Direct Channel's corporate culture constantly focused on innovation and development, together with Mondadori Group's experience and solidity in the publishing market, will create a significant competitive advantage and set new standards for the industry, promoting innovation and efficiency.

**Fabrizio Milano D'Aragona, CEO and co-founder of Datrrix Group, commented:** *"We are excited to announce this partnership with Mondadori Group's Direct Channel, which marks a pivotal moment in our mission to promote the practical application of AI-based technologies to business. This collaboration, not only strengthens our position as a leader in the development of AI-based solutions for the MarTech sector, but also opens new avenues to transform data into value with a positive and tangible impact for our customers. Finally, we believe that the integration of our advanced data-driven AI technologies with the Mondadori Group publishing expertise represents a major step forward in the industry, improving user engagement and increasing business performance".*

## **Details of the sale of Paperlit's Mobilit platform to Direct Channel:**

The integration of the MobiLit platform into Direct Channel will be achieved through a sale of Paperlit's business. The sale involves the transfer to Direct Channel of:

- the MobiLit software platform
- the labour relations with Paperlit employees working in the delivery of services related to the MobiLit platform, together with Paperlit's debts towards them;
- the active contracts with MobiLit software customers;
- the passive contracts related to the provision of services connected to the MobiLit platform;
- the hardware related to the proper conduct of operations.

It should be noted that, through the marketing of the MobiLit platform, Paperlit generated revenue of EUR 0.7m in 2023.

The completion of the transaction is expected to be finalised by 31 May 2024.

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## **ABOUT DATRIX**

*Datrix is an international Group listed on Euronext Growth Milan that develops Artificial Intelligence solutions and applications to accelerate data-driven growth of companies through highly specialized tech companies in vertical markets.*

*The Group is active with AI-Based solutions in 2 business areas: **AI for Data Monetization** (to maximize growth opportunities in the Martech, AdTech and FinTech sectors by transforming data into tangible value) and **AI for Industrial/Business Processes** (to optimize the efficiency of industrial and business processes including e.g. power plants, transportation infrastructure, manufacturing and logistics processes).*

*Since 2019 Datrix has also accelerated its growth path through acquisitions in Italy and abroad. The following **brands are now part of the Datrix Group**: Adapex, Aramix, ByTek, FinScience.*

*Datrix is also a technology partner of international consortia for important R&D projects (funded by the European Union and Italy) based on Artificial Intelligence algorithms in Lifescience/Healthcare, Social Well.being, Cybersecurity.*

*Datrix operates in Italy, the United States and UAE.*

*Read more at [datrixgroup.com](http://datrixgroup.com).*

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