

DATRIX CONTINUES WITH ITS INTERNATIONAL EXPANSION BY SIGNING A NEW STRATEGIC PARTNERSHIP WITH SHARAF FUTURE LLC, A MAJOR PLAYER IN THE UNITED ARAB EMIRATES MARKET

Milan, 12 June 2024 - Datrix S.p.A. ('Datrix' or the 'Company'), a company listed on Euronext Growth Milan (ISIN code IT00054683), the parent company of an international group that develops Artificial Intelligence solutions and applications to accelerate data-driven growth of companies through highly specialized tech companies, announces an international strategic partnership between its subsidiary Datrix AI Solutions MENA and Sharaf Future LLC ('Sharaf') with the aim of distributing and marketing its AI-based technology products and solutions in the Middle East region.

Sharaf Future General Trading L.L.C., wholly owned by Sharaf HQ, **distributes third-party products, in particular from Italian companies**, promoting the marketing and organizing the distribution of innovative products and technologies targeting, in particular, the retail, manufacturing and utilities sectors in the Middle East.

As part of the partnership:

- **Datrix** will pool the combined expertise of its different business areas, with a particular focus on Martech solutions aimed at the retail, large-scale retail, e-commerce, travel, FMCG, banking and utilities markets. **The solution with which the Group begins this collaboration is Audience AI**, which uses first-party data from companies to do advanced segmentations and apply AI algorithms to identify interests, do predictive scoring of leads and propensity to consume, and predictive lifetime value of users in order to activate specific groups through direct and paid media campaigns.
- **Sharaf** will support Datrix in the marketing of products and services in the UAE, identifying stakeholders and introducing the Group to the management of relevant companies, as well as providing assistance in the sales/supply contractual phase. Finally, Sharaf will promote, from time to time, Datrix in participating in trade fairs and/or events that may give visibility to the products and services offered.

This agreement with Sharaf thus **continues the path of strategic collaborations in the Emirates market that started with Seed Group in March 2023**. The Middle East market plays an increasingly crucial role for Datrix in expanding the distribution of its AI solutions and services aimed at data-driven business growth.

'We are extremely proud to have signed **this new strategic partnership in the UAE with Sharaf, which expands our distribution capabilities in the market.**'- commented **Fabrizio Milano D'Aragona, CEO of Datrix** - "The Middle East market and, in particular, that of the United Arab Emirates, characterized today by strong economic growth and a growing thrust of investment in AI-based technologies, increasingly represents a **tremendous expansion opportunity for our AI products and services, and we expect international sales to contribute more and more to the growth of our Group**. We have been developing important relationships for some time now, which we will consolidate in the coming months, and we expect that the reputation, marketing capabilities

and **strength of relationships of a partner like Sharaf can give a further boost to our development in this market, opening up new opportunities for growth to the benefit of the entire Datrrix ecosystem."**

'We are so excited about this partnership with Sharaf, which represents **a significant step in amplifying what we have already successfully achieved in Italy in the retail, banking and utilities** sectors, which increasingly want to improve the performance of their marketing and sales activities by injecting advanced prediction systems into their marketing technology stack,' - says **Paolo Dello Vicario, Co-Founder and Head of Data Monetisation at Datrrix and CEO of ByTek** - 'The MENA market, with its increasing openness to innovation, offers fertile ground for implementing our advanced **data monetization solutions**, accelerating the data-driven growth of local companies. In this direction, **it is crucial for us to be part of the Datrrix Group, which increasingly acts as an empowering ecosystem, fostering synergies within the Group, amplifying the potential for overseas distribution and thus enhancing our international impact"**.

ABOUT DATRIX

Datrrix is an international Group listed on Euronext Growth Milan that develops Artificial Intelligence solutions and applications to accelerate the 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 processes and logistics).

Since 2019, Datrrix has also accelerated its growth path through acquisitions in Italy and abroad. The following brands are now part of the Datrrix Group: Adapex, Aramix, ByTek, FinScience. Datrrix is also the technological partner of international consortia for important Research & Development projects (funded by the European Union and Italy) based on Artificial Intelligence algorithms in the Life Science/Health, Social Well Being and Cybersecurity fields.

Datrrix operates in Italy, United States and United Arab Emirates

More information on datrrixgroup.com.

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