



DATRIX GROUP'S NEW STRATEGIC DIRECTIONS

15th December 2025

Investor Conference Call

Confidential



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 form concentric, swirling patterns that resemble ripples in water or a digital data flow. Small, bright white dots are scattered throughout the pattern, adding to its dynamic and futuristic appearance.

Strategic Pivot



Datrix is building lasting competitive advantage for AI-Native data monetization

OUR STRATEGIC DECISION:

Reorganization of Adapex (U.S.) by discontinuing legacy volume-based programmatic advertising.

NEW FOCUS: strengthen high-margin operations, establish an AI-driven data monetization model aligned with a more scalable and profitable structure.

WHY THIS CHANGE?

The advertising market is undergoing structural transformation driven by AI search and zero-click behavior.

OUR RESPONSE: Remove low-value revenue streams, exit low-margin operations, build a scalable AI-native monetization business based on quality data.

THE MARKET RATIONALE BEHIND THE TRANSFORMATION: FROM VOLUME TO VALUE

The global AdTech market is shifting toward quality, first-party data ecosystem, which is reducing open-web traffic and inventory. Our new model prioritizes first-party data quality and insight-driven monetization, reinforcing the long-term relevance of Datrrix's strategy.

Strategic repositioning of AD-TECH model driven by market evolution

LEGACY MODEL (Discontinued)

Volume-Based Programmatic

Characteristics

- High-volume
- Heavy cost structure
- Low-margin operations
- Generic web traffic monetization
- Open-auction, SSP-dependent model

Impact

High revenue but minimal profitability

NEW AI-NATIVE MODEL

High-Margin Data Monetization

Characteristics

- First-party data ecosystems
- AI-driven audience intelligence
- Direct publisher partnerships
- Proprietary data assets & insights-driven monetization
- New leadership

Impact

Lower revenue but significantly higher margins

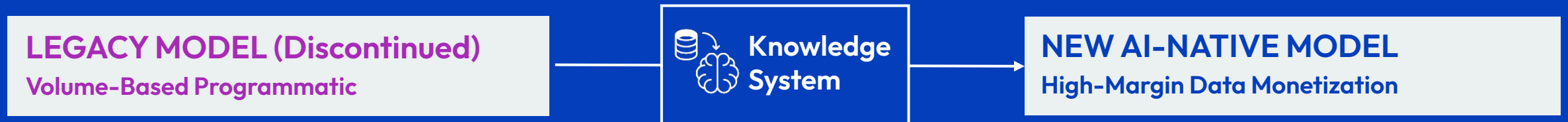
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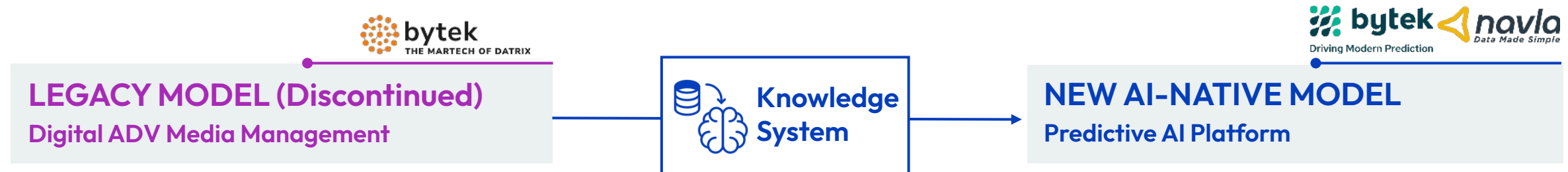
THE LEGACY MODEL: BUILDING THE ADAPEX KNOWLEDGE SYSTEM

Although associated with high volume, heavy cost structure, and low margin operation (resulting in high revenue but low profitability), the legacy model was crucial for training our systems and models.

Managing these volumes allowed us to create the «**knowledge system of Adapex**» that now powers the new AI native model



In 2023 we followed the same transformation path with **ByTek**: we first trained our technology on large-scale data volumes by **managing Euronics' media operations**. After building this knowledge system, we discontinued the legacy media-management model and created a **fully predictive, AI-native platform**.



Cash Ebitda 2022 -> ~5%

Cash Ebitda 2025 F -> 22%

FROM VOLUME TO VALUE: THE EVOLUTION OF ADAPEX

The new Adapex experience represents both a strategic and brand transformation: a rebranding that aligns visual identity, messaging, and product focus with our evolution toward intelligence-driven, AI-native monetization.

The image shows a side-by-side comparison of the Adapex website. On the left, the 'Current Website' has a white background with a large, multi-colored circular graphic. The main headline reads 'Full-service monetization engine for publishers, precision-built for your goals.' Below this, it says 'Unlock higher ad revenue with custom strategies and hands-on expertise.' and 'We tailor our full-service monetization strategy to fit your site, goals, and growth potential. From custom ad stack setups to proactive optimizations, you get expert strategy with data-driven, AI-enhanced tools to maximize your revenue.' At the bottom, it asks 'What does that mean for you?'. On the right, the 'NEW Website' has a dark green background. The main headline reads 'Smarter Monetization. Stronger Results.' Below this, it says 'With Adapex, you get more than AI-powered technology—you gain a publisher-first partner focused on maximizing yield, optimizing monetization, anchoring your data, and driving long-term revenue growth.' There are 'See results' and 'Test us' buttons. Below this is a screenshot of a dashboard. At the bottom, it says 'Trusted by +1,000 Publishers' and lists logos for FOUNDRY, NATIONAL E.L.W. REVIEW, WP, PISSED, MOMMY POPPINS, and PCWorld. The new website also features a section for 'Audience Curation Engine' with a sub-headline 'The Adapex Audience Curation Engine (ACE) is where first-party data meets audience demand.' and a description: 'It connects publishers and advertisers through AI-powered audience curation, privacy-compliant identity enrichment, and direct-path activation — ensuring every impression counts for both sides of the value chain.' There are 'Explore ACE for publishers' and 'Explore ACE for advertisers' buttons.

Current Website

NEW Website (to be released Jan 26)

adapex THE ADTECH OF DATRIX

Full-service monetization engine for publishers, precision-built for your goals.

Unlock higher ad revenue with custom strategies and hands-on expertise.

We tailor our full-service monetization strategy to fit your site, goals, and growth potential. From custom ad stack setups to proactive optimizations, you get expert strategy with data-driven, AI-enhanced tools to maximize your revenue.

What does that mean for you?

adapex Publishers Advertisers Adapex Tech Stack Resources Why Adapex Calculate Uplift Get started

Unlock higher revenue with our full-service monetization engine for publishers.

Smarter Monetization. Stronger Results.

With Adapex, you get more than AI-powered technology—you gain a publisher-first partner focused on maximizing yield, optimizing monetization, anchoring your data, and driving long-term revenue growth.

See results Test us

Trusted by +1,000 Publishers FOUNDRY NATIONAL E.L.W. REVIEW WP PISSED MOMMY POPPINS PCWorld

The Adapex Audience Curation Engine (ACE) is where first-party data meets audience demand.

Audience Curation Engine

It connects publishers and advertisers through AI-powered audience curation, privacy-compliant identity enrichment, and direct-path activation — ensuring every impression counts for both sides of the value chain.

Explore ACE for publishers Explore ACE for advertisers

SYNERGIES ACROSS THE DATRIX ECOSYSTEM: WELL-POSITIONED FOR AI-NATIVE GROWTH

The Datrix Competitive Advantage: Two Souls, One Ecosystem

Ad-Tech (Adapex) generates high-quality vertical first-party data, while the Predictive Platform (Datrix / Bytek) organizes, enriches and transforms it into scalable AI assets for monetization.



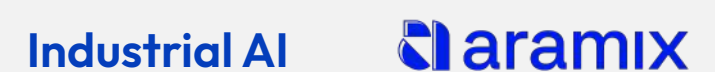
Full-service monetization engine

- Rebuilds direct, intentional traffic
- First-party data engine for publishers
- High-intent conversion surface
- Vertical, high-quality inventory and insights



Predictive marketing intelligence

- Data modeling & enrichment
- AI-powered audience segmentation
- Proprietary monetization algorithms
- Scalable activation of AI-native monetization models across vertical markets



Process optimization & efficiency

- Energy & manufacturing AI
- Finance & logistics intelligence
- High-margin B2B solutions and business processes

Path Forward: Sustainable, Scalable, AI-Driven Growth

Modern foundation for high-margin expansion and scalable AI-native monetization, positioning Datrix as a distinctive global player.

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Financial Highlights



Stronger Group Profitability

	092024 (€M.)	092025 (€M.)
<i>Total Revenues</i>	12,4	10,7
<i>Net Revenues</i>	8,8	7,8
<i>Adjusted EBITDA</i>	0,4	1,3
<i>Adjusted EBITDA Margin</i>	4,5%	16,3%
<i>On Net Revenues</i>		

FY2025 VIEW & EXPECTATIONS

Discontinuing high-revenue/low-margin operations leads to lower top-line but higher margin performance at Group level.

FY2025 ADJUSTED EBITDA EXPECTED GROWTH

FY2025 Adjusted EBITDA nearly doubling the first 1H2025 and the FY2024 Adjusted EBITDA

EBITDA MARGIN PROFILE

Strategic pivot delivers stronger EBITDA and higher-margin profile at Group level

- ✓ Enhanced Transparency: Introducing Net vs. Gross Revenue
- ✓ Old model: High Gross Revenue with heavy COGS - VS - New model: Clean revenue structure aligned with a high-margin software profile.

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Q&A

Thank You



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