



datrrix
AI SOLUTIONS GROUP

CORPORATE PRESENTATION

June 2023

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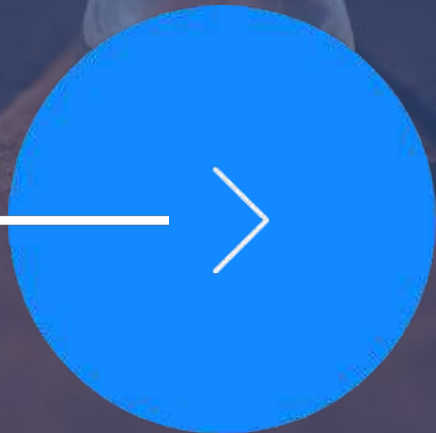
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Group Overview



ABOUT US

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

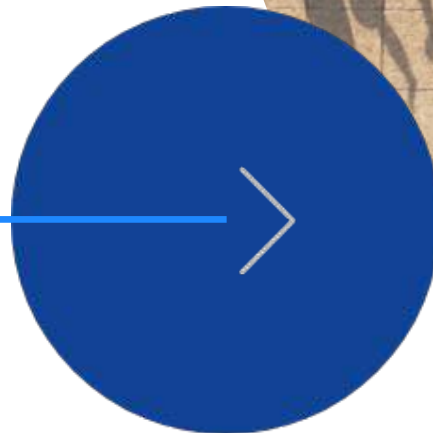
DATRIX IS LISTED ON EURONEXT
GROWTH MILAN



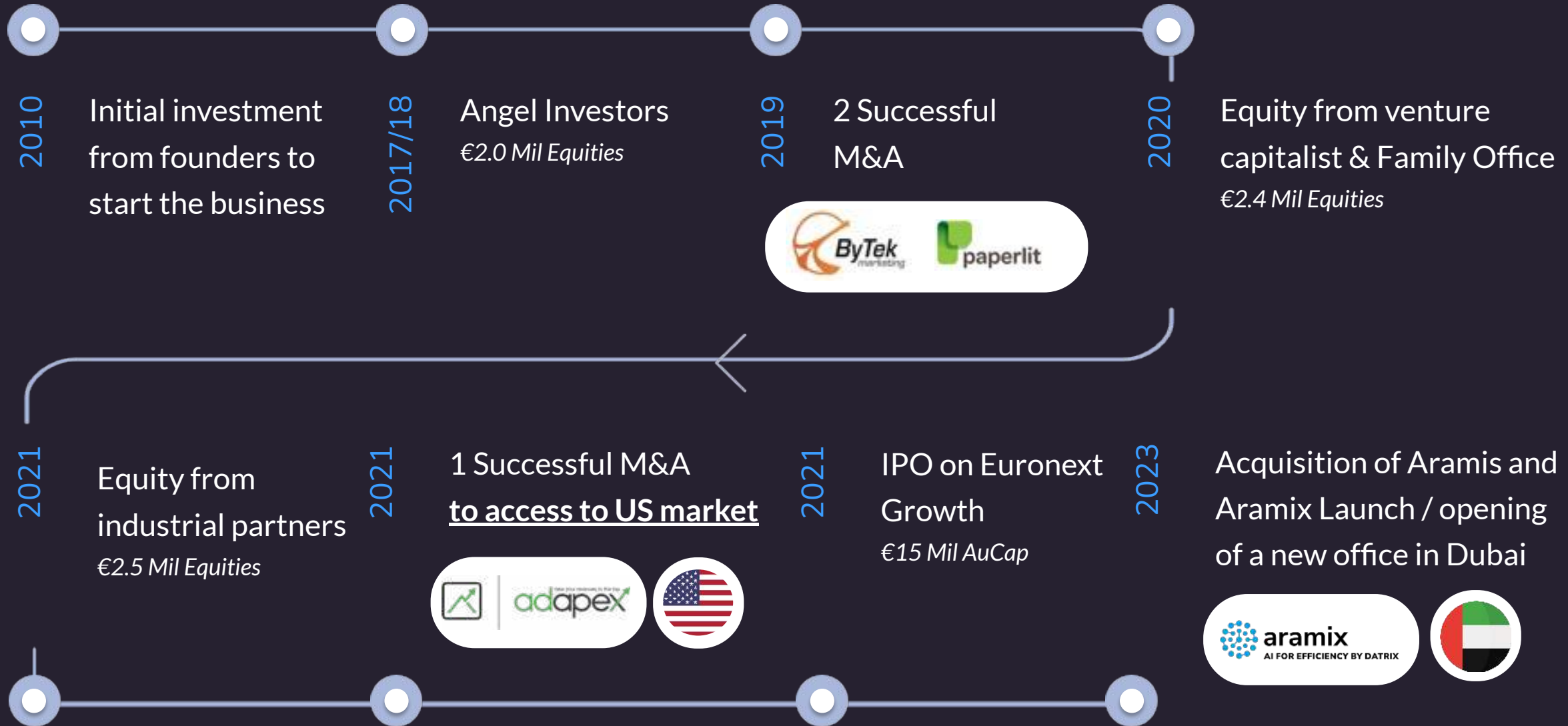
SUSTAINABLE GROWTH IS ABOUT «MORE WITH LESS»

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.



ROADMAP



ARAMIX FOCUS

Aramix builds descriptive, predictive and prescriptive data science models to maximize efficiency in:

Management processes through

- Forecasting
- Intelligent Document Processing
- Reputational Risk Analysis

Industrial processes through

- Risk, Resilience and Reliability Analysis
- Fair Asset Value Evaluation
- Process Anomaly and Fault Detection, Prediction and Mitigation
- Predictive Analytics for Decision Support & Recommendation Systems



Enrico Zio, Scientific director (Aramix and Datrix Group)

- B.Sc. degree in nuclear engineering from Politecnico di Milano,
- Ph.D. degree cum laude in probabilistic risk assessment from Massachusetts Institute of Technology (MIT),.
- Co-author of more than 300 papers on international journals.
- Top 2% most influential scientists worldwide according to Stanford University



Andrea Ronchi, Principal (Aramix)

Entrepreneur, author & manager, specialized in new business set-up and marketing strategies, above all about:

- Artificial Intelligence & Big Data Management
- Environmental Markets & Energy Trading
- Renewables
- Innovative Payment Systems



Michele Compare, CTO (Aramix)

projects on reliability, availability and maintenance analysis, optimization and decision making.

- PhD in nuclear engineering cum laude from Politecnico di Milano
- Co-author of more than 50 papers on international journals and conferences.



Manuela Bazzarelli, Lead Data Scientist (Aramix)

Degree in Mathematical Engineering and Applied Statistics. +5 years of experience in mathematical and statistical methods, Machine Learning models development and Big Data Analysis.



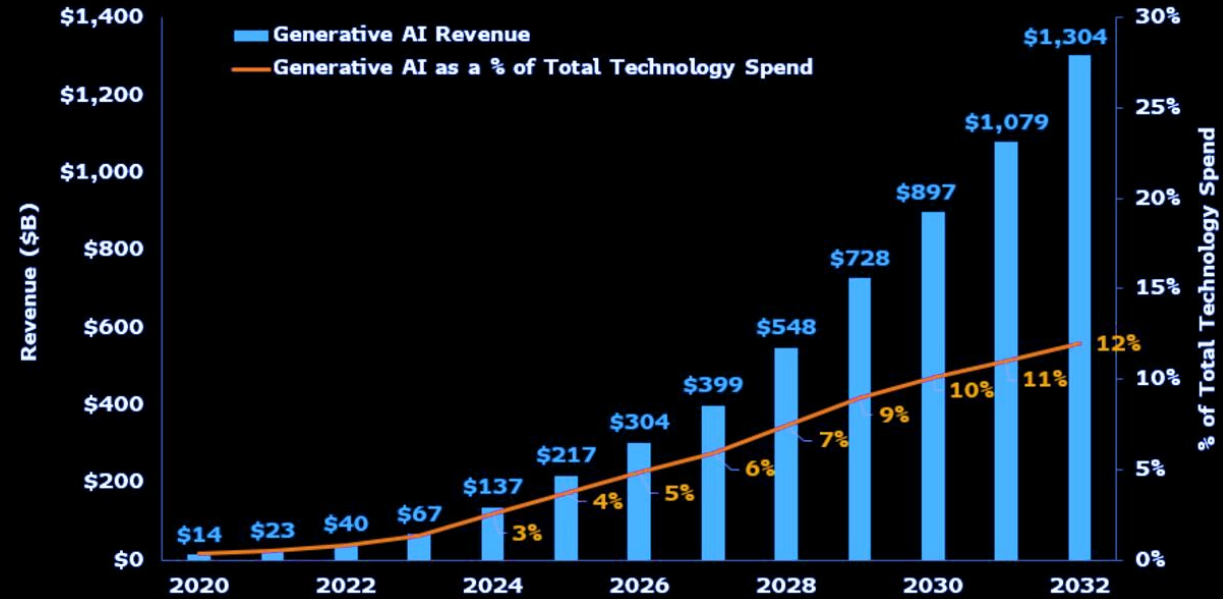
Luca Bellani, Developer of advanced Machine Learning (ML) and Artificial Intelligence (AI) solutions for Prognostics and Health Management (Aramix)

Degree in Mathematical Engineering. Deep knowledge in Advanced data analytics and predictive models for the implementation and optimization of predictive maintenance strategies for industry 4.0, tailored to fulfill the needs and the distinctive Key Performance Indicators (KPIs) of each potential business application..

ARAMIX KEY PERSONS

AI MARKET IS SET TO EXPERIENCE CONTINUED GROWTH

Generative AI tools are set to fuel a decade-long boom that will grow the AI market to an **estimated \$1.3 trillion in revenue by 2032** from \$40 billion last year.



Source: Bloomberg Intelligence, IDC

Bloomberg



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 DATA MONETIZATION**
- **AI FOR INDUSTRIAL PROCESSES**



AI FOR DATA MONETIZATION

Unlock the monetary potential of different data resources

The data monetization market will witness an explosive growth - **>\$5 Trillions by 2029** - unlocking new opportunities and foster innovation across industries such as Martech, AdTech, and Fintech.

MARTECH

AD TECH

FINTECH



AI FOR INDUSTRIAL PROCESSES

Improve efficiency and productivity while mitigate risks

A report by Allied Market Research projects that the **global AI in the manufacturing market will reach \$33.82 billion by 2027**. Similarly, a report by MarketsandMarkets suggests that **AI in the industrial market will grow from \$1.83 billion in 2016 to \$17.22 billion by 2023**.

ML INDUSTRIAL



DATRIX BUSINESS PORTFOLIO



More than 380
Active Clients



36% International
Clients



Large Corporations and
High potential SMBs



International
Partnerships

Some of our Top Clients

Sella
Personal Credit



SAMSUNG



L'ORÉAL

TECHNOGYM
The Wellness Company



BPER:
Banca

.italo
Nuovo Trasporto Viaggiatori

COMPASS

euronics

findomestic

MONDADORI



Young Platform

INTESA
SANPAOLO

Venchi
1878

CONDÉ NAST



Dr. Willmar Schwabe
From Nature. For Health.



OVS

Internazionale

HENRY SCHEIN®

tiDental

Que Pasa Mille

laFeltrinelli

SPORT NETWORK

Google

Nasdaq
Quandl

tieto EVRY

premium
media360

ctvbuyer

TEAM

Datrix Group has a team of 130 persons combining different expertises, skills and backgrounds:

- data scientists
- computer scientists
- mathematicians
- data analysts
- growth hackers
- project managers
- marketing strategists
- quants & investment analysts
- nuclear engineers
- ESG experts
- electronic engineers
- retail & eCommerce experts
-



WORLDWIDE PRESENCE

Datrix is present in 3 countries with multiple offices:

ITALY

- MILAN - HQ
- ROME
- VITERBO
- CAGLIARI

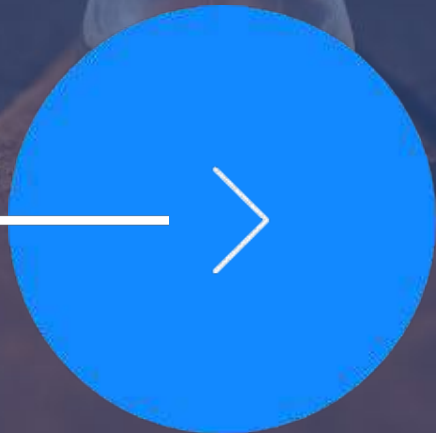
USA

- NEW YORK

UAE

- DUBAI

Matrix Group Offering



DATRIX GROUP DATA-DRIVEN ECOSYSTEM

#1 DATA ACQUISITION

AI FOR DATA MONETIZATION

1° Party Data

Alternative Data

Financial Data

AI FOR INDUSTRIAL PROCESSES

0 & 1° Party Data

Alternative Data

#2 DATA TRANSFORMATION

Datrix Knowledge-Based System

Data Preparation & Analysis

LLM, NLP, Text Extraction, Entity Recognition, Computer Vision, Clustering
Descriptive/Predictive/Prescriptive Models, etc.

#3 SOLUTIONS GENERATING VALUE FOR:



MARKETING & SALES DEPARTMENTS THAT WANT TO MAXIMIZE CUSTOMER ACQUISITION & RETENTION

MARTECH



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

ADTECH



FINANCIAL SERVICES THAT WANT TO DRIVE BETTER-INFORMED DECISIONS AND OPTIMIZE OPS EFFICIENCY

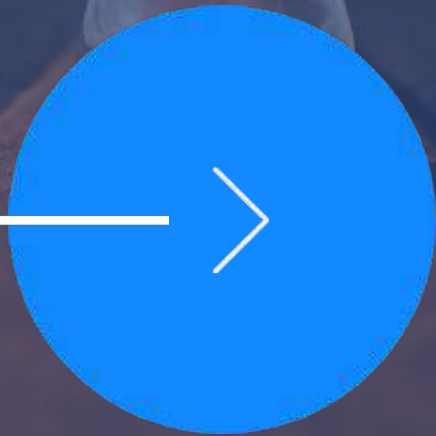
FINTECH



INDUSTRIAL HEAVY ASSETS & VARIOUS BUSINESS DEPARTMENTS DRIVING EFFICIENCY, COST-SAVING AND RISK CONTROL

ML INDUSTRIAL

Growth Strategy



DRIVING RAPID AND SUSTAINABLE GROWTH

**Datrix growth strategy
is based on 3 pillars:**

01

ORGANIC GROWTH

02

M&A

03

MARKET
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

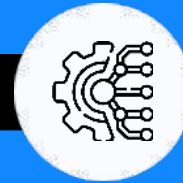
Identifying selected external partners enabling scalable and international distribution of Datrix solutions.

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

#2 - M&A

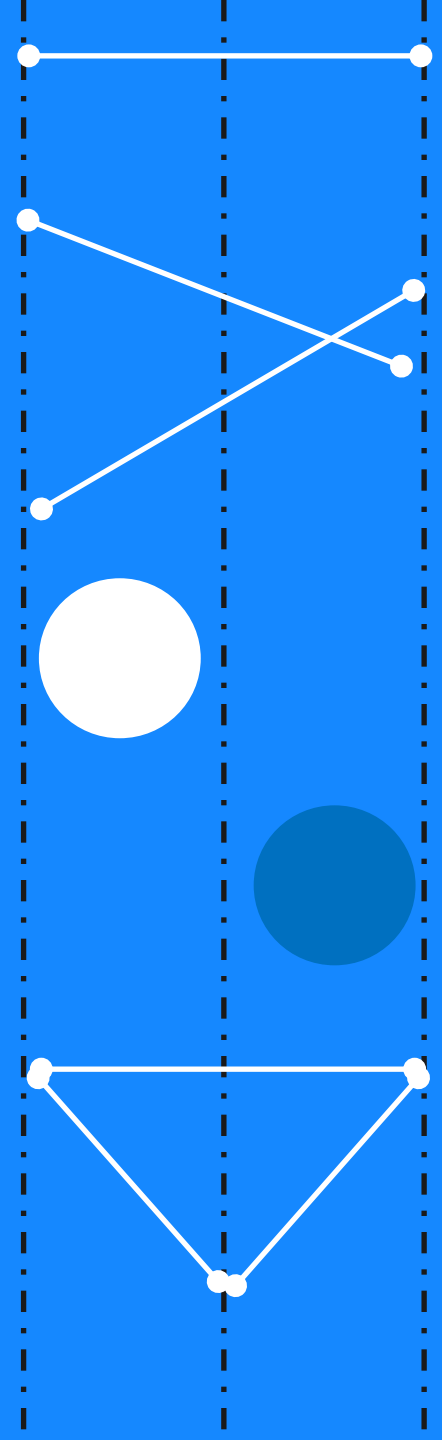
TARGET COMPANIES PROFILE

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 validated AI-by-design business model)

ACHIEVABLE SYNERGIES

- Business development and sales activity in USA/EU
- Tech integration acceleration
- AI infusion into the Group products to fuel innovation and adoption
- Rapid access to new and growing industries as well as to new 0 / 1^o party data



#2 - M&A

WHY DATRIX IS SO ATTRACTIVE?

DATRIX:

Dedicated growth strategy through central functions - product, marketing, sales, hr, finance, tech & data

AI-based scalable solutions

Access to market and capital

Deep knowledge about data management (US /EU)

International presence (US/EU)

2+2 = 5

TARGET COMPANIES:

Organizational Agility

Continuous new ideas

Industry focused

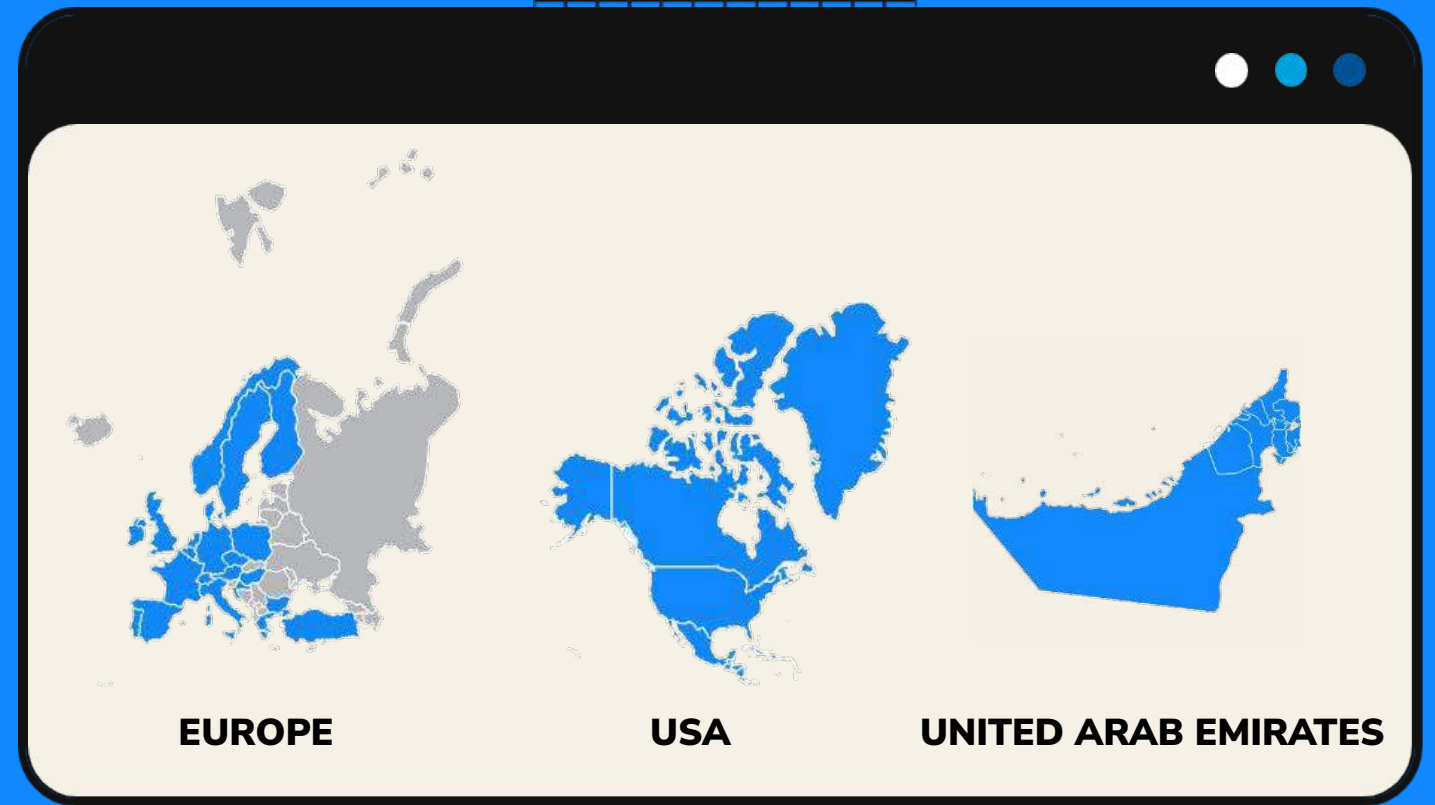
Potentially rapid growth

Challenge the status quo

#3 – MARKET 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



EXPANDING IN UAE REGION



Seed Group, a company of the Royal Family of Dubai, is a Dubai-based conglomerate that **mentor businesses and start-ups by partnering, investing, and preparing them for the highly lucrative market of Dubai and the MENA region.**

To seize the market opportunity of AI applied to industrial processes, Datrrix made **strategic investments in the UAE region.**

By expanding its presence in the UAE – through a **partnership with Seed Group** - Datrrix aims to tap into the growing demand for **AI solutions in the industrial sector** within that region.

The UAE, known for its focus on innovation and technological advancements, provides a fertile ground for Datrrix to showcase its expertise in applying AI to enhance industrial processes.

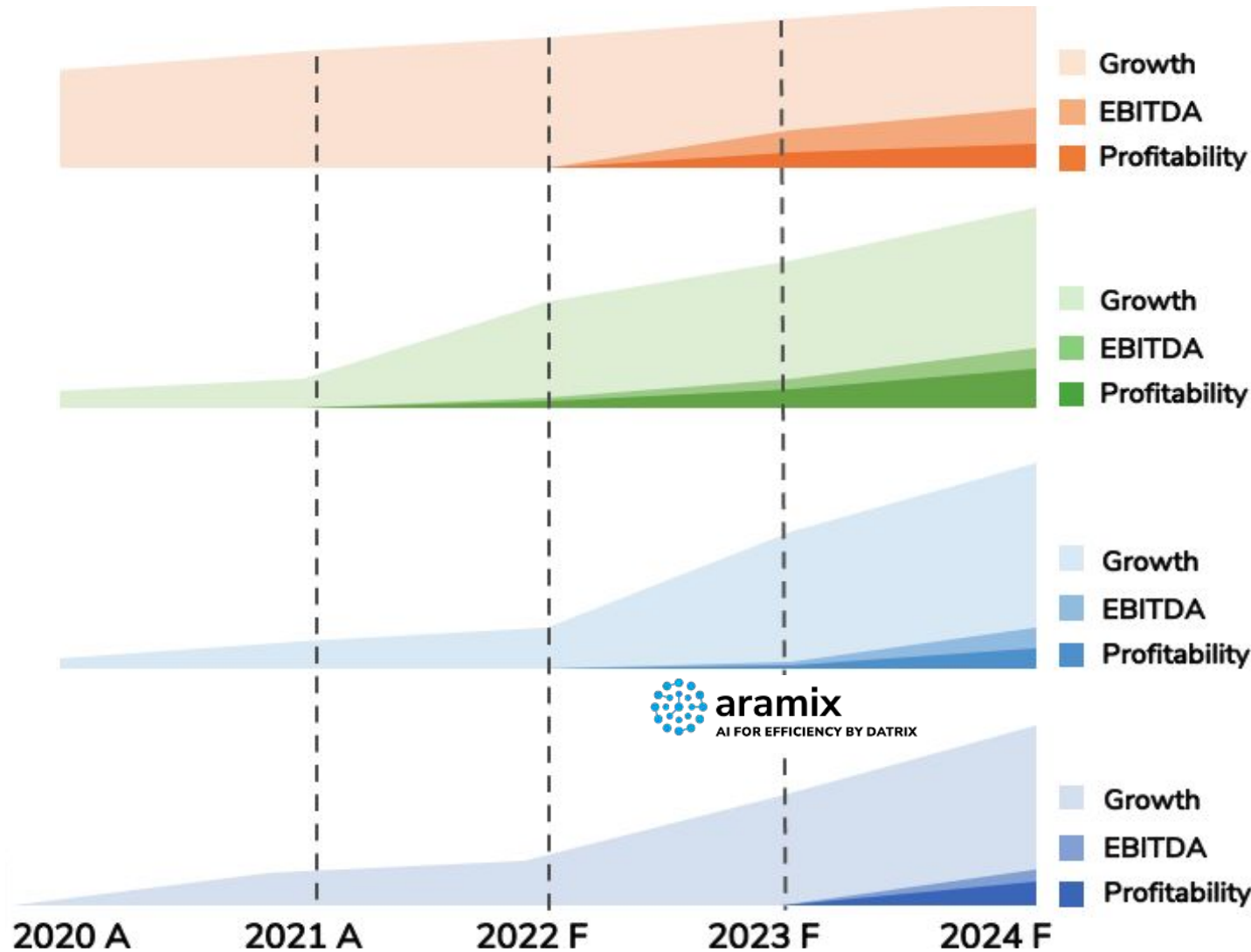
GROWTH STRATEGY & PROFITABILITY

MARTECH

ADTECH

ML INDUSTRIAL

FINTECH



The Datrrix Group organic growth combined to M&A activities is causing **revenues and profitability** both on Martech and AdTech Business Areas that will support ML Industrial and FinTech development dynamics.

**THANK
YOU**



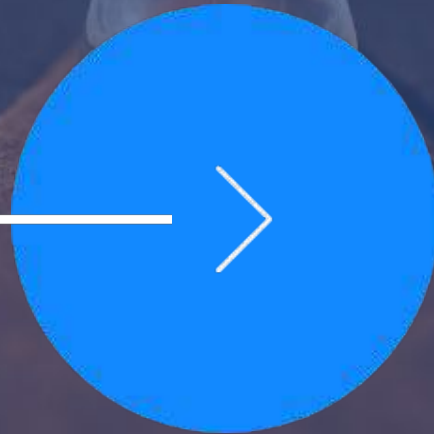
DATRIX GROUP SPA

INVESTOR RELATIONS: GIUSEPPE VENEZIA, TEL. +39 0276281064
- IR@DATRIXGROUP.COM

INVESTOR RELATIONS CONSULTANT: FRANCESCA COCCO
(LERXI CONSULTING) - IR@DATRIXGROUP.COM

Appendix I

**Consolidated results
FY 2022**



STRATEGICAL KPI's ACHIEVEMENTS - 2022

16,8 € **+46% YoY**

REVENUES (MLN)

72% **60% in 2021**

RECURRING REVENUES

39% **15% in 2021**

REVENUES FROM INTERNATIONAL CLIENTS

42 k/€ **+37% YoY**

AVERAGE REVENUE PER CLIENT

41% **48% in 2021**

FIRST 10 CLIENTS ON TOTAL REVENUES



HIGHLIGHTS 2022

of served Clients

385

36% foreign

Successful
Acquisitions*

1

Strengthen ML Model Serving Area on industrial clients (4 acquisitions since 2019)

Total Revenues

16.8 Mil.€

R&D Investments

3.1 Mil.€

Recurring Revenues

11.7 Mil.€

+77% YoY

International
Partnership in Mena
Area

31/12/2022

Number of Employees

137

**created a pipeline of potential target companies both in Market integration and Tech integration*

HIGHLIGHTS 2022

	2022	2021
EBITDA (MLN)	-0.7 € (-4%)	-1.1 € (-10%)
H2 2022 EBITDA: +0.2 Mil.€ (+2%)		
CONSOLIDATED NET RESULTS (MLN)	-2.7 € (-16%)	-2.4 € (-21%)
NET FINANCIAL POSITION (MLN)	+5.3 €	+10.4 €

The 2022 Net Financial Position variation is affected by:
CAPEX (-3,6 Mil.€), Operating Cashflow (-2.0 Mil.€), Financial Cashflow (+0,5 Mil.€)

REVENUE BY BUSINESS AREA:



MARTECH

59% of Total Revenues

9,5 Euro Mln

+5% YoY



AD TECH

36% of Total Revenues

5,8 Euro Mln

+303% YoY
(+87.5% Pro-Forma)



ML INDUSTRIAL

4% of Total Revenues

0,6 Euro Mln

+131% YoY



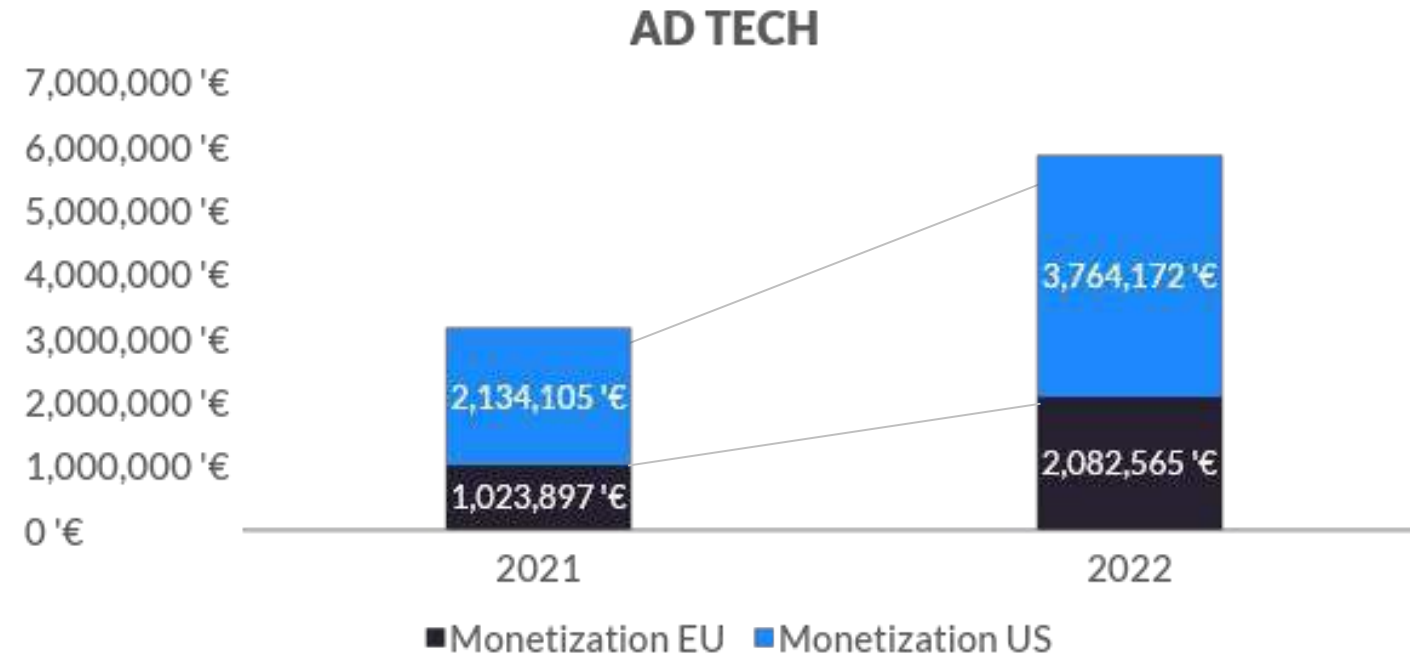
FINTECH

1% of Total Revenues

0,2 Euro Mln

-2% YoY

ADAPEX ACCRETIVE INTEGRATION



Datrix Group	2021	2022	Var YoY
AD TECH	€ 3.158.002	€ 5.846.737	+85%
Monetization EU	€ 1.023.897	€ 2.082.565	+103%
Monetization US	€ 2.134.105	€ 3.764.172	+76%

AD TECH
revenues +85%
(Pro-forma)

EU revenues
from AdTech
solutions
+533%

Datrix Integration method

- Leadership & Contamination
- Product R&D & GTM
- Business Analytics

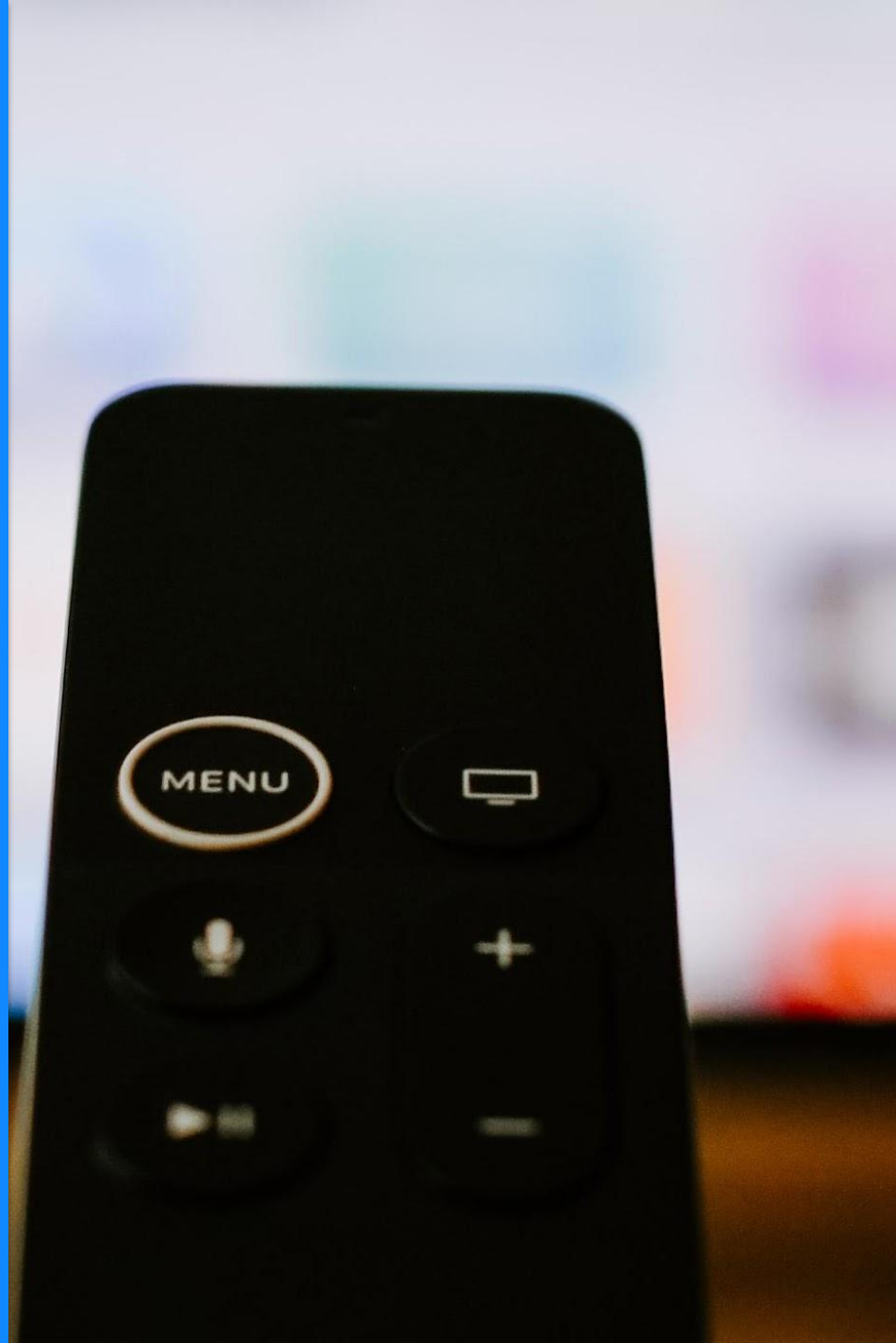
CTV 2022 REVENUE

17%

of Ad Tech Area's Total Revenue

26%

of Adapex Total Revenue



FINANCIAL HIGHLIGHTS 2022: FOCUS ON MARTECH
REVENUE

INTERNATIONAL REVENUES (+39% YoY)

11%

of Martech Area's Total Revenue

8% in 2021

AVG REVENUES PER CLIENT

65k/€

54k/€ in 2021

+20% YoY

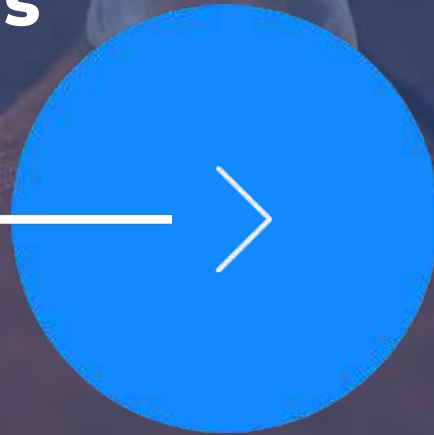
62% Recurring
Revenues

Top 15 clients 2022
(65% of total Revenues)
– **100% Retention rate
vs 2021**

11 out of 15 clients are
already confirmed for
2023

Appendix II

Organization and Governance/Shareholders



DATRIX FOCUS & SHARED ASSETS

FOCUS

STRATEGY & GROWTH

leveraging specific or multiple functions to support company growth plans and execution

CORPORATE FINANCE

operates on strategic financial operations, funding activities, M&A / and new initiatives

&

Shared Assets

Business intelligence (BI and Data integration)

Business Controlling and Finance

Knowledge base, open source technologies, AI models and data

Org & HR strategy



DATRIX GOVERNANCE & BOARD OF DIRECTORS

EXECUTIVE DIRECTORS

Fabrizio Milano
d'Aragona

Mauro
Arte

Giuseppe
Venezia

NON EXECUTIVE DIRECTORS

Masimiliano
Magrini

INDEPENDENT NON EXECUTIVE DIRECTORS

Alessandra
Gavirati

Roberto
Sabbatucci

**Carolina
Minio-Paluello**

BOARD OF STATUTORY AUDITORS

Manuela
Giorgetti
(Chairman)

Marcello
Ferraguzzi
(Statutory Auditor)

INDEPENDENT AUDITOR



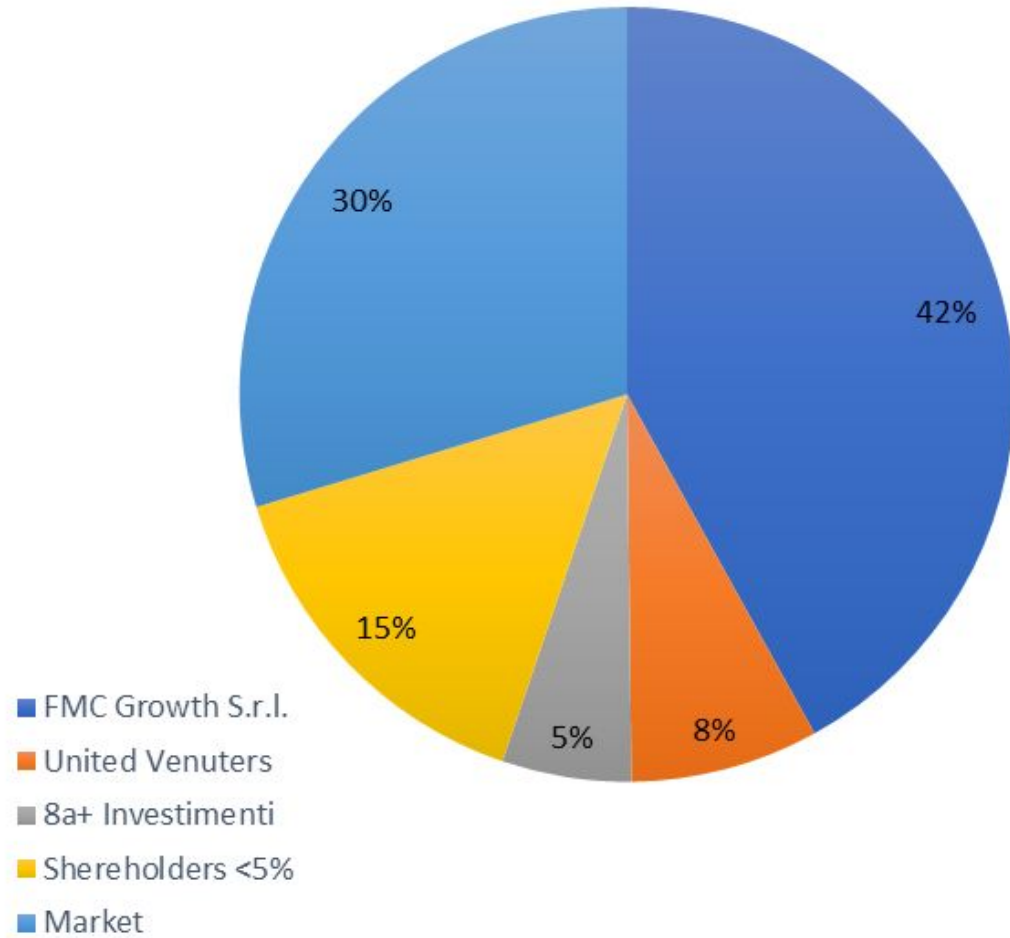
Carolina Minio-Paluello

PhD in Finance at London Business School.

Managing Director for Quantitative Investment Strategies at Goldman Sachs Asset Management and Managing Director, EMEA Head, Equity & Private Investor Solutions (EPIS) at Citi in London.

Her career continued at Schroders PLC where she was part of the Global Management Committee and served as Global Head of Product, Marketing, Solutions and Quant. She is currently CEO of digital asset management at Arabesque.

DATRIX SHAREHOLDERS STRUCTURE



FMC Shareholders

FMC shares have multiple voting rights