



CORPORATE PRESENTATION

May 2024

Confidential



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About Us

INTRODUCING DATRIX

We are an international AI-powered ecosystem of B2B vertical software companies

Our companies develop AI solutions and applications to accelerate customers' sustainable growth through data.

We are listed on Euronext Growth Milan



MISSION AND VISION

We are focused on **B2B vertical, mission-critical software SMEs** to boost them with an **infusion of AI-technologies** that can be deployed in client companies of any scale.

We've **developed, a suite of premier AI-technology** assets, that we integrate into our company's ecosystem to accelerate their growth.



INDUSTRIAL MILESTONES

2010-18

A group of Former Google Executives and visionary tech-savvy entrepreneurs, launch and shape a new Data-Driven Venture.

AI Foundry

- *R&D Software Platform*
- *Data Modeling Library*
- *Alternative Data Processing Stack*
- *Data Activation Engine*

Constitution of
Datrrix Group



2 successful M&As



2019-20

2021

1 successful M&A
to enter the US
market



IPO on Euronext
Growth Milan

1 Successful
M&A



Launch of
Aramix



Market Entry:
MENA REGION

2023

2024

M&A Pipeline under
advanced
evaluation (DD on
going)

DIVERSIFIED MARKETS

We actively operate on an international scale. Our strategy aims to capture growth potential both in established, large-scale markets and in emerging, rapidly developing markets.



01. EUROPE

- Milan (HQ)



02. USA

- New York



03. UAE

- Dubai

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Market, Products

AI MARKET IS SET TO EXPERIENCE CONTINUED GROWTH



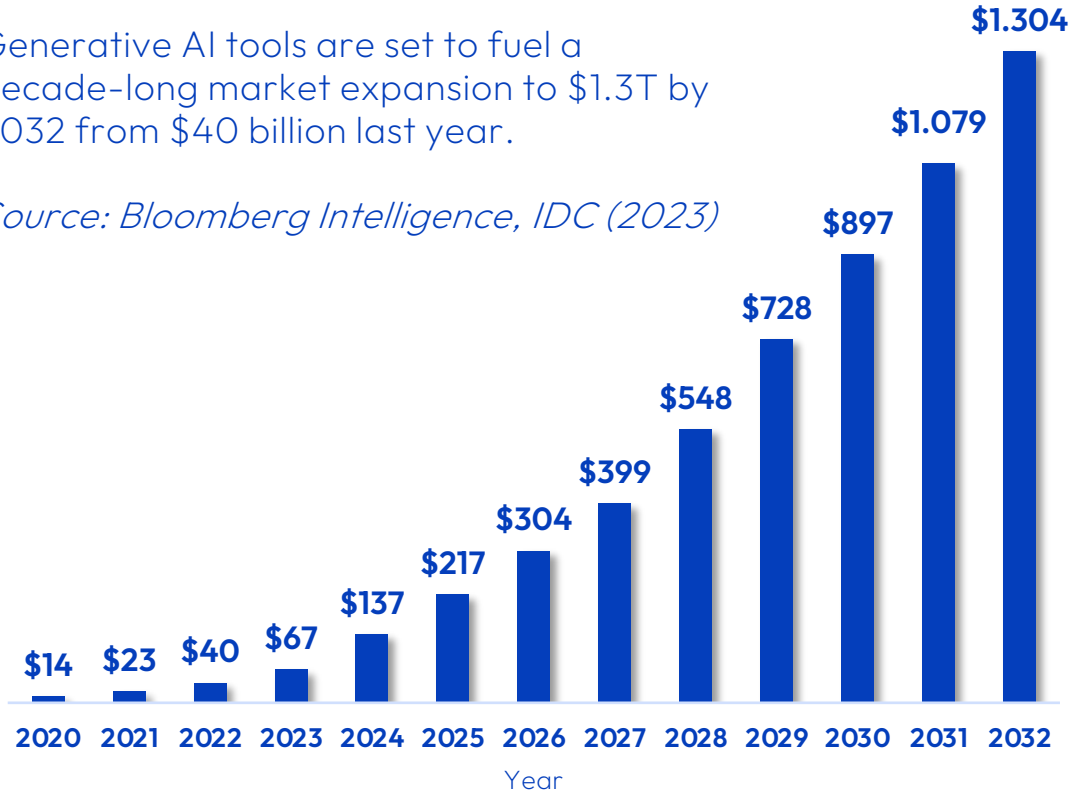
The **AI market** is rapidly growing globally and driving changes across various economic sectors.

2 key trends will dominate in the coming years:

- 1) **Generative AI** innovation catalyzes the widespread use of AI, shaping the future of AI-driven applications.
- 2) **The digital transformation of factories and industrial production** will be essential for increasing productivity and reducing energy waste.

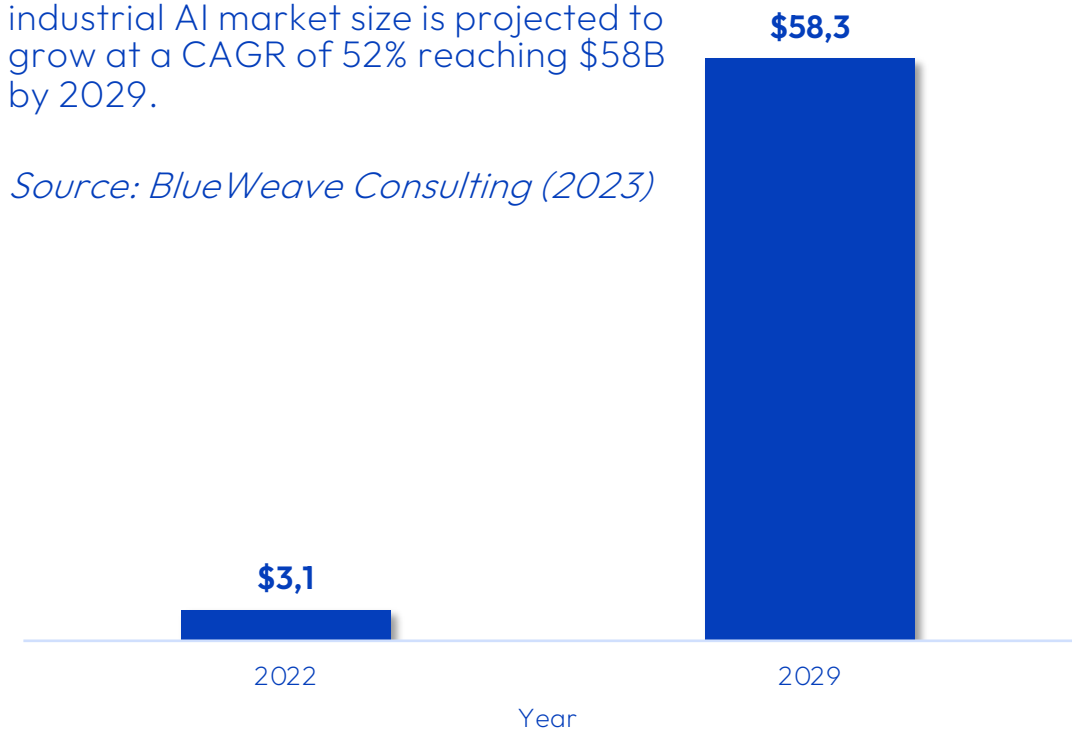
Generative AI tools are set to fuel a decade-long market expansion to \$1.3T by 2032 from \$40 billion last year.

Source: Bloomberg Intelligence, IDC (2023)



Between 2022 and 2029, the global industrial AI market size is projected to grow at a CAGR of 52% reaching \$58B by 2029.

Source: BlueWeave Consulting (2023)



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.

OUR BUSINESS PORTFOLIO

More than **300 Active Clients**

>36% **International Clients**

Large Corporations and High potential SMBs



International Partnerships



DISCOVER OUR AI – POWERED ASSETS



AMBITION: MAKING AI COMPETITION IRRELEVANT BY EXPLOITING IT AS A COMPLEMENTARY LAUNCHPAD FOR OUR OWN VERTICAL GROWTH

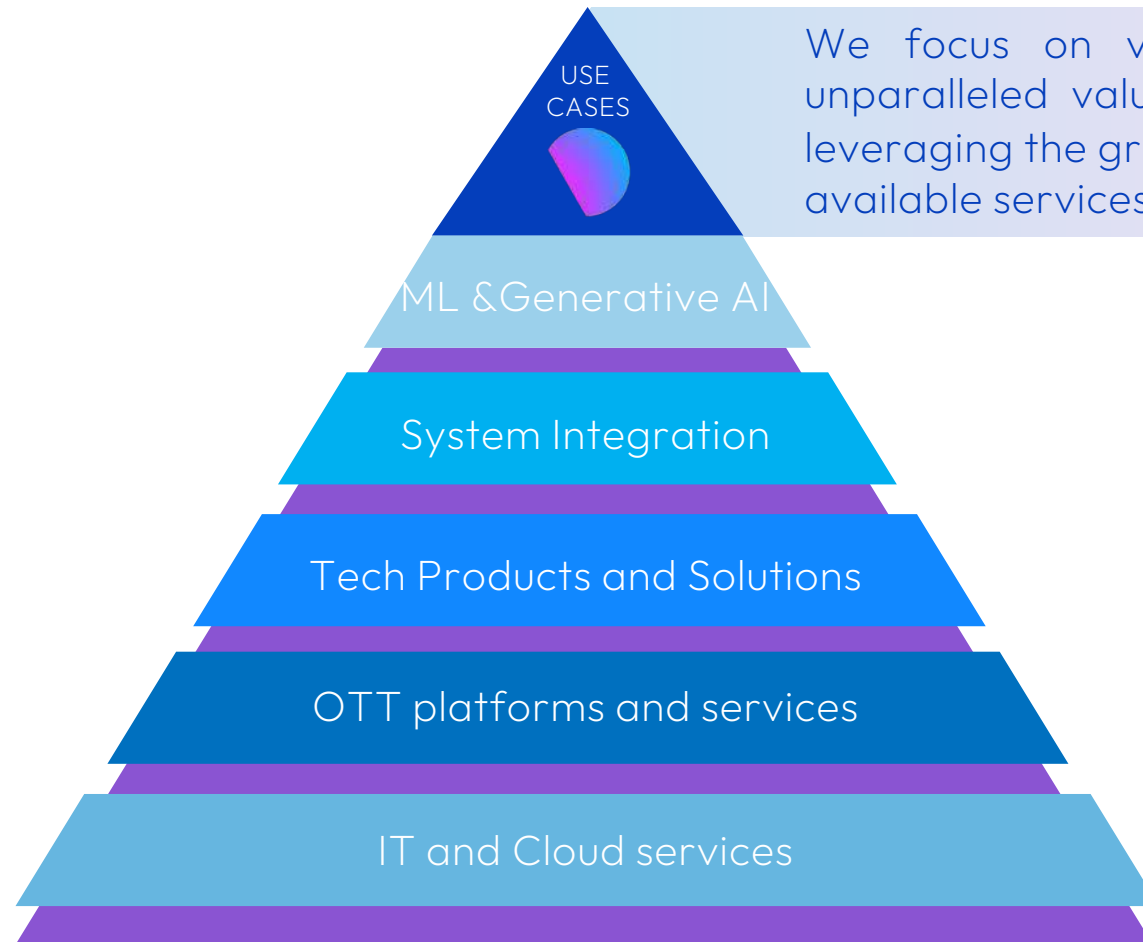


Riding the AI disruptive wave, on the shoulders of giants

Vertical AI Applications
(within Vertical Software Solutions)



Horizontal AI/IT Stack
and Applications



We focus on vertical AI applications to add unparalleled value on specific business cases by leveraging the growing opportunities offered by all available services and infrastructure.

"If I have seen further, it is by standing on the shoulders of giants."
Isaac Newton, 1675.

PROVEN IMPACT: SUCCESSFUL USE CASES ACROSS BUSINESS AREAS:
AI FOR DATA MONETIZATION



L'Oreal

Entering its **5th year**, the dynamic partnership with L'Oreal continues to thrive, fueled by a constant pursuit of **martech innovation and a dedication to excellence.**



Nestlé

For over a decade, Nestlé has been at the **forefront of data intelligence**, a journey marked by a **12-year** collaboration with our team.



Italo

We harnessed **first-party data** with over 2000 behavioral variables to segment audiences for targeted marketing, **spiking conversion rates by 20% and reducing spend by 15%.**



Nasdaq

We forged a strategic partnership with Nasdaq, integrating its **thematic data into the US market** to refine the investment experience with **future trend alignment.**

PROVEN IMPACT: SUCCESSFUL USE CASES ACROSS BUSINESS AREAS:
AI FOR INDUSTRIAL & BUSINESS PROCESSES



Banca Sella

AI-enhanced customer onboarding that enhanced efficiency, **saving time and cutting costs by €460,000 annually.**



Samsung

We collaborate with Samsung Italia on **AI-enhanced risk analysis for distributor networks**, improving oversight and decision-making



Primary Italian Energy Company

Our AI-driven fair value estimation for energy plant transactions resulted in a **60-100% higher asset valuation compared to traditional method** sboosting profits during sales.



International Big Pharma Company

We harnessed advanced AI capabilities to predict where a production discontinuity was likely to occur in order to **reduce rework times and production waste.**

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AI Infusion Factory

INTERNATIONAL R&D NETWORK



Datrix is a technology partner of international consortia for important R&D projects (funded by the European Union and Italy) based on Artificial Intelligence algorithms in:



 POLITECNICO MILANO 1863	 UNIVERSITAT DE BARCELONA	 universität wien	 UNIVERSITÄTS KLINIKUM jena	 UiT The Arctic University of Norway	 Sant'Anna Scuola Universitaria Superiore Pisa
 Leibniz ipht <small>LEIBNIZ INSTITUT FÜR PHOTONISCHE TECHNOLOGIEN</small>	 FONDAZIONE IRCCS ISTITUTO NAZIONALE DEI TUMORI	 IRCCS HUMANITAS RESEARCH HOSPITAL	 CS-AWARE CYBERSECURITY	 University of Cologne	 Rhea soft
 IMGTI IMGGE	 Hadassah University Hospital	 LaFe Hospital Universitari i Politècnic	 Fundació Assistencial Mútua Terrassa	 Sistema Socio Sanitario Regione Lombardia ASST fatebenefratelli Sacco	 SJD Sant Joan de Déu Fundació de Recerca
 SJD Sant Joan de Déu Hospital	 noosware — cloud intelligence —	 UiT Norges arktiske universitet	 Aston University Birmingham	 UNIVERSITAT POLITÈCNICA DE VALÈNCIA	 Maastricht University

PROPRIETARY TECH ASSETS FROM INTERNATIONAL FUNDED INNOVATION



Datrix has harnessed the power of EU-funded international projects to develop a proprietary suite of technological assets, showcasing commitment to R&D excellence and innovative growth.

HEALTHCARE & LIFE SCIENCE PROJECTS

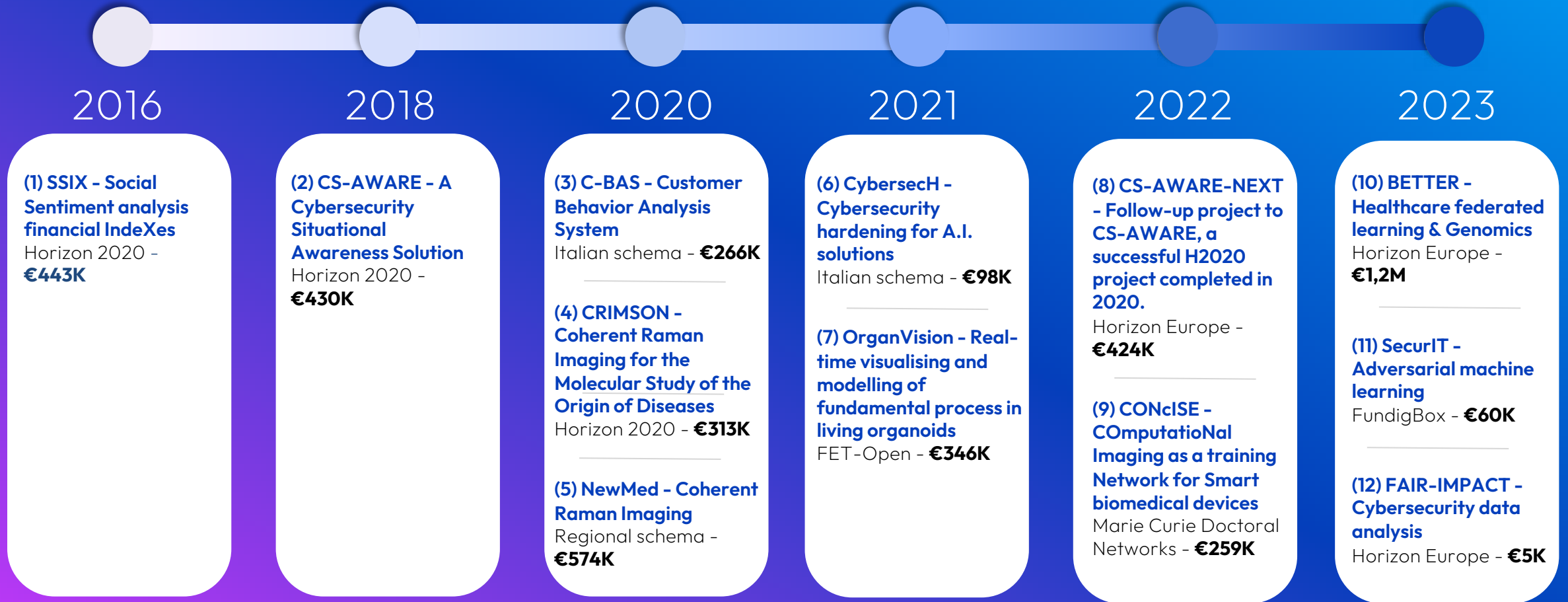
CYBERSECURITY PROJECTS

	Crimson	OrganVision	NewMed	ConCISE	Better	CS-Aware	CS-Aware Next	CybersecH
	Transforming cancer diagnosis treatments with an innovative imaging technology at the cellular and tissue levels.	Advancing personalized cardiac care with AI-integrated, real-time analysis of living heart organoids.	Creating innovative deep learning, photonics, and nanotechnology methods for diagnosing and treating cancer, and heart conditions	Innovating biomedical optical imaging by creating integrated devices that prioritize data quality over quantity.	Implementing federated learning, this project facilitates secure, GDPR-compliant health data exchange across 7 global hospitals, utilizing customized AI for superior analysis..	Developed an affordable Cyber Security solution for public administrations.	Enhancing cybersecurity and proactive risk management using AI to analyze data from threat intelligence and social media.	Developing the first Europe's end-to-end cybersecurity solution specifically designed against Artificial Intelligence Attacks.

PROPRIETARY TECH ASSETS

Federated learning system					●			
Imaging analysis platform	●	●	●	●	●			
Cybersecurity platform					●	●	●	●
A Big Data ecosystem to handle external & proprietary datasets					●	●	●	

2024: €2 MLN. R&D PROJECTS ALREADY SUBMITTED



EMPOWERING A BETTER HEALTHCARE



The Group takes on the role of coordinator for a new EU-funded project focused on AI for Healthcare

Overall Budget: 10MEUR -> Datrix 1.2M EUR

Duration: 3.5 years

BETTER (acronym for **BETTER REAL-WORLD HEALTH-DATA DISTRIBUTED ANALYTICS RESEARCH PLATFORM**) aims to create an easily accessible platform for European hospital doctors to view real patient data, sortable by condition and genetic parameters.

It also allows for training predictive models, all in full compliance with strict privacy regulations related to healthcare information, thanks to approaches like 'federated learning' and 'distributed AI'.

Some Key Partners



POLITECNICO
MILANO 1863



UNIKLINIK
KÖLN



Aston University
BIRMINGHAM UK



Maastricht
University



UNIVERSITAT
POLITÈCNICA
DE VALÈNCIA



Fondazione Buzzi
PER L'OSPEDALE DEI BAMBINI



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Ecosystem Strategy

OUR DATA-DRIVEN KNOWLEDGE SYSTEM



AI FOR INDUSTRIAL/BUSINESS PROCESSES

0 & 1° Party Data

Alternative Data

AI FOR DATA MONETIZATION

1° Party Data

Alternative Data

Financial Data

#2 DATA TRANSFORMATION

Matrix Knowledge-Based System

Data Preparation & Analysis



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



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



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



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



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



GROW MORE

Our **ecosystem orchestration** is meant to build and grow the leading European portfolio of **hyper-focused and mission-critical software SMEs** by exploiting leading edge AI-tech.

Decentralized Management



Autonomous companies led by entrepreneurial minds, harnessing distributed expertise and bespoke business models to innovate, adapt, and thrive independently.

Balanced Growth



Balance is achieved by a judicious blend of liquidity and stability, short-term and long term results, recurring and new revenues streams, alongside make vs buy strategic decisions.

Interoperable Products



Our core products, seamlessly integrate OTT IT services with standard business systems, complementing client legacy stacks.

Vertical Niches



Our companies excel in either one of the two selected business arenas, leveraging mission-critical advantages and complementary offerings to scale sustainably in their specialized market

Federated Alliance



Forging our strength: a collaborative network where shared knowledge, unified market approaches, and stacked offerings elevate each entity

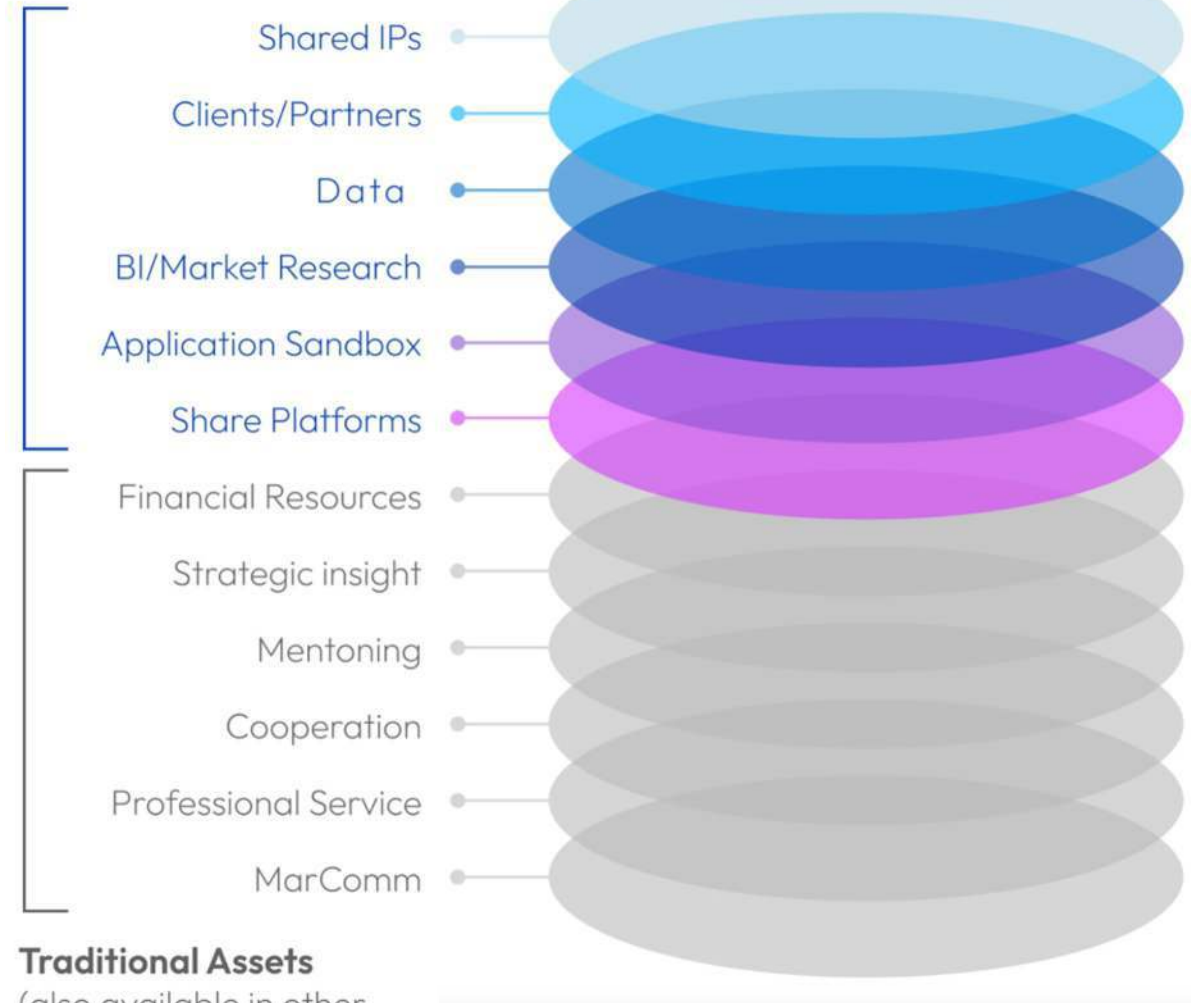
SHARE MORE

Our **unparalleled blend of distinctive and traditional assets-as-a-service** is pivotal to on-board and **propel the growth of our companies.**

Our ecosystem model is exactly where our **visionary strategy diverges from conventional holding models**, by actively facilitating innovation, collaboration, and sustainable success for the benefit of our companies.

Distinctive Datrix Ecosystem Assets

(unavailable otherwise to
SMEs)



Traditional Assets

(also available in other
ownership models)

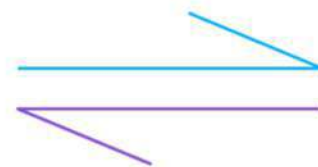
LEAD MORE

Our distinctive advantage lies in its central leadership team, encompassing innovation, strategy and outstanding tech expertise. The leadership team shapes the vision and growth roadmap of the companies as well as strategic decisions and actions to elevate their go-to-market. This allows individual companies to stay focused on product development, service delivery and other day-to-day operations.

Acceleration

Datrix activites

- AI infusion
 - People and company culture
 - Support to product strategy
 - Support to org development
 - Partnerships and global exposure
 - Corporate finance
- and more...



Entrepreneurship

Company activites

- Product Development
- Sales activities
- Brand ownership
- Marketing operations
- Talent acquisition
- People and company culture



#1 Market Integration

Accelerate entry into new markets and/or to strengthen the value chain positioning while simultaneously proactively fostering the growth of target companies.



#2 Tech Integration

Accelerate tech and product pipeline development by incorporating technologies, capabilities and expertise that are crucial in driving innovative solutions.

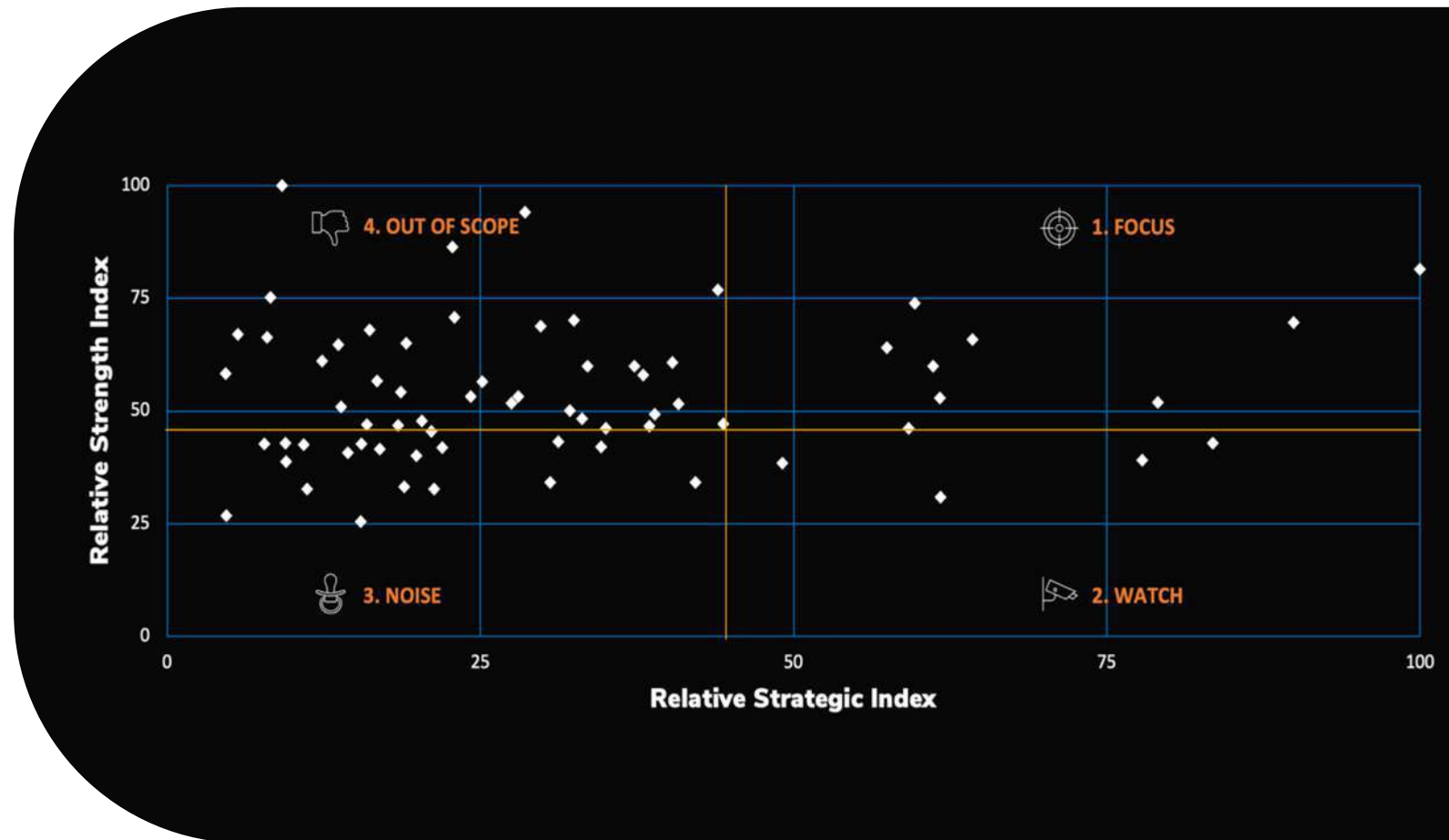




We proactively scout, map and curate a long pipeline of target companies operating in niche markets or hyper-specialised segments.

Targets 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)





METHODOLOGY

TECHNOLOGY AND CAPABILITIES

OUTCOMES AS OF TODAY

1. Scouting using and external SMEs database

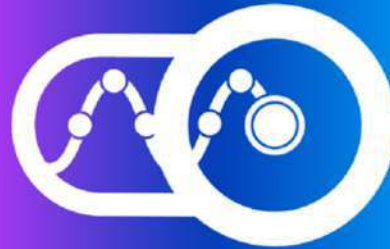
2. Data Engineering and Cleansing

3. Long listing

4. Mapping and Scoring

5. Short listing

6. Target Follow Up Management



matrix
m&a tracking info expert

1.000+
Tracked SMEs

Matrix is operating since Q3 2023

70+
Mapped and scored SMEs

20+
Shortlisted SMEs

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Human Capital

MEET THE LEADERSHIP TEAM

Our leadership team is a testament to the power of diverse expertise, boasting a wide array of academic and professional backgrounds that interlock to shape the foundation of our AI solutions.

INNOVATORS & FUTURE-FORWARD STRATEGIES ARCHITECTS

- *Fabrizio Milano d'Aragona – CEO*
- *Mauro Arte – General Manager*
- *Marcello Vena – Chief Strategy & Growth Officer*

AI SCIENTIFIC AND TECHNICAL GUIDANCE

- *Prof. Enrico Zio – Scientific Director – **Top 2% most influential scientists worldwide according to Stanford University***

GROWTH STRATEGISTS

- *Claudio Zamboni – Chief Revenue Officer, Sales Strategist*
- *Martina Costa – Chief Marketing Officer, Comm Strategist*
- *Pierluigi Vacca – Chief Product Officer*
- *Paolo Dello Vicario – AI for Data Monetization Responsible*

DATA & TECHNOLOGY STRATEGISTS

- *Matteo Bregonzio – CTO*

FINANCE, CONTROL & M&A

- *Giuseppe Venezia – CFO & M&A*



THE DATRIX TEAM: A SYNERGY OF SCIENTIFIC, ECONOMIC AND HUMANISTIC KNOWLEDGE

Our team embodies a **rich spectrum of expertise, spanning the rigor of science and technology, the strategic insight of economics, and the profound depth of humanistic knowledge.** This interdisciplinary approach helps us to craft solutions with a holistic understanding of the complex, multifaceted world we navigate.



Science, Technology & Engineering

64%

- Data, Computer Science, Machine Learning
- Mathematics
- Science
- Management & Strategy Engineering
- Industrial Engineering
- Chemical Engineering
- Biomedical Engineering
- Nuclear Engineering & Science
- Electronic Engineering
- Statistics
- Computational Chemistry
- Computer Engineering
- Design
- Agriculture
- Mechanical Engineering
- Physics & Biology

Including people holding a PhD or MBA

Economics, Humanities, Legal & Social Science

36%

- Business Administration
- Digital Marketing & Communication
- Finance
- Languages
- Political Science
- Letter and Literature
- Sociology and Social Sciences
- Law

Thank You



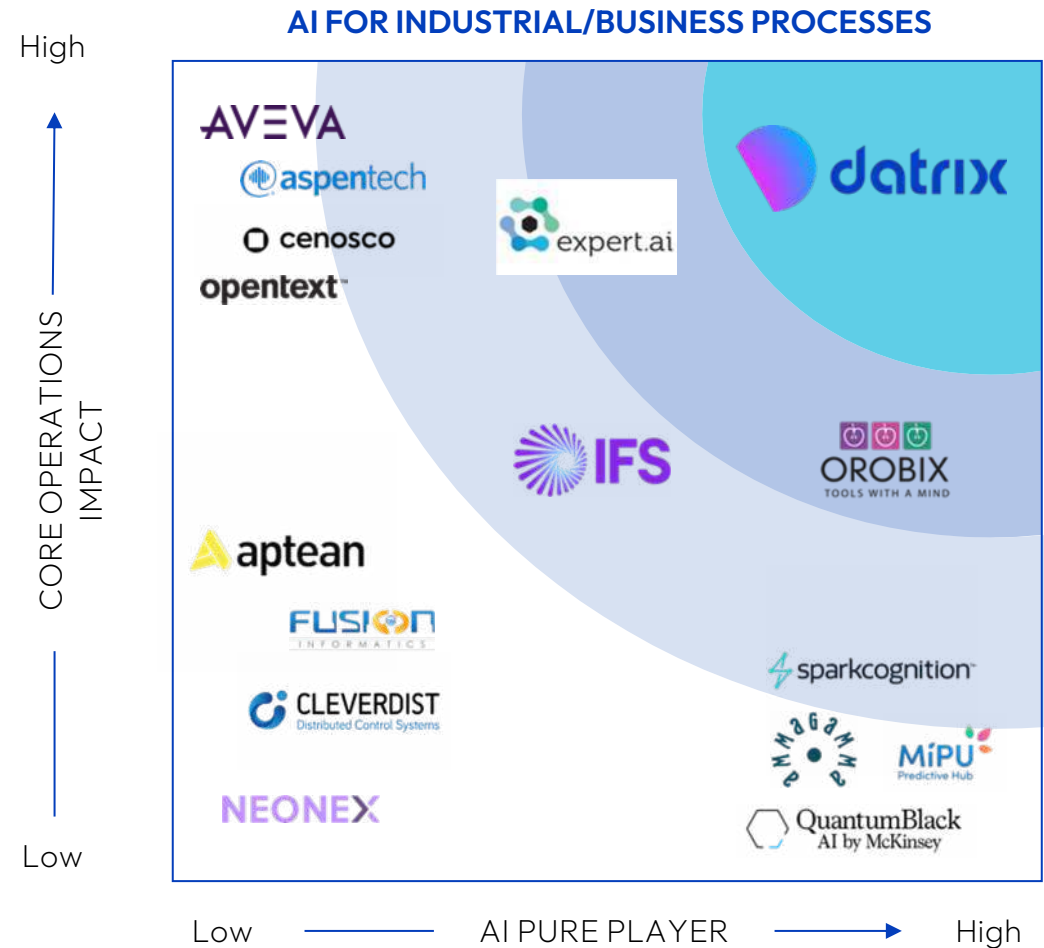
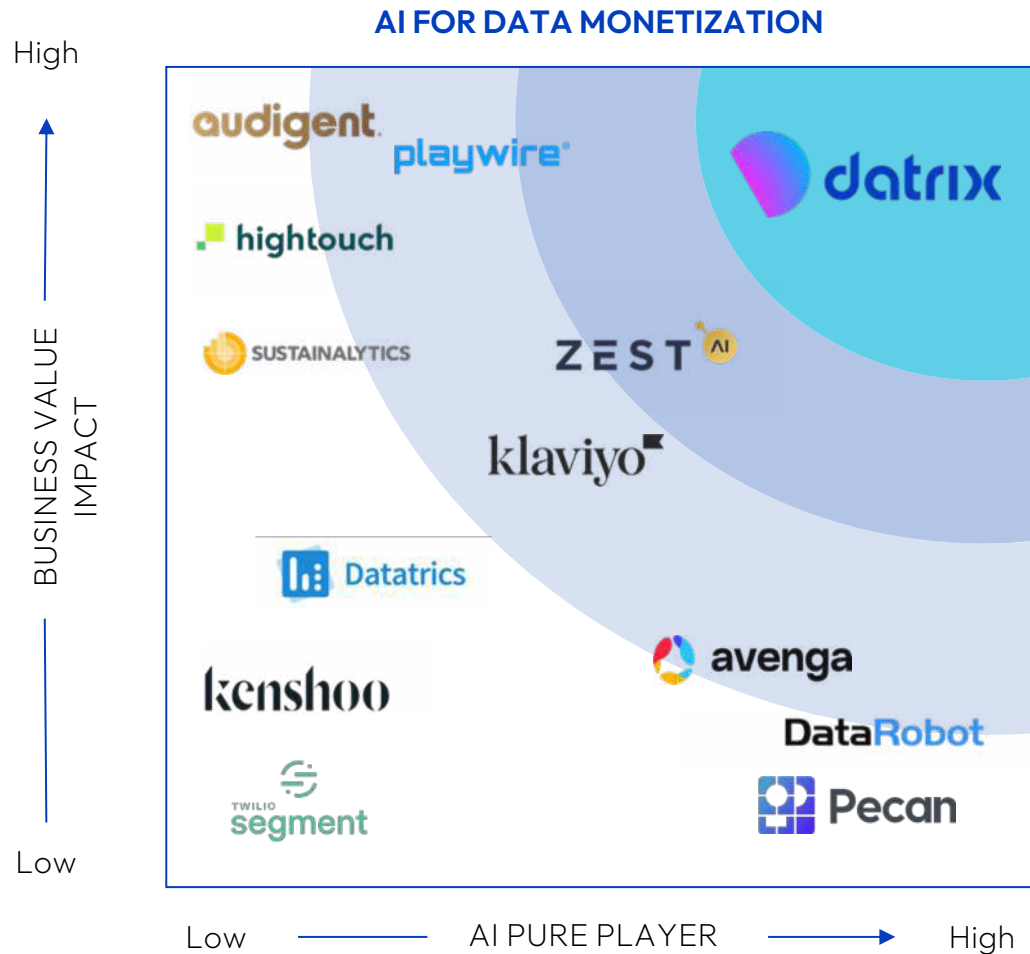
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Appendix I

Companies

OUR DISTINCTIVE STRATEGY TO ELEVATE THE COMPETITIVE EDGE

We stand out in the competitive landscape by 1) offering vertically integrated solutions tailored to specific industry needs and 2) embedding advanced AI models into every application, ensuring that clients capture actionable, relevant and scalable insights.





MISSION

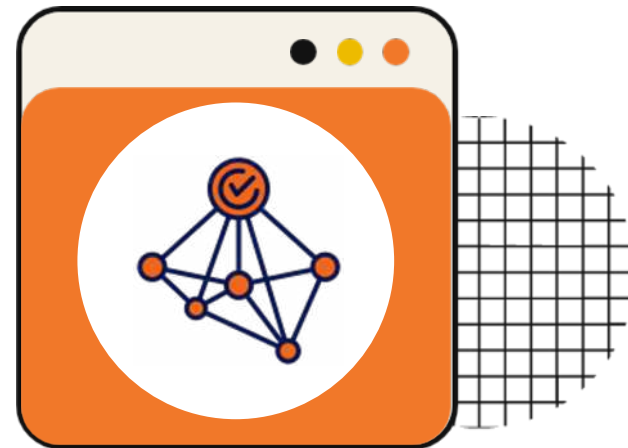
ByTek is a cutting-edge tech company that harnesses the power of **data analysis, artificial intelligence, proprietary technologies and human expertise to unlock the true business potentials of companies**

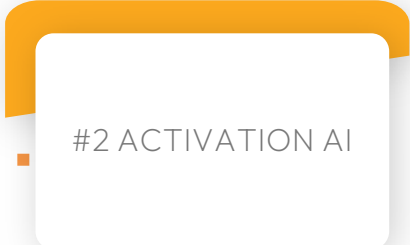
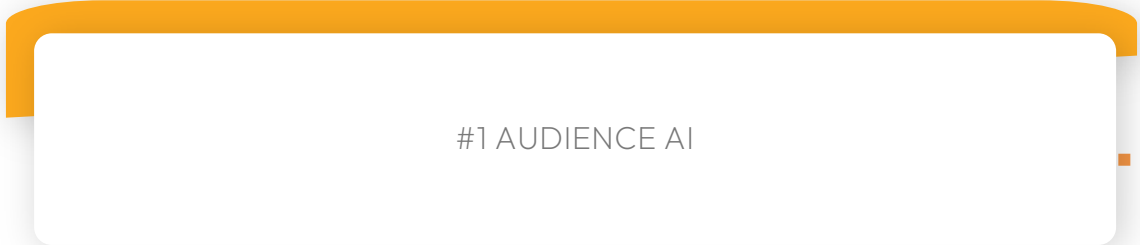
BUSINESS AREA:
MARTECH

UNFAIR ADVANTAGES

ByTek's **REAL fusion of marketing expertise, ad-tech and data science** empowers businesses to simplify data-driven decisions, gain a deeper understanding of their target audience, activate/testing marketing actions and drive tangible business growth

With a focus on 1° party/alternative data **outcome-based incentives**, defined metrics, transparent reporting, and continuous optimization, ByTek accelerate meaningful business impact





BUSINESS LINES

Algorithmic process to identify **common interests, intents, behaviours and preferences among** users/customers

- Interests
- Next Time to Buy
- Predictive Life-Time-Value
- Predictive Profit
- RFM Scoring

Outcome-based managed services to transform audiences & insights into tangible revenues

- Search Engine & Answer Engine Optimization
- Outcome-based media optimization
- Advanced marketing automation & UX personalization



TECHNOLOGY & DATA SCIENCE ASSETS

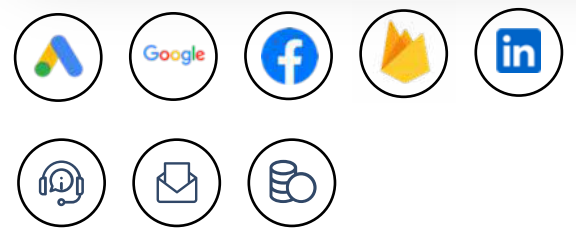
Ethical Data Collection
ensuring data accuracy, privacy, and compliance

- 1^o Party Data**
- Web & App Analytics
 - CRM
 - Cloud Computing
 - Survey
- Alternative Data**
- Market AI Intelligence

Data Science

- Clustering Algorithms
- Forecasting Algorithms
- Large Language Models
- Media Attribution Models

Audience, Bidding Strategy and Content Synch Technology





MISSION

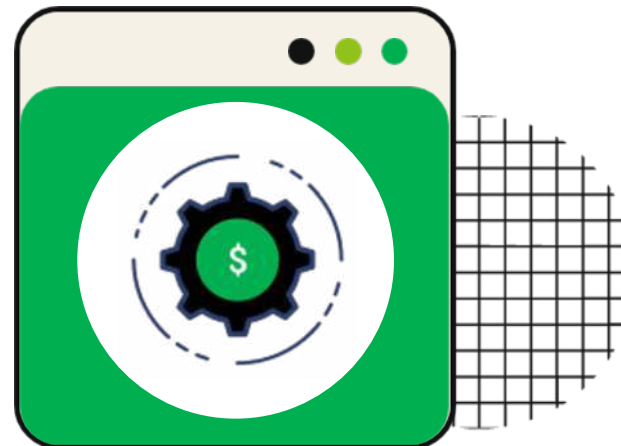
Adapex is a **full-service monetization platform** that helps publishers and app developers **maximize their ad revenue** across multiple channels – Web, Mobile, CTV – through data.

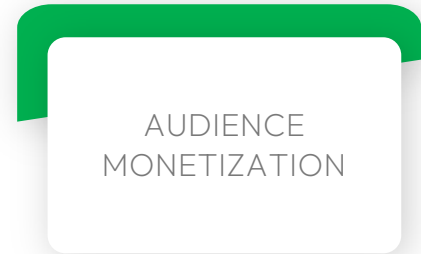
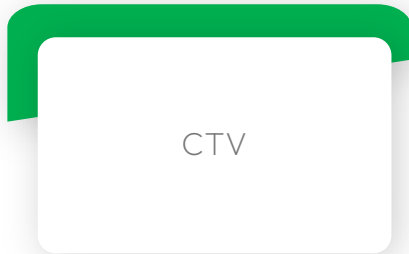
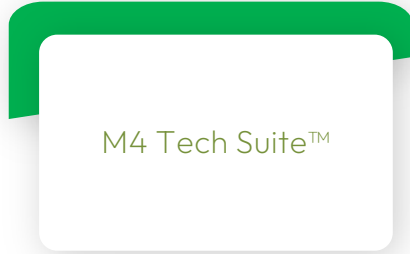
BUSINESS AREA:
ADTECH

UNFAIR ADVANTAGES

Adapex has been recognized by Deloitte as one of the **fastest-growing companies** and awarded as **adtech & programmatic innovator in US** (Drum Award, Digiday Media Award, Stevie Award, Inc 5000, etc.).

Its combination of **award-winning technology, AI-algorithms and expert ad-ops professionals** stands out in the competitive landscape and have been **driving revenue lifts of 40-520%** for all its partners, across different channels – **Web, Mobile, CTV**





BUSINESS LINES

Adapex **award-winning technology** offers a range of algorithmic strategies in order to **optimize ad monetization for publishers and app developers**

By leveraging **AdServer for CTV advertising**, Adapex optimizes ad **targeting, placement, performance**, and overall campaign management on Connected TVs.

AI-based Tech Stack to generate/enrich **hyper qualified audiences, out of publishers/app-developers 1° party data**, in order to maximize their monetization potential



TECHNOLOGY & DATA SCIENCE ASSETS



Plug & play proprietary header bidding technology



First-to-market unified analytics dashboard



Over 1000+ worldwide publisher partners network



Proprietary AdServer Systems



Integration with Premium ad exchanges and PMPs



Fraud detection and brand safety automatic controls



Privacy-centric Data collection



User Identification



Audience Sharing Tech



Content Classification Technology



AI-based Users profiling



Reporting Dashboard



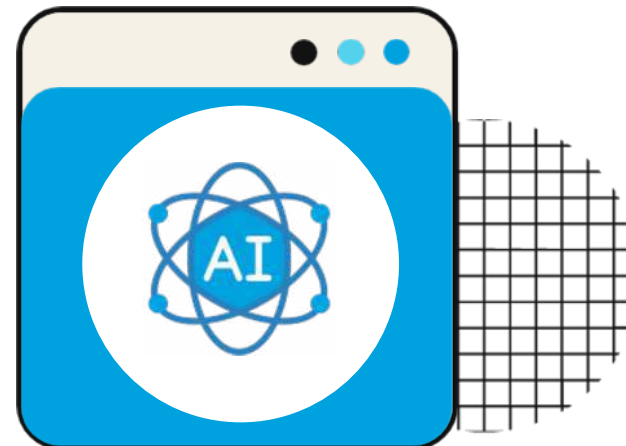
MISSION

Aramix harnesses the most advanced **descriptive, predictive and prescriptive data science models** to improve the **efficiency of industrial and management processes** across various industries and company sizes

UNFAIR ADVANTAGES

Aramix is the fusion between Aramis **hard expertise in physical industrial processes** and 3rdPlace multidisciplinary skills/technology to **extract knowledge from traditional and alternative data.**

This unique fusion accelerates the capacity to **win complex industrial / management challenges and to maximize efficiency for international companies.**





BUSINESS
LINES



AI DESCRIPTIVE
PREDICTIVE AND
PRESCRIPTIVE
MODELS

FOR INDUSTRIAL
PROCESSES



- Fair Value Asset Evaluation
- Risk, Reliability & Resilience Analysis
- Predictive Maintenance

FOR MANAGEMENT
PROCESSES



- Intelligent Document Processing (**IDM**)
- Alternative Data-based Risk Monitoring (**3rdEye**)
- Knowledge Extraction through Large-Language Models (**Ask Your Docs**)

Fixed price / DaaS/ Recurring Revenue/ Performance-based

TECHNOLOGY
& DATA SCIENCE
ASSETS

APPLICATIONS: Computer Vision, Predictive Controller, Scheduling, Clustering, RPA, etc.

METHODS: Neural Networks, K-Means, NLP, LLM, Storm Algorithms, Long-Short term Memory, Support Vector Machine, Random Forest, Etc.



MISSION

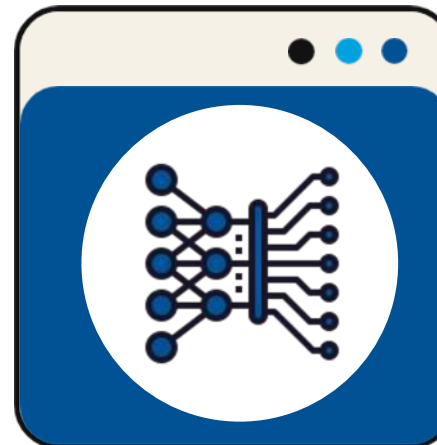
FinScience **combines alternative data and AI** to generate **high-value insights/metrics for thematic investing and direct indexing** helping private and institutional investors to make better-informed decisions.

BUSINESS AREA:
FINTECH

UNFAIR ADVANTAGES

By incorporating alternative data, Finscience aims to gain a comprehensive while unconventional view of the market and **identify investment opportunities that traditional data sources may overlook.**

Finscience leverages AI technologies, such as machine learning and natural language processing as well as proprietary metrics to analyse vast amounts of data and **extract hidden meaningful patterns, relationships, and insights**



These insights include **identifying specific companies or sectors driving thematic trends** and support investors in constructing portfolios that align with their investment themes.



THEMATIC INVESTING

BUSINESS LINES

Thematic and ESG Dataset (API) to **identify long-term investment future trends and companies driving those trends.**

Target: private investors, B2C trading platforms

DIRECT INDEXING

START UP / VALIDATION PHASE

Advanced Analytics Platform aimed to guide financial advisors, wealth manager, private banker in **constructing financial products (Direct Indexed portfolios)** more closely matching their clients values and/or interests.

Target: Asset Managers, Family Offices, etc.

DaaS

Data Science



Clustering Algorithms



NLP Algorithms
Large Language Models /
Topics Models



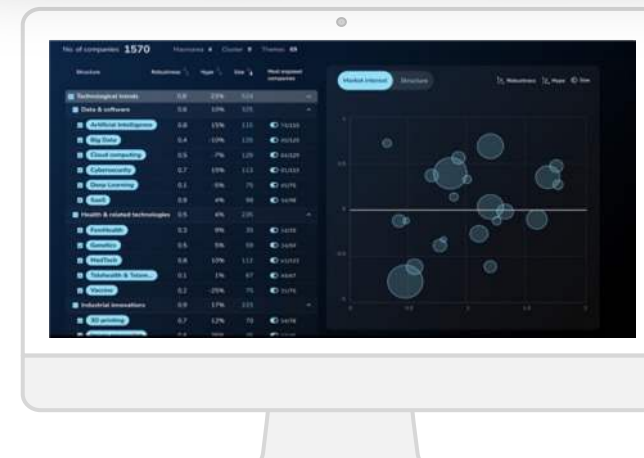
ESG Proprietary Framework



Proprietary Scoring System

TECHNOLOGY & DATA SCIENCE ASSETS

Proprietary Analytics Platform & Design System



SPECIFIC GTM IMPLEMENTATION



TARGET

SMEs AND
LARGE
COMPANIES

LARGE
COMPANIES

SMEs AND
LARGE
COMPANIES

SMEs AND
LARGE
COMPANIES

SALES CHANNEL

- DIRECT
- INDIRECT
- PARTNERSHIP

- DIRECT
- PARTNERSHIP

- DIRECT
- INDIRECT
- PARTNERSHIP

- DIRECT
- PARTNERSHIP

REVENUE MODEL

- REVENUE
SHARE

- SETUP + LICENCE
- SOLUTION-AS-A
SERVICE
- DATA-AS-A-
SERVICE

- SETUP + LICENCE
- OUTCOME BASED
- DATA-AS-A-
SERVICE

- DATA-AS-A-
SERVICE

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Appendix II

Consolidated results FY2023

STRATEGICAL KPIs ACHIEVEMENTS - 2023

15,3 €

REVENUES (MLN)

+12% YoY *

68%

RECURRING REVENUES

72% in 2022 *

58%

REVENUES FROM INTERNATIONAL CLIENTS

39% in 2022

48 k/€

AVERAGE REVENUE PER CLIENT

+15% YoY

FIRST 10 CLIENTS ON TOTAL REVENUES



* Consistent with the focus on higher value-added products and solutions, the Datrix Group recorded organic growth of +12% in 2023 (on a like-for-like basis and excluding lower-margin revenues in 2022);

HIGHLIGHTS - 2023



Total Revenues *

AdTech Revenues

+35% YoY

Recurring Revenues *

10.0 Mil.€

AI for Industrial &
Business Processes
Revenues

+61% YoY

Number of served Clients

> 300

37% foreign

R&D Investments

2.7 Mil.€

3,1 Mil.€ in 2022

Number of Employees

118

Successful
Acquisitions

1

Strengthen AI for Industrial Processes
(4 acquisitions since 2019)

* Affected by Datrix focus on higher value-added



	2023	2022
EBITDA (MLN)	-0.3 € (-2%)	-0.7 € (-4%)
H2 2023 EBITDA: +0.5 Mil.€ (+6%)		
CONSOLIDATED NET RESULTS (MLN)	-3.6 € (-24%)	-2.7 € (-16%)
In 2023, Datrrix did not prudently recognize in the income statement deferred tax assets, for a potential benefit of Euro 0.8m (Euro 0.9m in the 2022).		
NET FINANCIAL POSITION (MLN)	+2.4 €	+5.3 €

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

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