



# CORPORATE PRESENTATION

2025

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 visualization. The overall effect is dynamic and futuristic.

# Datrrix in a nutshell

INTRODUCING DATRIX

**Datrix is the leading  
AI-powered  
ecosystem  
of vertical software  
SMEs**





**Datrix's mission is to disseminate transformative AI technologies through innovative software companies.**

Revitalizing national and european software SMEs with cutting-edge AI, we pave the way for these technologies to be integrated within small-to-large corporations effectively.



## FOUNDATION (Pre-IPO)

Built the core technology and founding teams. Early M&A and market exploration to validate the business model.

## EXPANSION (IPO)

Scaled internationally and increased recurring revenues. Invested in R&D, Branding and AI capabilities to strengthen our market approach and anticipate enterprise adoption.

## APPLICATION & GROWTH

Deploying our go-to-market model by combining companies acquisition and AI empowerment to enhance impact and profitability.

Phase 1 (2018-2021)

Phase 2 (2021-2024)

Phase 3 (from 2025)



## RESEARCH & LAB

AI confined to research environments and academic projects – limited awareness and no direct business application.

## EXPLORATION

First proofs of concept emerge, applied to isolated business functions and mainly driven by large tech players.

## APPLICATION & IMPACT

AI systems move into production, delivering measurable business impact and supporting strategic decisions. As adoption broadens beyond early adopters, there is increasing room for **applied AI**.

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.

## VISION: DATRIX AS **EUROPEAN AI CHAMPION**

Datrix serves 5 key sectors, ensuring they benefit from AI's transformative power.



### **Utilities**

Production - Procurement - Distribution - Retail



### **Healthcare**

Research - National Health Service - Pharma



### **Financial Services**

Bank - Insurances



### **Manufacturing**

Industrial Automation



### **Distribution and Logistics**

Wholesale - Retail - Transportation



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# Our Go-to-Market Model

## THE 2 LAYERS OF DATRIX'S GO-TO-MARKET MODEL

Datrix's GTM model consists of two interconnected layers, **both empowered by AI:**

### 1.M&A

#### Scouting & Validation

*Focuses on identifying and validating high-potential targets.*



### 2.CO-PILOT

#### Guidance & Growth

*Ensures sustainable growth and success through controlling, strategic support and AI integration*

# THE M&A OPERATIONS JOURNEY



Our **M&A process** is designed to combine strategic and financial discipline with operational agility. Each phase — from strategy definition to post-deal integration — follows a structured, data-driven approach that ensures alignment between growth ambitions and value creation.

# THE M&A OPERATIONS JOURNEY



Strategy & planning



Target Companies Selection



Engagement and Preliminary Assessment



Strategic Validation and Internal Alignment



Due Diligence and Post-Acquisition Strategy



Deal Structuring and Signing

## KEY PARAMETERS



€1M - €8M

Revenues



> 60%

% Recurring Revenues



< 15%

3Y Revenue CAGR



> 0

Free Cash Flow



Proprietary Software



AI Infusion Potential



Market Potential

## THE M&A OPERATIONS JOURNEY



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## Evaluation Framework: Main Assessment Areas

### Financial & Legal

Assessment of financial solidity, company portfolio, and legal compliance.

### Technological

Evaluation of technological growth opportunities enabled by **AI Infusion**.

### Market Growth

Analysis of market attractiveness, competitive strength, and commercial opportunities.

## CO-PILOT

The **Co-Pilot** is a key component of Datrix's organizational model, acting as the cornerstone of the **post-acquisition phase** for target companies.

It is built on a comprehensive support approach that integrates three core capabilities:



**AI Infusion**



**Market Growth**



**Financial & Business  
Monitoring**

These capabilities, in addition to being delivered centrally through operational activities, can also be provided as **multidisciplinary coaching programs** to empower the teams within each company.

Through a proprietary and comprehensive tech stack, Datrix empowers and sustains its Software SMEs ecosystem in its mission to support a safe and successful business transformation.



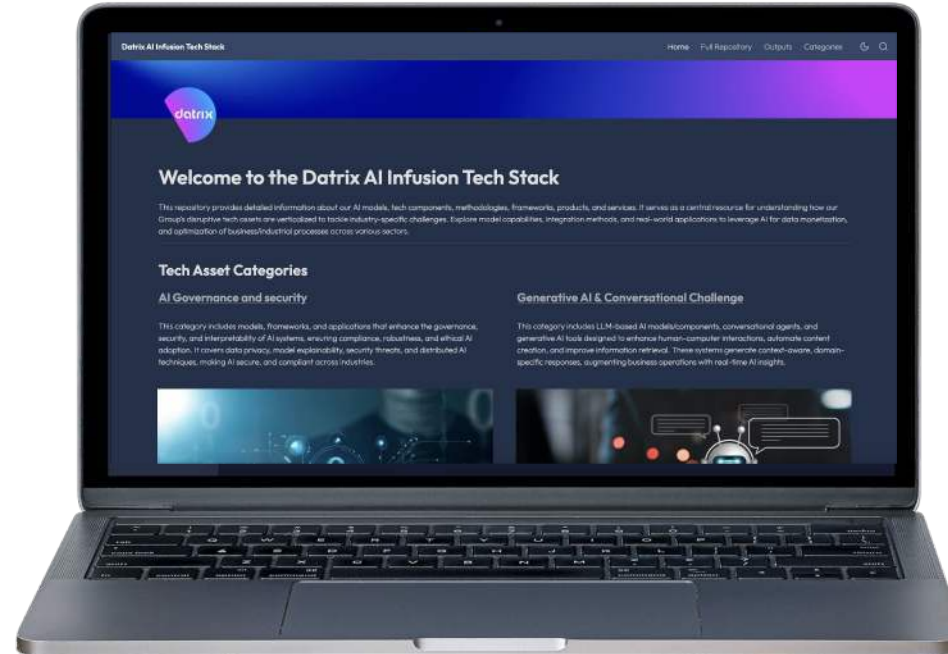
## AI Infusion



## Market Growth



## Financial & Business Monitoring



The AI Infusion Tech-Stack consists of **100+ proprietary AI models, modules, tools, frameworks**

## CO-PILOT



AI Infusion



Market Growth



Financial & Business  
Monitoring

Through an integrated approach combining market intelligence, strategic and operational support and activation of qualified partners, the Market Growth capability helps acquired companies unlock their full potential.



**Strategy definition support**



**Marketing and product support**

(Repositioning, rebranding, product design support, etc.)



**Market intelligence**

(Competitor benchmarking, market trends & insights, primary and secondary user research, etc.)



**Market and client portfolio expansion, and support for distribution partnerships**



**Supplier identification and outsourcing support**



AI Infusion



Market Growth



Financial & Business  
Monitoring

Global distribution agreement with Google to make company software solutions available worldwide through the Google Cloud Marketplace.



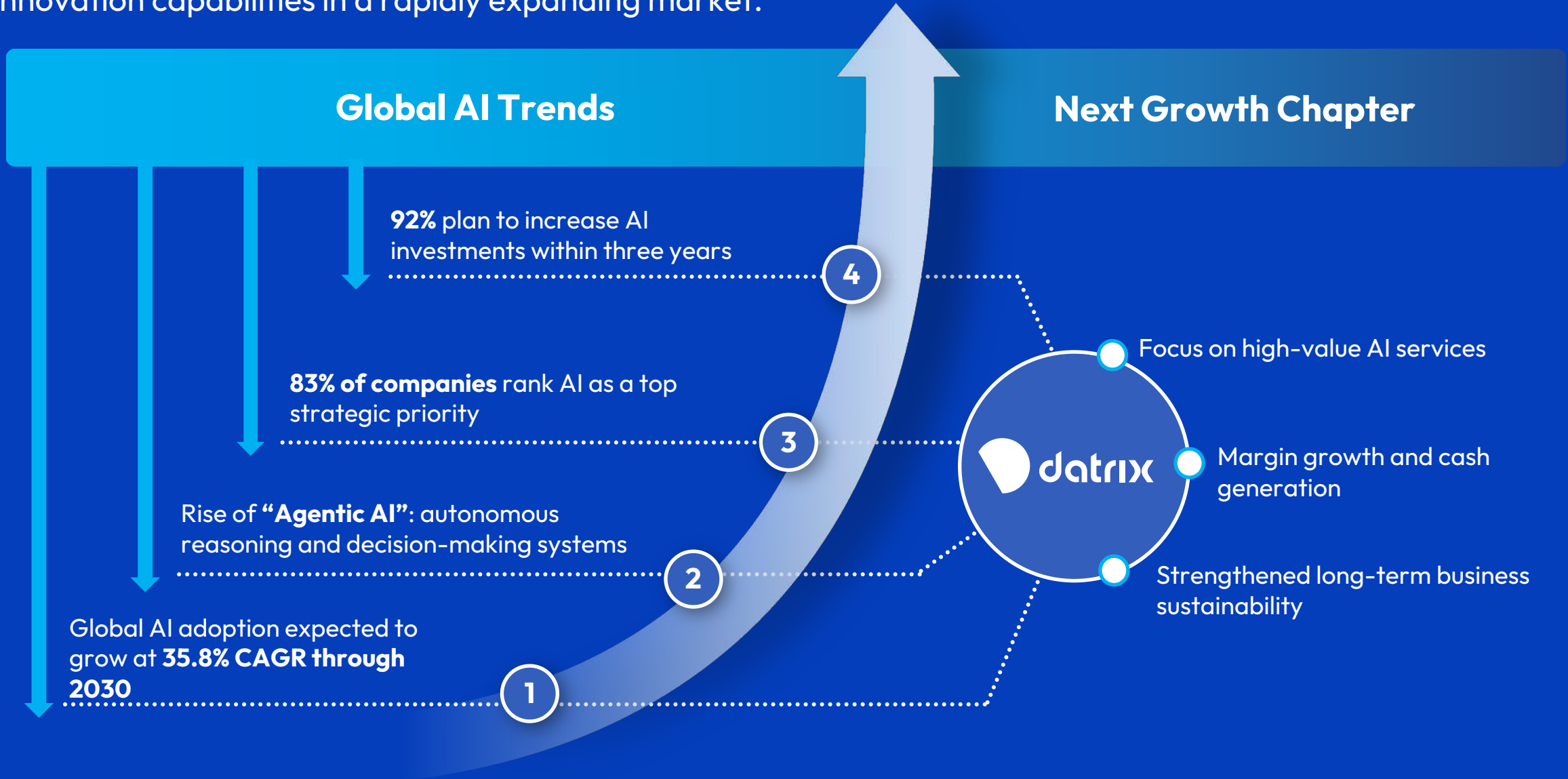
Market and client portfolio expansion, and support for distribution partnerships

The background is a vibrant, abstract composition. On the left, a circular area contains a complex pattern of glowing, wavy lines in shades of blue and purple, with numerous small, bright white dots scattered throughout, creating a sense of depth and movement. The right side of the image is a solid, bright blue gradient.

# Positioning

# NEXT PHASE: CAPTURING THE AI MARKET ACCELERATION

Datrix is strategically positioned to capture the next wave of AI growth, leveraging its proprietary assets and innovation capabilities in a rapidly expanding market.



# UNTOUCHED BY COMPETITION: LEADING THE WAY IN VERTICAL AI APPLICATIONS

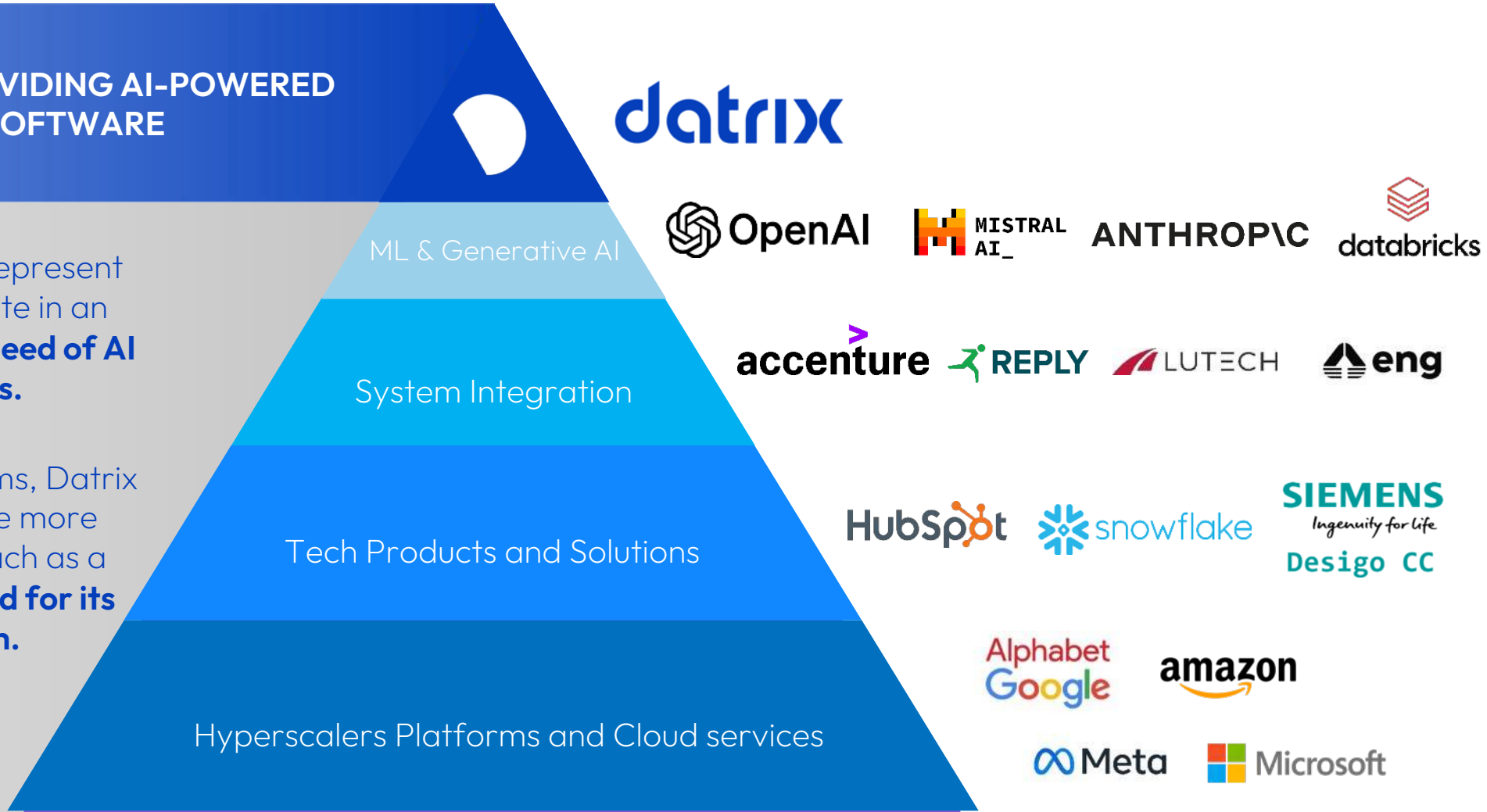


**Datrix doesn't compete with tech giants and system integrators** focused on horizontal AI applications, IT stack, and infrastructure. Instead, **Datrix creates synergies** by complementing their capabilities with **specialized AI vertical solutions.**

## DATRIX COMPANIES PROVIDING AI-POWERED SPECIALIZED SOFTWARE

These incumbent players represent opportunities to collaborate in an **ecosystem increasingly in need of AI vertical applications.**

By leveraging their platforms, Datrix can distribute its software more effectively, using their reach as a **complementary launchpad for its own vertical growth.**



## FOCUS ON AI INNOVATION TO STAND APART FROM COMPARABLE MODELS



The market for **Company Aggregators** is thriving, featuring successful models such as:

### Financial Aggregators:

Their core strategy is centered on acquiring profitable companies and leveraging financial controls and resources to deliver consistent returns for investors. Their value lies in financial management and portfolio optimization.



### Industrial Holdings:

Focused on acquiring companies within a specific sector or industry, enhancing operational efficiency, and generating synergies through shared resources and processes. Their growth is primarily driven by improving business operations and maximizing economies of scale.



### Ecosystem Orchestrators:

A newer and more specialized model, this strategy focuses on integrating diverse vertical companies into an interconnected ecosystem where AI-powered technology serves as the common thread that drives innovation and growth.



## Company Aggregation Models

	Diversified	Financial Aggregators	Industrial Holdings	Ecosystem Orchestration
<b>AI Innovation Value Add</b>				● (with checkmark)
Industrial Value Add			●	●
Vertical Market Specific Software		●	●	●
Portfolio Control	●	●	●	●
M&A Capabilities	●	●	●	●

While financial aggregators and industrial holdings excel in operational efficiency and financial control, they lack a crucial element for future competitiveness: **AI-powered innovation.**

Datrix's AI ecosystem orchestrator model bridges this gap by **leveraging artificial intelligence to enhance vertical solutions, unlock new levels of productivity, and accelerate growth** — maximizing impact and returns on invested capital.

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# 1H2025 Consolidated Results

## STRATEGIC KPI's ACHIEVEMENTS – 1H2025

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**8.4 €**

REVENUE (MLN)

**+8% YoY**

7.8 € MLN in 1H2024

**68%**

RECURRING REVENUE

**67% 1H2024**

**58%**

REVENUE FROM FOREIGN CUSTOMERS

**60% 1H2024**



**Note:** In May 2024, Datrix sold the Mobilit business unit; the impact on revenue in 1H2024 was €0.3 million (core business revenue growth on a like-for-like basis is 9%).

HIGHLIGHTS (DATA IN EU MLN.)

	<b>FY2024</b>	<b>FY2023</b>	<i>Change</i>
AI for Data Monetization	16,0	13,4	20%
AI for Industrial & Business Processes	1,8	1,2	42%
<b>Total Business Lines</b>	<b>17,8</b>	<b>14,6</b>	<b>21%</b>
Other Revenues	0,4	0,6	-30%
<b>Total Revenues</b>	<b>18,2</b>	<b>15,3</b>	<b>19%</b>
<b>EBITDA Adjusted</b>	<b>1,0</b>	<b>-0,3</b>	<b>1,3</b>
<i>EBITDA Margin Adjusted</i>	6%	-2%	
<b>Profit (Loss)</b>	<b>-2,5</b>	<b>-3,6</b>	<b>32%</b>
<b>NFP</b>	<b>-0,7</b>	<b>-2,4</b>	<b>-1,7</b>

HIGHLIGHTS (DATA IN EU MLN.)

	1H2025	1H2024	<i>Change</i>
AI for Data Monetization	7,1	6,9	4%
AI for Industrial & Business Processes	1,1	0,8	39%
<b>Total Business Lines</b>	<b>8,2</b>	<b>7,6</b>	<b>7%</b>
Other Revenues	0,2	0,2	44%
<b>Total Revenues</b>	<b>8,4</b>	<b>7,8</b>	<b>8%</b>
<b>EBITDA Adjusted</b>	<b>1,0</b>	<b>-0,2</b>	<b>1,1</b>
<i>EBITDA Margin Adjusted</i>	<i>11%</i>	<i>-2%</i>	
<b>Profit (Loss)</b>	<b>-1,2</b>	<b>-1,5</b>	<b>17%</b>
<b>NFP</b>	<b>2,5</b>	<b>-0,4</b>	<b>- 3,0</b>

Thank You



## DISCLAIMER

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