



## DATRIX ACCELERATES INTERNATIONAL EXPANSION: BYTEK SIGNS A STRATEGIC AGREEMENT WITH BRANDS FOR LESS GROUP

Milan 11th november 2025 — Datrix, a company listed on Euronext Growth Milan leading the first international AI-powered ecosystem of vertical software companies, continues its global growth trajectory with a new agreement signed by Bytek – the Group’s martech company – with Brands for Less Group, one of the leading off-price retailers in the Gulf and Southeast Asian markets.

The agreement marks another step forward in the Group’s internationalization journey, as Datrix now generates the majority of its revenues outside the Italian market. It follows the consolidation of operations in North America, currently the largest market of the Group, and confirms **the ability to attract major international clients in dynamic areas such as MENA, where digital transformation is a strategic priority.**

The project, led by Bytek, involves the adoption of its proprietary predictive platform for advanced first-party data analysis, aiming to support Brands for Less in optimizing marketing campaigns and enhancing high-potential audience segments.

*“The agreement with Brands for Less demonstrates how the Datrix Group’s strategy — based on applied AI — is recognized and valued by global organizations operating in highly competitive environments. Following our expansion in the United States, our growth in the Middle East confirms the solidity of our model, capable of generating tangible and measurable value on an international scale - said Fabrizio Milano d’Aragona, CEO of Datrix - With an operating model that combines strategic vision, proprietary technology, and local presence, Datrix positions itself as a key partner for companies seeking to embrace digital transformation through reliable, scalable, and results-driven AI solutions”.*

### ABOUT DATRIX

Datrix is a Group listed on Euronext Growth Milan (ISIN code IT00054683), leading the first international ecosystem of vertical Artificial Intelligence software companies.

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 in key sectors such as energy, manufacturing, finance, logistics, and transportation).

The Datrix Group today includes the brands: **Adapex, Aramix, ByTek, FinScience and Navla.**

Datrix is also a technology **partner of over 20 universities and international research centers** for important Research & Development projects (funded by the European Union and Italy) based on Artificial Intelligence algorithms in the fields of **LifeScience/Health, Social Well Being, and Cybersecurity.**

Datrix, with headquarters in Italy, operates in Europe, the United States, and the United Arab Emirates.

More info at [www.datrixgroup.com](http://www.datrixgroup.com)

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