



L'Oréal Italia renews its trust in Navla, a Datrrix Group brand, confirming the three-year collaboration to guide Search and Digital Intelligence activities

A partnership that evolves towards an integrated ecosystem of Search Intelligence and Digital Intelligence, with a focus on generative AI, LLMs, and GEO to guide the Group's digital competitiveness.

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L'Oréal Italia chooses to evolve the **Search and Digital Intelligence model** with **Navla** for the next three years. The decision consolidates a relationship that has grown over time, starting in **2019**, which has allowed the Group to structure a mature working model capable of integrating technical skills, data analysis, and a strategic approach oriented towards innovation. Navla is part of the **Datrrix Group, the first international ecosystem of vertical Artificial Intelligence software companies.**

Today **the partnership enters a subsequent phase**, with a vision that goes beyond the traditional scope of Search to embrace all forms of digital searching and consultation.

In recent years, people's online behavior has transformed profoundly. Decisions no longer arise from a single platform, but from **a path of discovery, evaluation, and comparison that occurs among search engines, video content, reviews, social networks, and answers generated by artificial intelligence.** In this context, search becomes a complex ecosystem where visibility is built through the ability to preside not only over *queries*, but also over conversations, syntheses, and narratives produced by algorithms.

The new mandate entrusts Navla with **the task of supporting L'Oréal Italia in interpreting this scenario**, reading market signals and supporting brand positioning in an increasingly distributed, multimodal, and generative AI-driven search environment. In parallel, work in the field of Digital Intelligence is also being renewed, which in recent years has made it possible to improve data quality, consolidate tracking infrastructures, and transform collected information into insights useful for marketing and business decisions.

The collaboration of recent years has made it possible to harmonize strategies, processes, and priorities among the Group's various divisions, facilitating the construction of common methodologies and the use of shared tools. **Thanks to continuous work on governance, data quality, and the ability to convert insights into actions**, L'Oréal Italia has developed a vision of search as a strategic, not just operational, lever.

The renewal of the collaboration with Navla confirms this direction and introduces an even stronger focus on the integration of content, technology, and data, with an approach that includes optimization for generative engines, the evaluation of responses produced by LLMs, semantic consistency across different touchpoints, and the ability to be present in the **digital places where decisions come to life.**

“Renewing our confidence in Navla means choosing a partner capable of evolving with us. We face the integration of LLMs and the transition to GEO with the certainty that, by uniting technological innovation

and consumer centrality, we will know how to transform these unprecedented complexities into growth opportunities, continuing to offer authentic responses and real value". **Elisabetta Debole, CDO Italy, L'Oréal**

"Since 2019, we have accompanied L'Oréal Italia on a path that considers search as a central element for brand visibility and relevance. Today the challenge is even more stimulating: interpreting an ecosystem where people find information through multiple modalities and where generative algorithms are becoming increasingly influential. We are proud of the renewed confidence and ready to support this new phase, uniting data, technology, and human expertise to build solid, authoritative, and useful answers for consumers". **Natalia Palmisano, Managing Director, Navla**

Navla

Navla was born as the natural evolution of over ten years of innovation matured by Bytek, a Datrix Group company, with the aim of helping companies fully leverage their information assets, simplifying complexity with strategic vision, precision, speed, and impact. From the structuring of raw data to its activation in marketing and communication processes, Navla's mission is clear: simplify, innovate, and create trust in data-driven decisions.

Datrix Group

Datrix (<https://www.datrixgroup.com/it/>) Datrix is a Group listed on Euronext Growth Milan that heads the first international ecosystem of vertical Artificial Intelligence software companies. The Group is active 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 transport). The Datrix Group currently includes the brands: **Adapex, Aramix, ByTek, and Navla**. Datrix is also a **technological partner of over 20 international universities and research centers** for important Research & Development projects (funded by the European Union and Italy) based on Artificial Intelligence algorithms in the areas of **LifeScience/Health, Social Well Being, and Cybersecurity**. Datrix has its Headquarters in Italy and operates in Europe, the United States, and the United Arab Emirates. More info on www.datrixgroup.com.

L'Oréal Italia

With a worldwide turnover of 43.48 billion euros in 2024, L'Oréal is the world's leading cosmetics group thanks to its presence in 150 countries with 90,000 employees and 37 international brands. L'Oréal has a historic presence in Italy: our country, where the Group has been active since 1908, has historically been the Group's leading foreign export market. L'Oréal Italia, with approximately 2,000 employees, is a leader in the national cosmetic market and is present in all distribution channels, from hair salons to perfumeries, from pharmacies to large-scale distribution, with an offering of leading brands in many market segments, such as face care and makeup, hygiene, hair care and coloring, and perfumes. The company is organized into 4 Divisions to cover all cosmetic markets, each a leader in the distribution circuit in which it operates.

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