



# Investors Deck

June, 2026

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General Manager

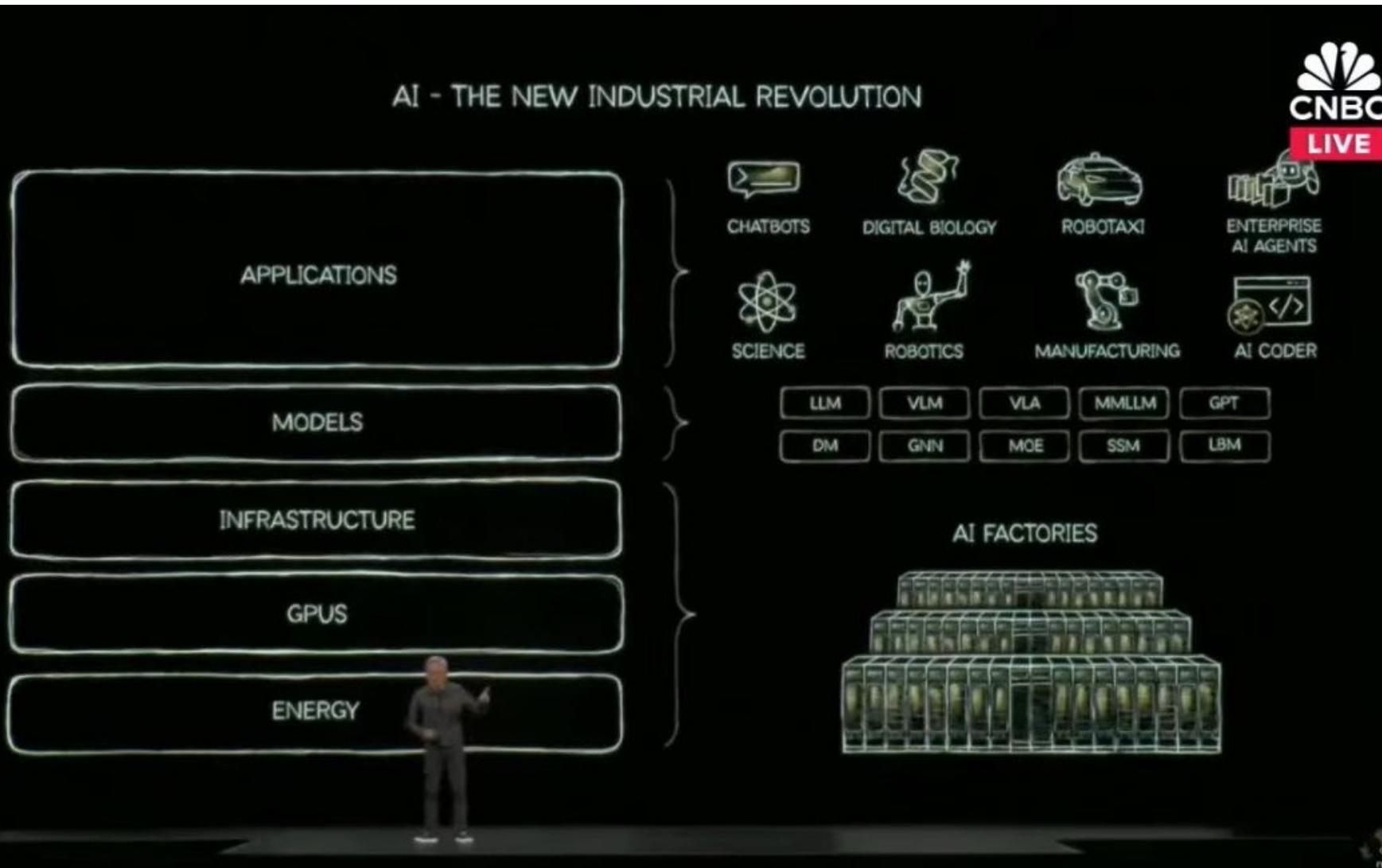
Head of M&A



# The AI Market Call



# The next 10 years is going to be the **application science of AI.**



«AI will become **pervasive** *weaving its way into nearly every industry*»

**Jensen Huang**  
*NVIDIA Co-Founder & CEO*

## LET'S CLEAR IT UP: APPLICATIONS VS MODELS



### AI Vertical Applications

Purpose-built software that solves a **specific business need end-to-end** — safe, controlled and governed, with measurable efficiency and performance.

- Run on **governed, controlled infrastructure** — security, explainability and knowledge sovereignty by design
- Deliver **measurable ROI** — efficiency and performance you can track
- Tailored to a specific **domain & workflow**

FOR EXAMPLE

Credit Risk Scoring

Turbine failure prediction

Churn prevention

Demand forecasting



### LLM Horizontal Models

General-purpose foundation models that **do a bit of everything** — powerful, but broad, open-ended and not engineered to fulfill a single business requirement.

- Act on **uncontrolled infrastructure** — limited governance and explainability
- Can lead to **resource waste** and unpredictable cost
- General purpose** — no built-in business logic or accountability

FOR EXAMPLE

Draft Email

Summarize transcript

Brainstorm on ideas

Generate images



They coexist, they don't compete but they are intrinsically different.

# Introducing Datrrix

INTRODUCING DATRIX

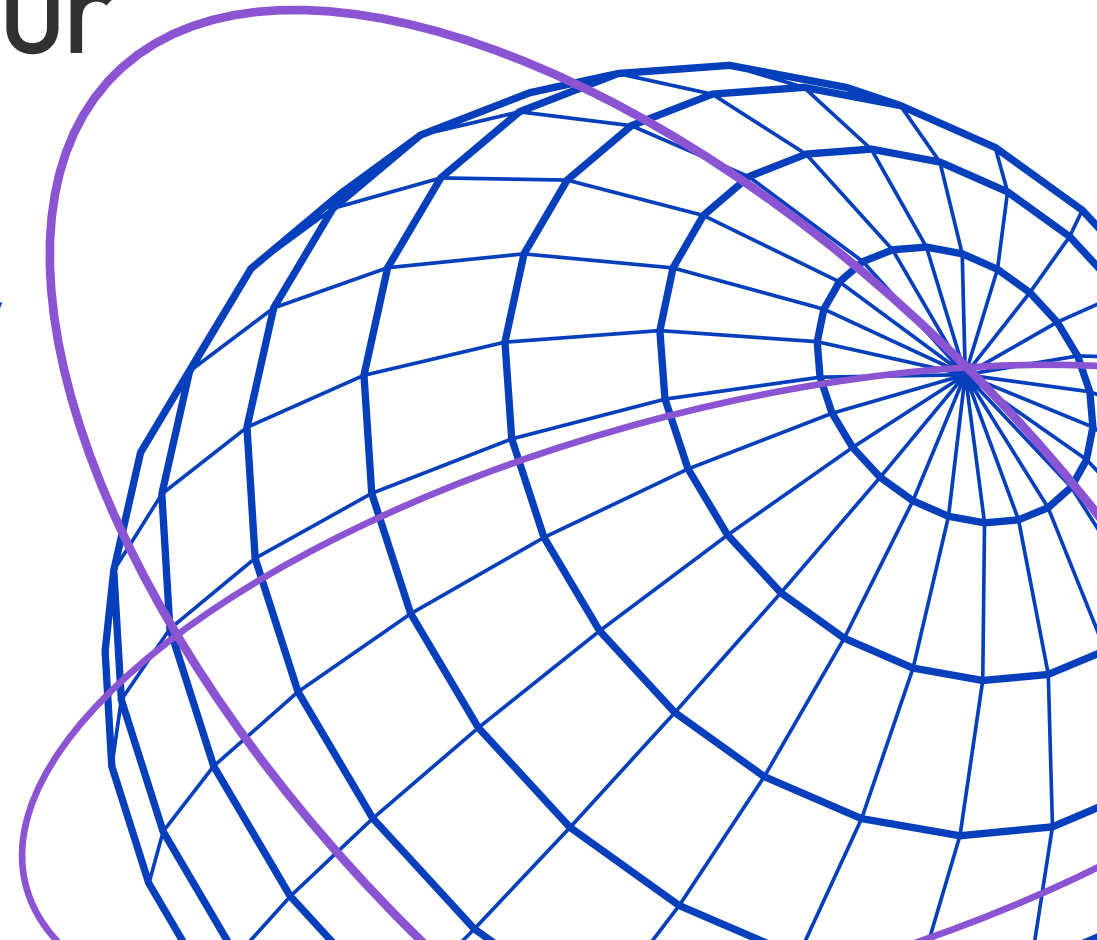


# The leading **ecosystem** of AI vertical applications.





We disseminate **transformative**  
**AI Applications** through our  
specialized companies,  
driving **process efficiency**  
and **business expansion.**





**AI-POWERED VERTICAL APPLICATIONS**

DOMAIN 01 · PROCESS EFFICIENCY

## AI for *industrial & business processes*

Ensuring organizations achieve peak operational efficiency and sustainability, cutting costs, conserving energy and elevating productivity to unprecedented levels.



DOMAIN 02 · BUSINESS EXPANSION

## AI for *data monetization*

Transforming data into immediate value, accelerating revenue, acquisition, retention, product innovation, and market expansion.





## AI FOR INDUSTRIAL & BUSINESS PROCESSES

### PROCESSES EFFICIENCY

#### Production & Operations



Energy Optimization · Predictive maintenance · Proactive risk mitigation

#### Supply Chain & Distribution



Demand planning · Sales forecasting

#### Business Processes



Credit document management · Third-party risk management optimization · Knowledge management



## AI FOR DATA MONETIZATION

### BUSINESS EXPANSION

#### Sales & Marketing



Predictive segmentation · Brand monitoring · Marketing Mix Modeling

#### Customer Service & Retention



LTV prediction · Next product suggestion

#### New Revenue Streams



DaaS (Data-as-a-Service) · Data curation & enrichment





# Production & *Operations.*

AI that optimizes energy, predicts failures and mitigates risk, built into operations,

01 Software / Solution

## Energy Optimization

Optimizing energy systems across non-residential buildings and industrial assets to maximize cost savings and improve sustainability.

- 
- MEASURABLE ENERGY SAVINGS

02 Software / Solution

## Predictive Maintenance

Anticipating industrial equipment failure before it occurs generating the right work order to the right technician, in time.

- 
- REDUCTION IN UNPLANNED DOWNTIME

03 Service

## Proactive Risk Mitigation

Detecting anomalies early across your plant and routing them before they escalate into incidents or compliance exposure.

- 
- FASTER ANOMALY DETECTION, FEWER INCIDENTS



# Supply Chain & *Distribution.*

Ensure seamless operations, reduce costs and enhance resilience across your entire supply chain.

01 Software / Solution

## Demand Planning

Drives optimal resource allocation by accurately forecasting demand, minimizing disruptions, and supporting proactive supply chain strategies.

- 
- NO STOCKOUTS. NO SURPLUS. ON-TIME DELIVERY.

02 Software / Solution

## Sales Forecasting

Enables businesses to predict market demand, manage inventory efficiently, and enhance profit margins.

- 
- OPTIMIZED INVENTORY. HIGHER MARGINS.



# Business *Processes.*

AI that turns documents into decisions, and risk signals into actions

01 Software / Solution

## Credit Document Management

Extracts, classifies and verifies data from unstructured documents, eliminating manual entry and reducing fraud risk.

- 
- FASTER CREDIT DECISIONS

02 Software / Solution

## Third-Party Risk

Continuous monitoring of operational and reputational risk signals across your partner and supplier network, with automated alerts and actionable insights before exposure becomes a loss.

- 
- PROACTIVE RISK DETECTION, ZERO EXPOSURE

03 Software / Solution

## Knowledge Management

AI-powered assistants that democratize access to knowledge — whether financial education for end users or institutional expertise for internal teams. Ask in plain language. Get precise, personalized answers.

- 
- FASTER ANSWERS, BETTER-INFORMED TEAMS



# Sales & *Marketing.*

AI-driven intelligence across every stage of the marketing funnel — from segmentation to spend optimization

01 Software / Solution

## Predictive Segmentation

Analyzes 1<sup>o</sup> party data customer behavior — purchase patterns, browsing signals, RFM clustering — to build and activate segments / audience for marketing personalization.

- 
- HIGHER CONVERSION, LOWER CHURN

02 Software / Solution

## Brand Monitoring

Measures in real time the reliability and relevance of brands within the responses generated by the main Large Language Models (LLMs) such as GPT, Claude, Gemini.

- 
- SMARTER COMMUNICATION STRATEGIES

03 Service

## Marketing Mix Model

Quantifies the real contribution of each channel — paid, owned and earned — so budget decisions are driven by predicted revenue impact.

- 
- BETTER ROAS



# Customer Service & *Retention.*

AI that predict which customers are worth more. Keep them longer. Sell them more of what they actually want.

01 Software / Solution

## LTV Prediction

Measures the long-term revenue value of each customer — scoring likelihood to purchase, churn or upgrade, so retention budgets go where they generate the most return.

- 
- HIGHER RETENTION

02 Software / Solution

## Next Product Suggestion

Analyzes purchase history, browsing behavior and customer value to surface the right product at the right moment.

- 
- MORE REPEAT PURCHASES





# New revenue *Streams.*

From raw high-quality data to premium audience segments — structured, enriched and monetized without relying on third-party cookies

## 01 · Service

### **DaaS – Data as a Service**

Structured, validated data — behavioral signals, contextual categories and identity-resolved audiences — packaged and delivered as a ready-to-use data feed for platforms, brands and data buyer.

- 
- RECURRING DATA REVENUE

## 02 · Software / Solution

### **Data Curation & Enrichment**

First-party audience segments enriched with identity signals and contextual intelligence — packaged into premium deals and Private Marketplaces.

- 
- HIGHER PREMIUM ADVERTISER DEMAND, STRONGER CPMs



TRUSTED BY INDUSTRY LEADERS

 CPG & HEALTH



 FINANCE, MEDIA & TECH



 ENERGY, MOBILITY & RETAIL



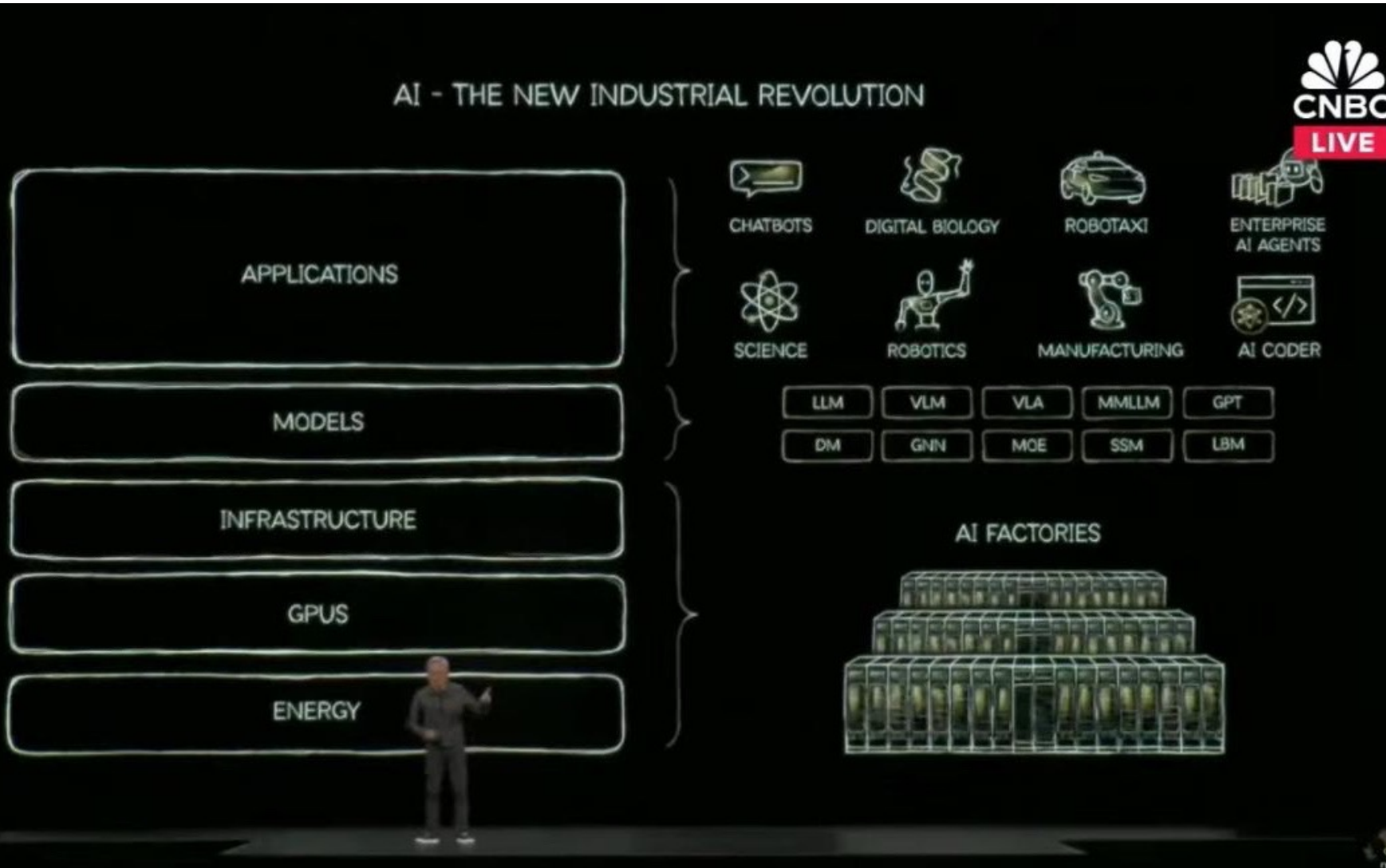
Sample out of 300+ Companies

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# The need of a “governed” AI stack



# The next 10 years is going to be the **application science of AI.**



« *The applications must be deployed on* **AI-ready technical and organizational infrastructure** »

**Jensen Huang**  
*NVIDIA Co-Founder & CEO*

Value lies not in the model's power, *but in how it is governed.*



HIGHWAY

MOUNTAIN ROAD

### MOUNTAIN TIRES

- Control
- Security
- Adaptability

### HIGHWAY TIRES

- Speed
- Power

AI VERTICAL APPLICATIONS

HORIZONTAL MODELS

**A proper setup is fundamental for a safe drive**

Horizontal models — the large generalist systems — offer growing, cross-cutting capability.

But adoption in an enterprise context introduces **structural constraints** that the model's capability alone does not resolve.

01

### Regulation

Binding obligations on data and AI use, with a severe penalty regime.

AI Act 2024/1689 · GDPR 2016/679

02

### Intellectual property

Proprietary know-how is protected only if confidentiality is preserved.

03

### Governance & security

Security of processing, operational resilience and traceability must remain demonstrable.

NIS2 · DORA · GDPR Art. 32

04

### Knowledge sovereignty

Internal knowledge, processes and data are what make a company defensible.



# 3 challenges every CTO and CFO are dealing with right now

**01**

## **Compliance & Sovereignty**

AI Act, GDPR and DORA establish binding obligations on data processing, sovereignty and system accountability. Organisations that have deployed commercial LLMs without a governance layer are exposed.

**Regulatory exposure risk**

**02**

## **Cost governance**

Uncontrolled token consumption, cloud licensing and the proliferation of unauthorised shadowAI tools have made enterprise AI spend structurally unpredictable.

**Invisible costs are ungoverned**

**03**

## **Systems orchestration**

Companies have accumulated multiple AI tools that don't talk to each other, to legacy systems, or to their governance frameworks. The problem compounds with every new tool added.

**More tools, less control**

# AI adoption fails

Promising pilots that **never reach production** — stuck in the gap between demo and enterprise value

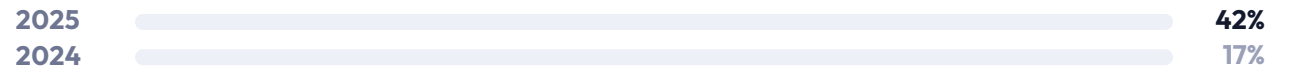
95%

of AI projects **never make it past the pilot phase**. The real obstacle is integration into processes.

MIT NANDA "State of AI in Business 2025" · II Sole 24 Ore / IKN Research, Feb. 2026

42%

of companies **abandoned most AI projects** in 2025 — versus 17% the year before.



S&P Global Market Intelligence, 2025



Vertical applications are what turn a pilot into adopted, governed enterprise value.

## USE CASE 1

# KLN<sup>2</sup>: from vertical apps to a governance system.

### THEY STARTED HERE

## "We need vertical AI applications"

Vertical solutions on top of EPCm processes — each tackling one risk, cost or scheduling problem on its own.



### THEY REALISED

## "We need a governance system around them"

Without a shared data, model and knowledge layer, every vertical stays a pilot. KLN<sup>2</sup> is the layer that lets them scale.

KLN

KNOWLEDGE LEARNING NETWORK

## A governed R&D centre for industrial AI

A center of competence where **data, models and knowledge converge in one shared flow**, applying AI + Model-Based Systems Engineering to make EPCm projects predictive, controlled and continuously improving.



### One shared data flow

Engineering, project and ops data unified and governed.



### MBSE + AI models

Reusable models for risk, schedule and cost intelligence.



### Automated workflows

AI co-pilots embedded in real operational decisions.



### Shared governance

FinOps, security, lifecycle and compliance, by design.

CO-INNOVATION

KLN Project

Aramix · Datrix

Politecnico di Milano — Dept. of Energy

### EFFICIENCY

#### Structurally lower process time

Across all EPCm phases, from bidding to execution.

### RISK

#### Earlier, predictive control

Risks surfaced before they materialise onsite.

### COST & TIME

#### Optimised by design

Decisions backed by shared data and models.

### GO-TO-MARKET

#### Shared, sellable assets

Co-developed tech ready to scale to new clients.



*KLN Logistics Group is a leading global third-party logistics (3PL) provider headquartered in Hong Kong. As the international arm of S.F. Holding, it operates in 59 countries, specializing in international freight forwarding, integrated supply chain solutions, and e-commerce logistics*



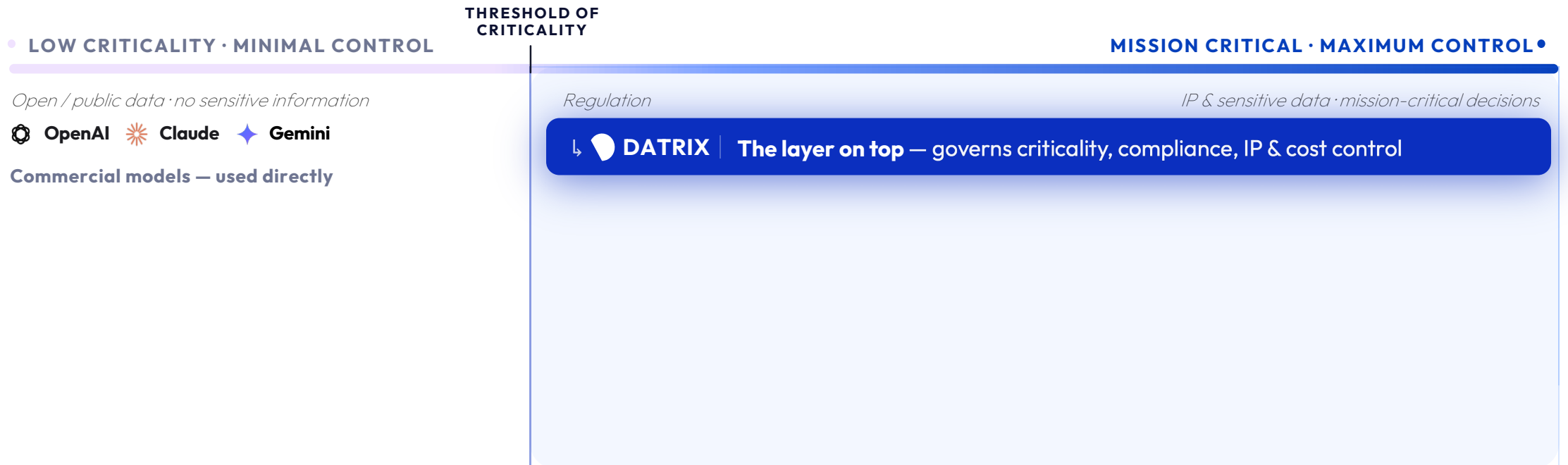
«This agreement allows us to establish a co-innovation ecosystem that combines extensive field experience, advanced academic research, and the application of the most sophisticated AI technologies, creating the foundation for a predictive, efficient, and sustainable management of the entire project lifecycle» - KLN Project

# Why Datrrix?



# Beyond a threshold of criticality, commercial models need a layer that governs the risks.

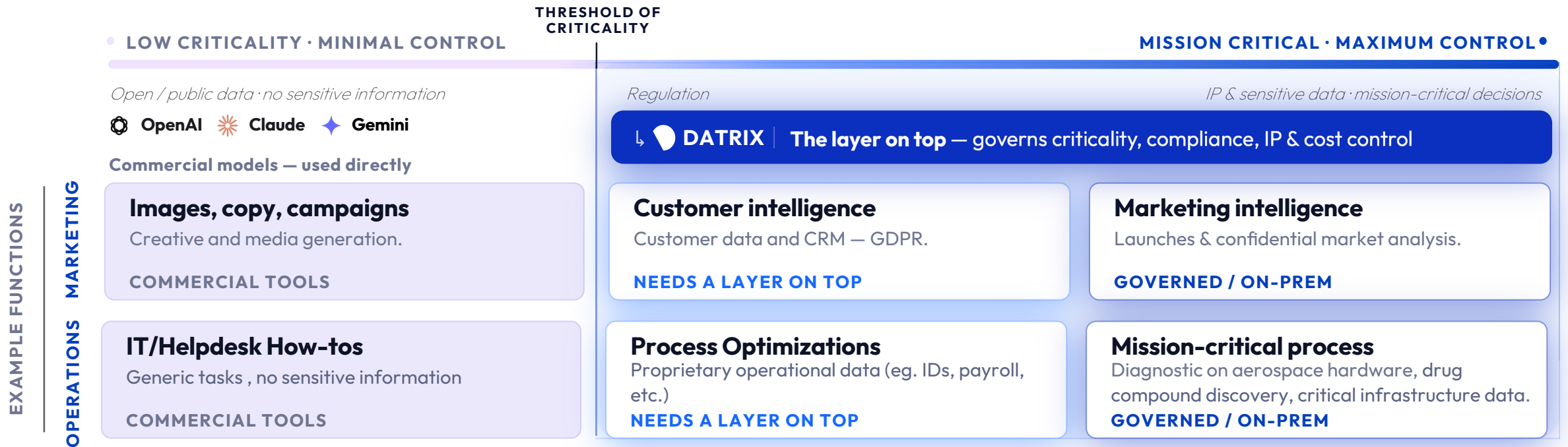
Not all AI use cases carry the same stakes. As tasks move from open, generic data toward regulated information, proprietary knowledge and mission-critical decisions, commercial models alone are no longer sufficient and a governed layer becomes necessary





# Beyond a threshold of criticality, commercial models need a layer that governs the risks.

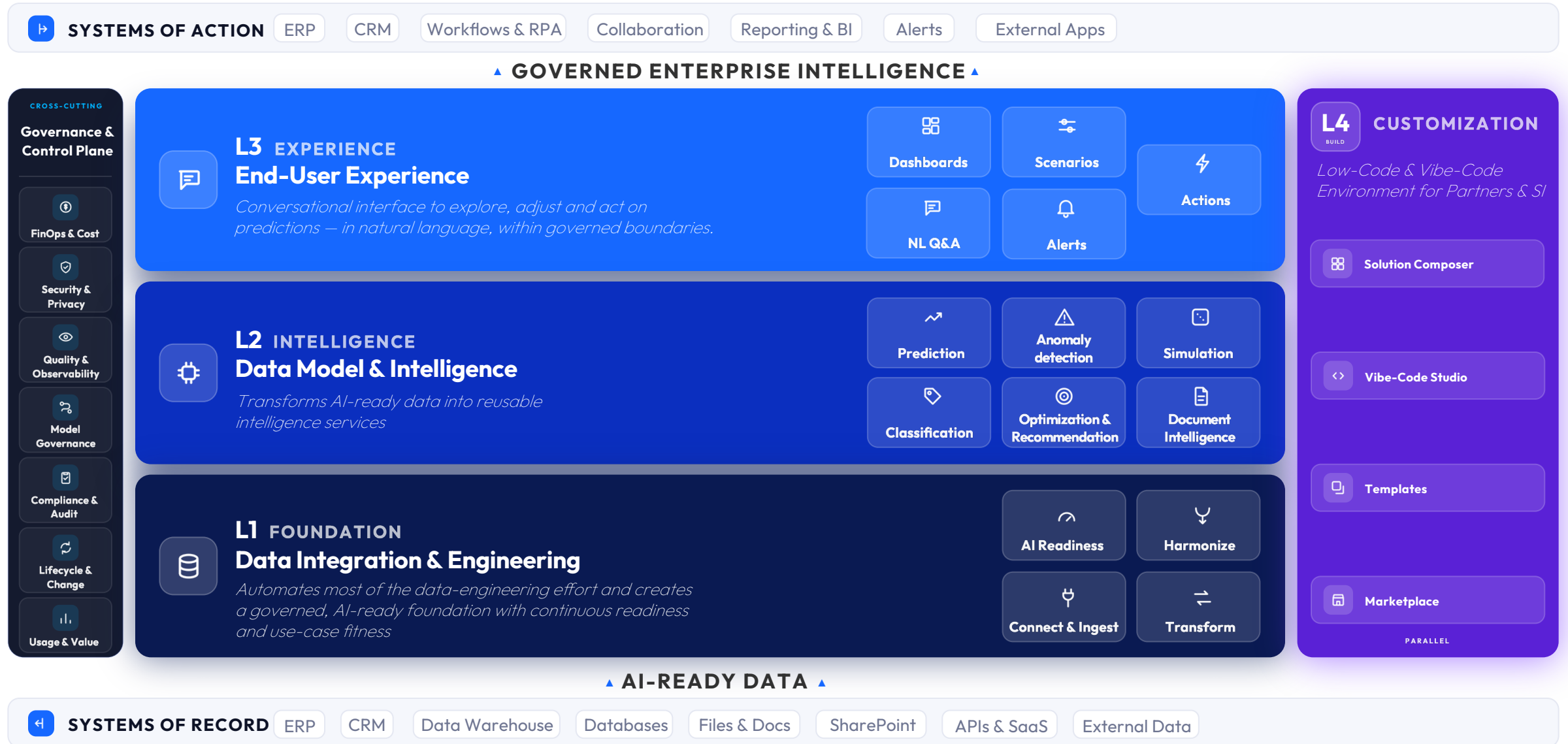
Not all AI use cases carry the same stakes. As tasks move from open, generic data toward regulated information, proprietary knowledge and mission-critical decisions, commercial models alone are no longer sufficient and a governed layer becomes necessary



# OUR COMPOSABLE ENTERPRISE AI PLATFORM

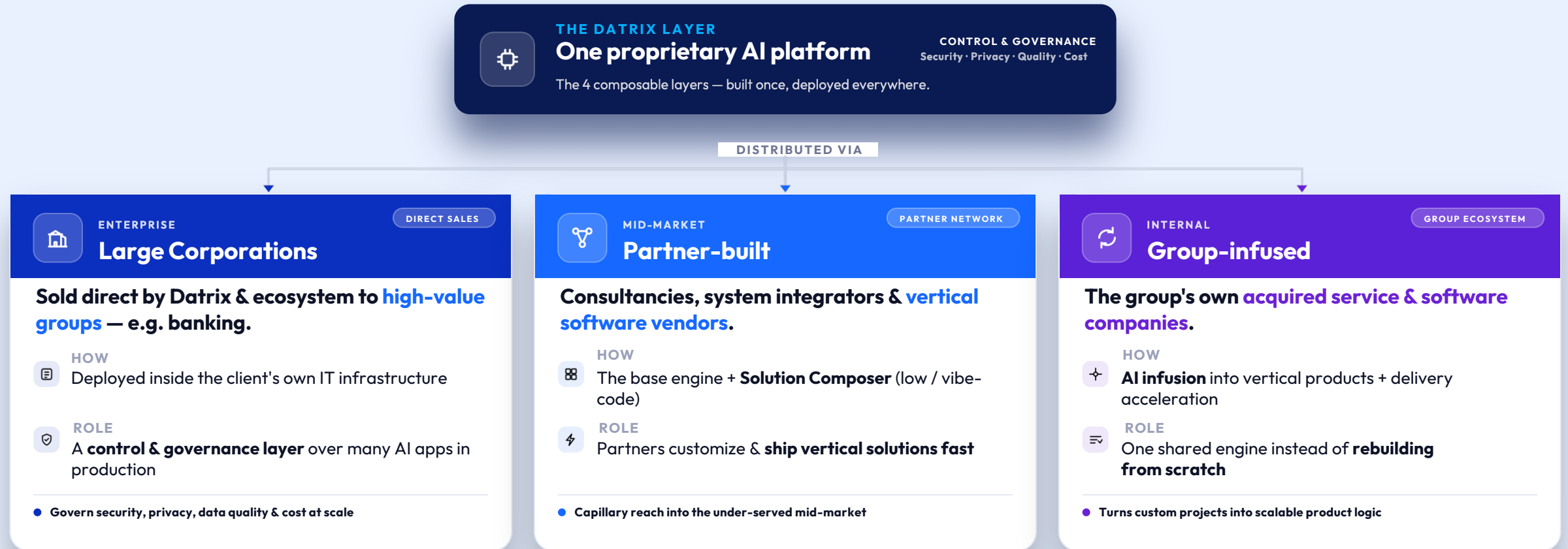


From AI-ready data to governed intelligence — **built by partners, steered by users, controlled by CIOs.**



# ONE PLATFORM, 3 DISTRIBUTION PATHS

A single proprietary framework distributed through different channels.



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# Our Growth Model



## #1 M&A

Focuses on identifying and validating high-potential targets.

- Scouting
- Selection
- Validation
- Closing

## #2 CO-PILOT

Ensures companies sustainable growth and success through:.



### AI Infusion

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



### Market Growth

- *Growth Strategy*
- *Branding*
- *Distribution*



### Finance & Business Monitoring

## COMPANIES ECOSYSTEM

New Companies



Operations, Sales Activities, Marketing, Product & Tech Development, HR & Talent Acquisition

\$ MARKET / FINAL CUSTOMERS \$

# Thank You

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## DISCLAIMER

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# APPENDIX 1 FY2025 Consolidated Results

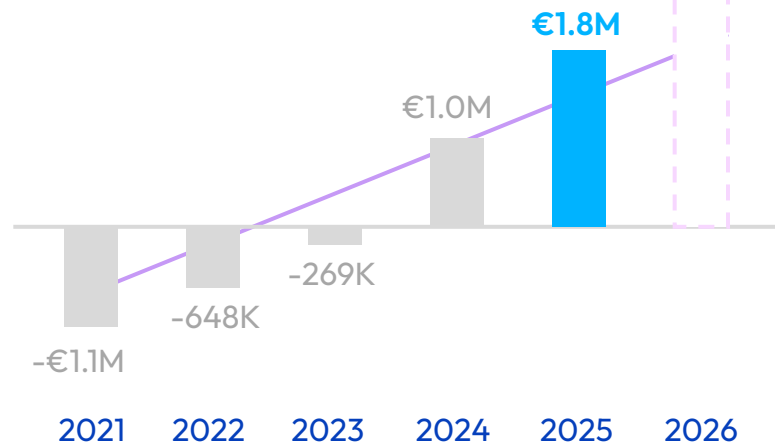
# In 2025, we helped execute a comprehensive transformation of our companies portfolio.

This combination of AI infusion and strategic coaching has positioned them for accelerated growth, sharpened value propositions, and improved responsiveness to an increasingly competitive market landscape.



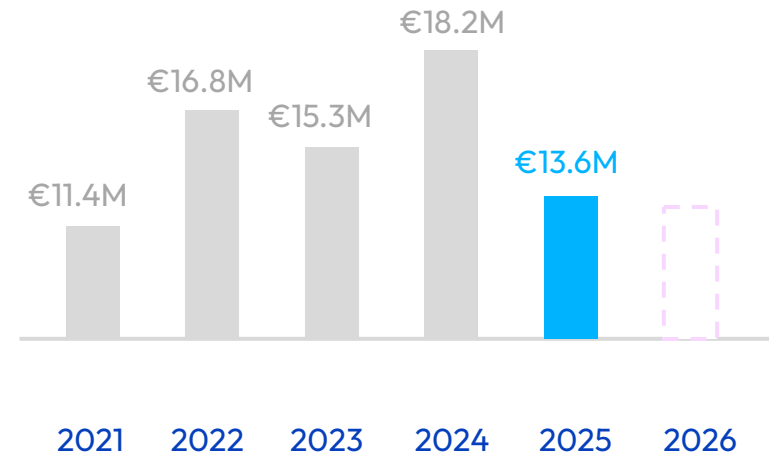
## STEADY MARGIN GROWTH ENABLED BY DISCIPLINED EXECUTION AND FOCUS ON VALUE ADDED BUSINESS

### EBITDA



- Since 2021, we have consistently improved our operating margin profile
- FY25 vs FY24, growth was nearly 80%
- The rationalization of corporate structures and in particular of the subsidiary Adapex went hand in hand with the decision to discontinue low-value activities
- The full effect of cost optimization will be evident (all else being equal) in 2026

### REVENUE



Revenue evolution has been primarily influenced by:

- Focus on technology development rather than commercial efforts in the early POST-IPO years
- Target market still immature in adopting enterprise AI solutions
- Experimental phase with major clients to validate solutions and train models
- Strategic decision to focus on high-margin business from 2025 onward

## HIGHLIGHTS

	FY2025	FY2024
REVENUE (MLN)	<b>13.6 €</b>	<b>18.2 €</b>
EBITDA (MLN)	<b>1.8 €</b>	<b>1.0 €</b>
Margin	<b>13%</b>	<b>6%</b>
CONSOLIDATED NET RESULTS (MLN)	<b>-2.1 €</b>	<b>-2.5 €</b>
NET FINANCIAL POSITION* / CASH AVAILABLE (MLN)	<b>-2.4 €</b>	<b>+0.7 €</b>

- Net Financial Position improved compared to the €2.5 million net debt recorded in H1 2025, reflecting positive cash generation in line with the business positive trajectory. When comparing with FY2024, the following items should be considered: i) non-recurring items of approximately €1.8 million related to the completion of payments in connection with the acquisition of Adapex Inc., and ii) extraordinary costs of approximately €0.4 million linked to the Group's reorganization*

# ANALYSTS' MARKET CONSENSUS

**KT&PARTNERS**

**Update FY25**  
**14.04.2026**

**Fair Value**  
**Rating**  
**Upside**

**€2.74** (unchanged)  
**ADD** (unchanged)  
**+63%**

**Banca Akros**  
GRUPPO BANCO BPM

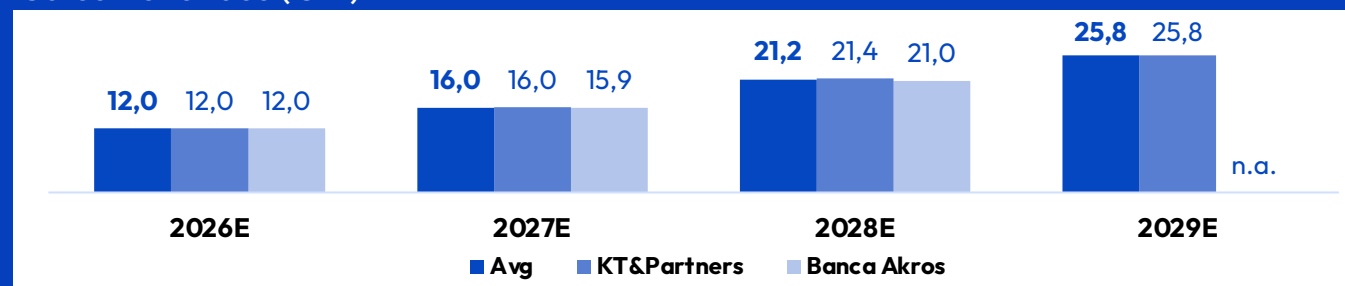
**Update**  
**09.04.2026**

**Target Price**  
**Recommendation**  
**Upside**

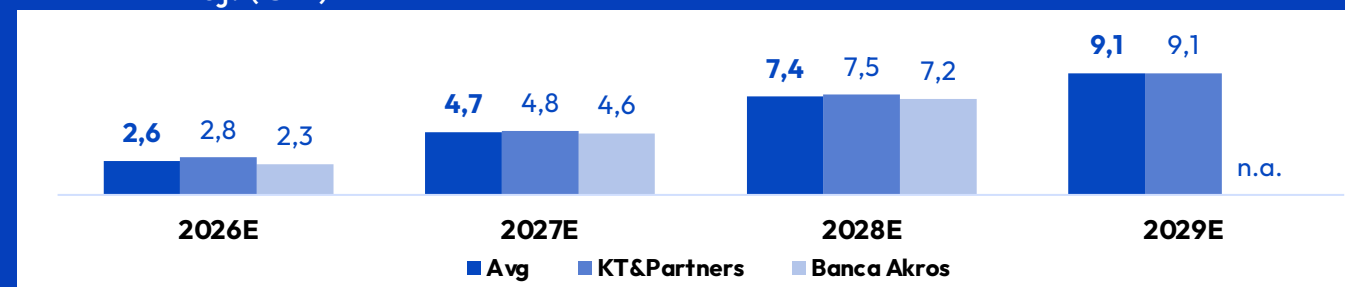
**€2.50** (unchanged)  
**BUY** (unchanged)  
**+50.6%**

## FY26E – FY29E ANALYSTS' CONSENSUS ON

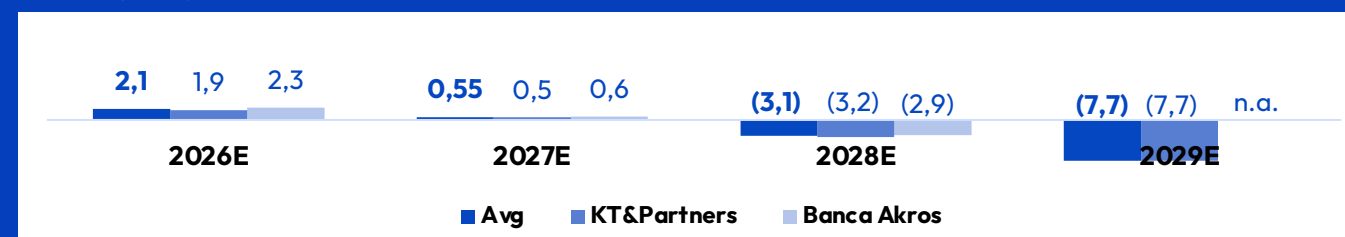
### Sales Revenues (€m)



### EBITDA Adj. (€m)



### NFP (€m)



## APPENDIX 2

# Our Story in a nutshell



## 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 (2021-2025)

Phase 3 (from 2026)



## RESEARCH & LAB

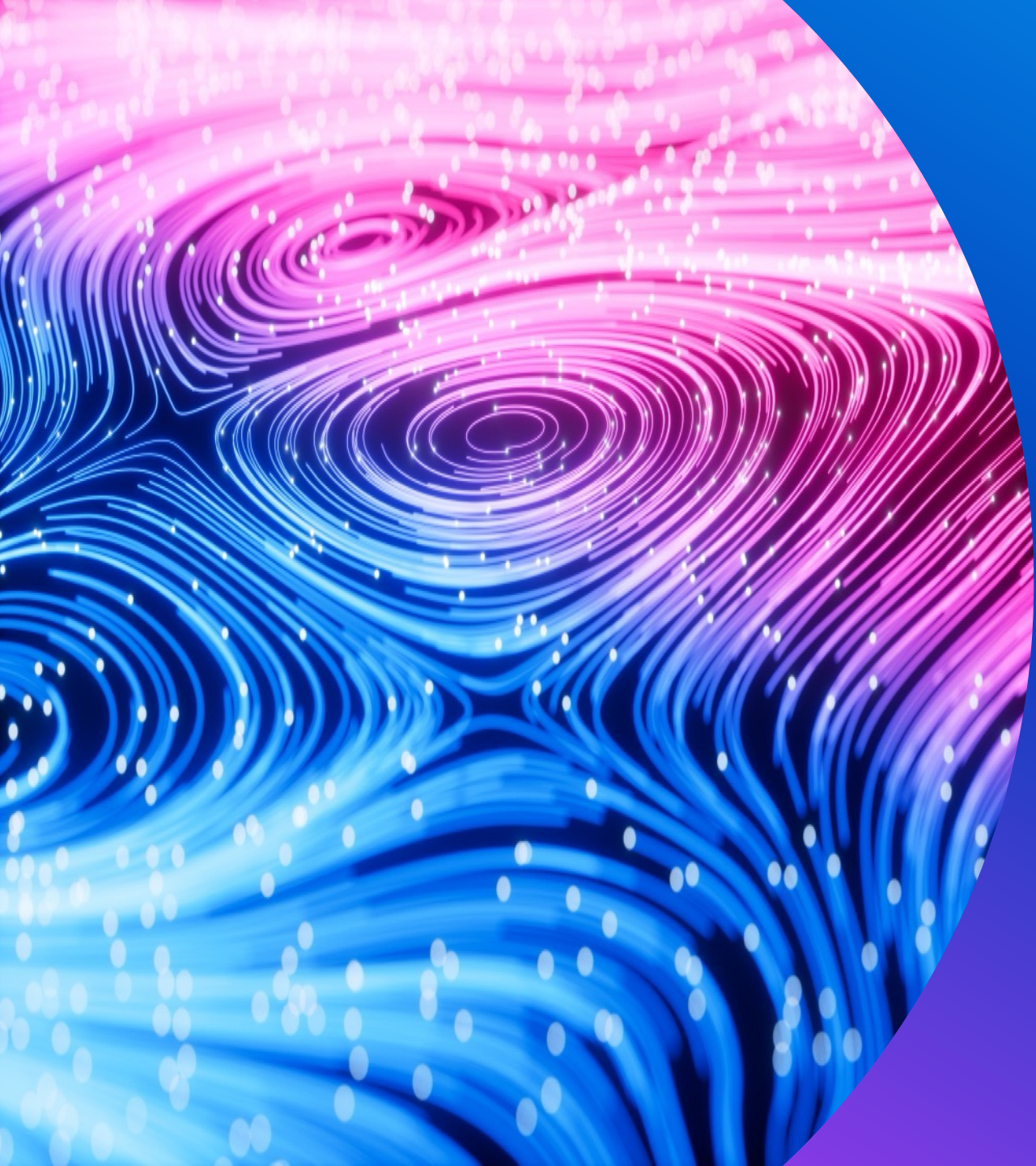
AI confined to research environments and academic projects – limited awareness and no direct business application.

## 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**.

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## APPENDIX 3 Our Assets

WHAT SET US APART

# Our edge is Our People

Unlike traditional technology holdings, Datrix's advantage lies in its people —> **AI Champions** who understand AI at its scientific core and apply it across industries.





# 01

## Our Mantra: “AI that Works”

We believe Artificial Intelligence only creates value when it is applied directly into products, processes, and workflows.

---

**IMPACT, NOT PILOTS**



# 02

## World-Class Scientific Authority

R&D led by Prof. Enrico Zio as Group’s Scientific Director — top 2% of scientists worldwide. (Stanford University).

64% PhDs, 1,200+ publications, 50+ research partners.

---

**CUTTING-EDGE RESEARCH**



# 03

## Your Data Scientists' Best Partner

AI Champions work alongside your teams on complex challenges, transfer specialist knowledge or contribute to developing the data science function within your organisation.

---

**FORCE MULTIPLIER**

## OUR LEADERSHIP TEAM



**Fabrizio Milano  
d'Aragona**

CEO & Co-Founder Datrix

FOUNDER · CEO



**Mauro Arte**

Co-Founder & Head of AI  
for Industrial & Business  
Processes Datrix ·

**CEO Aramix**

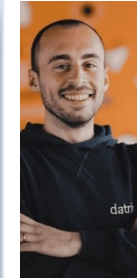
FOUNDER · INDUSTRIAL & BUSINESS PROCESSES



**Claudio Zamboni**

CRO & Co-Founder Datrix

FOUNDER · REVENUE



**Paolo Dello Vicario**

Co-Founder & Head of Data  
Monetization Datrix ·  
**CEO & Founder Bytek**

FOUNDER · DATA MONETIZATION



**Niccolò Bossi**

General Manager

CONTROL · GROWTH



**Marcello Vena**

Chief Strategy & Growth  
Officer

STRATEGY · GROWTH



**Giuseppe Venezia**

Corporate Development

M&A



**Pierluigi Vacca**

CMO & Partner

MARCOMM



**Enrico Zio**

Scientific Director ·  
**Politecnico di Milano**

SCIENCE



**Michele Compare**

Chief Technology Officer

TECHNOLOGY



**Gianluca Rossi**

CFO

FINANCE



**Chiara Neli Possamai**

HR Manager

PEOPLE

# INTERNATIONAL R&D NETWORK: WE ON-BOARD INNOVATION PARTNERS TO AUGMENT OUR CAPABILITIES





01

## Seamless, non-disruptive integration



Datrix sits **on top of existing client infrastructure** — no system replacement, no disruptive transformation. This overlay approach delivers **faster adoption, lower risk and immediate value**.

No system overhaul

Immediate value

02

## Vertical, business-oriented AI



Not horizontal or technology-driven — **vertical AI tailored to specific industries and use cases**, solving real business and operational problems across **energy, marketing, finance and industry**.

Industry-specific

Measurable impact

03

## Turning LLMs into value enablers



Off-the-shelf LLMs give surface-level automation and can expose **data and security risks**. Datrix embeds them as **modular components inside broader vertical solutions** — enablers, not standalone tools.

Governed

Modular

04

## Technology-agnostic by design



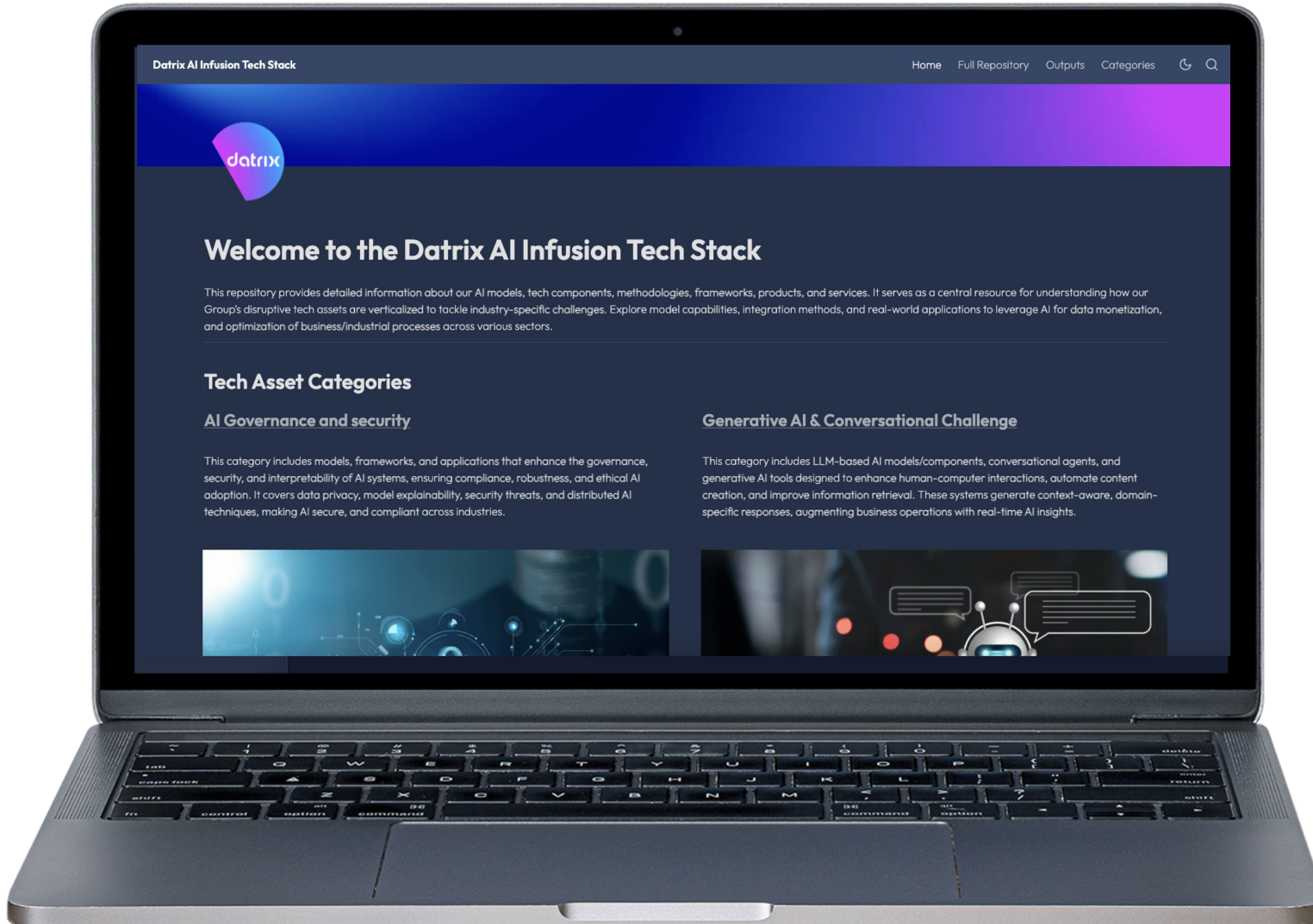
A fully **technology-agnostic architecture**, independent of specific clouds or proprietary LLM ecosystems — always leveraging **the best available models and infrastructure** for flexibility, resilience and scalability.

No lock-in

Future-proof

## PROPRIETARY TECH STACK FOR AI INFUSION

Datrix's AI Infusion tech stack repository is designed with a user-first approach, making it accessible, and packed with all the resources to leverage AI-infused technology effectively.



**100+** machine learning models, modules, tools and products for Applied AI

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## APPENDIX 4 Use Cases

## USE CASE 1: BANKING SECTOR



When the entire sector is mission-critical — every use case sits in the governed zone.

INTESA  SANPAOLO

### THE CHALLENGE

Deploy AI organisation-wide with **full data sovereignty**, vendor independence and compliance with AI Act, EMIR and DORA.

### THE ORCHESTRATION LAYER

Vendor-agnostic platform (**LayerAI**) with on-prem option — one governed access point for all AI providers, internal and third-party. Data on owned infrastructure; models called only when required.

### RESPONSIBLE AI

**XAI** for LLM explainability    **BeFair** fairness assessment  
**FRIA** for AI Act high-risk systems

#### USE CASES IN PRODUCTION 5 live

### Fraud Detection

2023

AI models identifying fraud risk across internal and external data — within full regulatory constraints.

### ESG Scoring

2022

ESG rating framework for SME clients built on AI analysis of unstructured news sources.

### Portfolio Intelligence

2022–23

NLP pipeline for news topic modelling, entity recognition and relationship-manager relevance scoring.

### OTC / ETD Mismatch

2025

Generative AI identifying transaction-mismatch causes between the bank and counterparties.

### EMIR Regulatory Chatbot

2025

GenAI consultation of ESMA regulation on internal systems — zero external data exposure.

## USE CASE 2: BANKING SECTOR



We developed a digital twin of the onboarding process that integrates intelligent agents into key stages — document verification, data extraction, compliance and anti-fraud — to test, optimize and scale the process in a controlled manner

Banca  
**Sella**

Consumer credit · onboarding at scale

Banking

Consumer credit

Onboarding

Agentic AI

### THE CHALLENGE

Scale customer onboarding without scaling manual checks — keep **identity, income and compliance verification** fast, accurate and auditable across the whole funnel.

### THE APPROACH

A **digital twin** of the onboarding process integrating intelligent agents into the key stages — to test, optimize and scale operations in a controlled, governed environment.



#### DIGITAL TWIN

Advanced onboarding simulation with intelligent agents — to test, optimize and scale across key operational stages.

#### AGENTS IN THE ONBOARDING FLOW

3 stages

1



#### Document Classification

**Identity and income document validation** — agents that recognise, classify and quality-check every file at intake.

2



#### Data Extraction

**AI agents for structured extraction and validation** — turning unstructured documents into clean, auditable data fields.

3



#### Compliance & Anti-Fraud Checks

**Automated compliance checks and anomaly detection** — risk surfaced early, decisions auditable, exceptions routed to humans.

**-45%**

TIMEFRAMES

**Scalable**

PROCESS

**-900+**

HOURS ON MANUAL CHECKS

From pilot to production on a governed digital twin — **faster onboarding, fewer manual hours, audit-ready by design.**

Bytek Prediction Platform joins the **google cloud ready – bigquery program**

# Bytek Prediction Platform for Retail



Bytek turns each challenge into a competitive advantage

**Fragmented First-Party Data**

Centralizes CRM, ecommerce, media, and offline data in BigQuery, creating a unified customer intelligence layer.

**AI Adoption Gap**

Brings AI into day-to-day marketing operations through actionable predictive insights

**Attribution Challenges**

Connects online and offline signals to improve measurement, attribution, and media optimization.

**Underinvested Personalization**

Transforms customer data into predictive signals, audiences, and insights to drive personalized marketing at scale.





Iper La grande i transforms fragmented customer data into predictive audiences and value-driven activation across online and offline channels.

“By connecting online and offline data through predictive AI, Iper transformed customer signals into actionable marketing intelligence and measurable business impact.”

**Davide Monzani**, Group  
Media Manger & Digital  
Marketing Manager.

Success Story - Iper la Grande I

Unified loyalty, POS, CRM, GA4, and ecommerce data into a predictive Single Customer View built on BigQuery.

Activated Predictive Lifetime Value, product interest models, and offline store sales signals across Google Ads and Meta.

**+23%** YoY increase in new customers.

**+34%** average ROAS improvement.