



Investors Deck

June, 2026

Fabrizio Milano d'Aragona

Niccolò Bossi

Giuseppe Venezia

Co-Founder & CEO

General Manager

Head of M&A



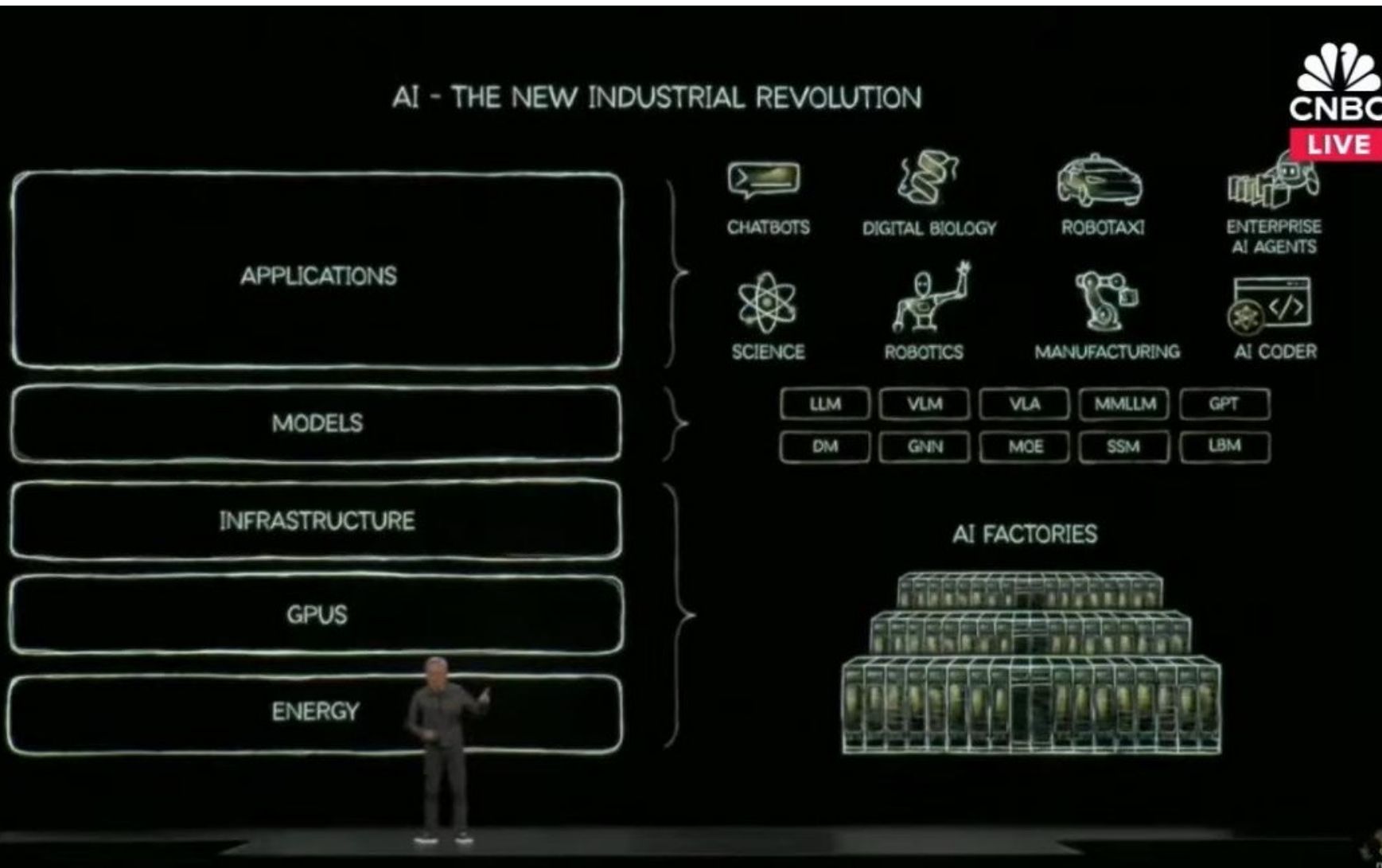
The background features a light gray hexagonal grid. On several of the hexagons, there are vertical stacks of 3D cubes. The cubes are colored in shades of light blue, cyan, and magenta. Below each stack of cubes, there are several gray, downward-pointing chevrons or arrows, suggesting a flow or process. The overall aesthetic is clean and modern, with a focus on geometric shapes and a cool color palette.

The leading ecosystem of **AI vertical applications**, powered by a **Proprietary Enterprise Intelligence Framework**



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*»

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

Jensen Huang
NVIDIA Co-Founder & CEO

THE LINK BETWEEN STRATEGY, TECHNOLOGY AND BUSINESS

UPPER LAYER

STRATEGIC ADVISORY

Define the investment strategy but lack the **technology and organizational infrastructure to adopt AI safely**



MIDDLE LAYER

AI ENTERPRISE FRAMEWORK

The framework that turns strategy into risk-free & production-ready AI adoption.



LOWER LAYER

LLM HORIZONTAL MODELS

No critical business case. But the safe adoption of such models still need a **governance layer** for control and reliability.



LOWER LAYER

SYSTEM INTEGRATORS

Turn technology into projects, but without a governed framework they risk delivering **isolated implementations** instead of scalable AI adoption.

LOWER LAYER

AI-POWERED VERTICAL SOFTWARE & SOLUTIONS

Vertical solutions connect to client infrastructure through the framework



TRUSTED BY INDUSTRY LEADERS

 CPG & HEALTH



 FINANCE, MEDIA & TECH



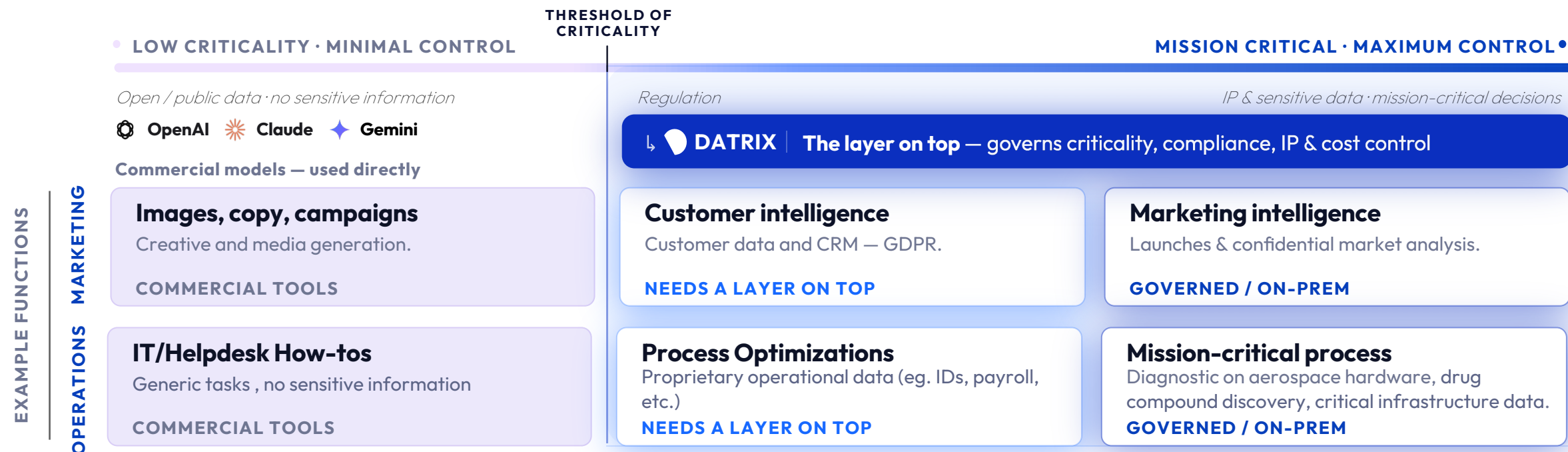
 ENERGY, MOBILITY & RETAIL



Sample out of 200+ Companies

WE OPERATE IN A MISSION-CRITICAL ENVIRONMENT

AI adoption needs a layer that assesses the risks and drives the execution.



LET'S CLEAR IT UP: APPLICATIONS VS MODELS



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



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



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

THE LIMITATIONS OF ADOPTING HORIZONTAL MODELS

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 shadow AI 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

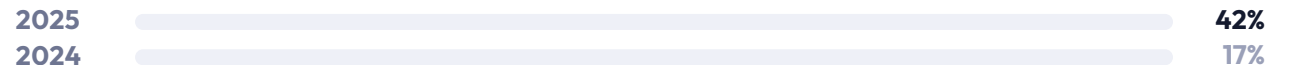
95%

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.



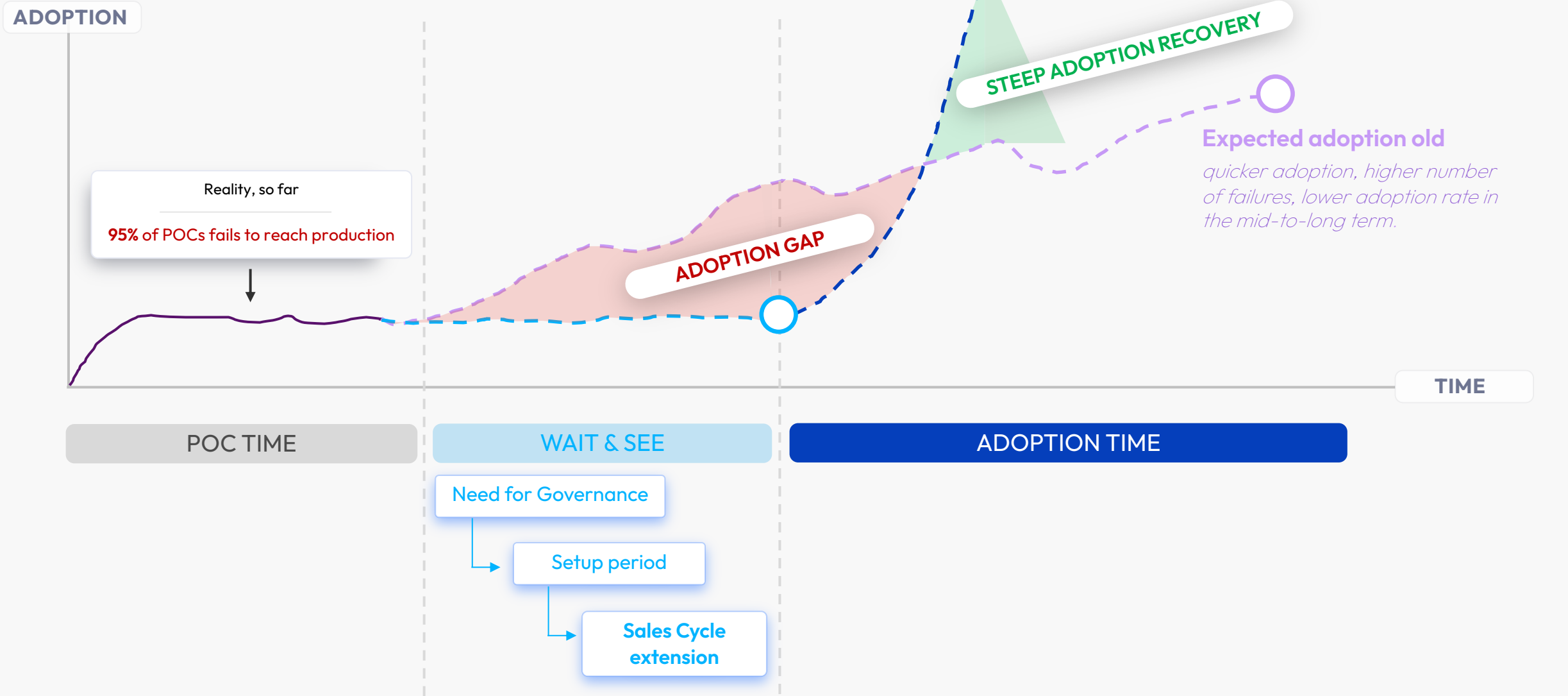
S&P Global Market Intelligence, 2025



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

FROM FAILURE TO ADOPTION

Curve slope = adoption rate (%)



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



MOUNTAIN TIRES



- Control
- Security
- Adaptability

HIGHWAY TIRES



- Speed
- Power

AI VERTICAL APPLICATIONS

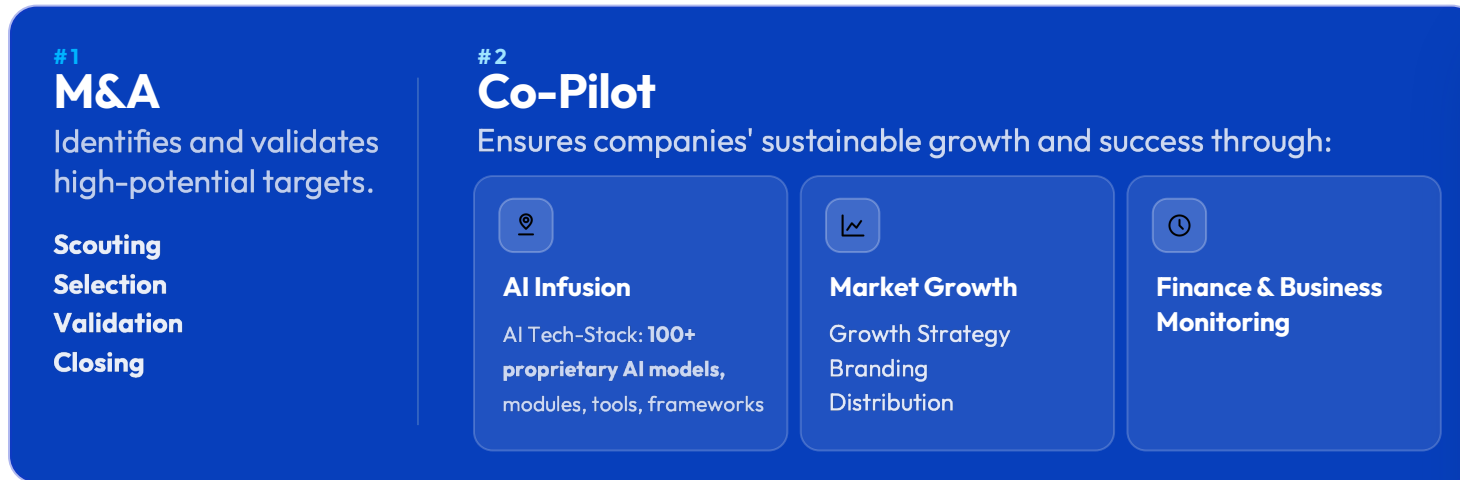
HORIZONTAL MODELS

A proper setup is fundamental for a safe drive



Our Growth Model

SCALING APPLIED AI THROUGH M&A & DIRECT-TO-MARKET STRATEGY



→ DATRIX DIRECT

DIRECT & PARTNER

AI Enterprise Framework

Datrix sells this layer **directly** to large enterprises (e.g. banking) and **through partners** - SIs & vertical software vendors.

- 0

Enterprise Deployment

Deployed inside the client's own IT infrastructure – a **control & governance layer** over many AI apps in production.
- 1

Security, Privacy & Cost Governance

Govern security, privacy, data quality & cost at scale across the enterprise AI estate.
- 2

Partner Solution Composer

The base engine + **Solution Composer** (low / vibe-code) – partners build & ship vertical solutions fast.
- 3

Capillary Mid-Market Reach

Partner vendors extend Datrix into the under-served mid-market.





AI Enterprise Framework

OUR COMPOSABLE AI ENTERPRISE FRAMEWORK

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



SYSTEMS OF ACTION ERP CRM Workflows & RPA Collaboration Reporting & BI Alerts External Apps

AI ENTERPRISE FRAMEWORK

CROSS-CUTTING

- Governance & Control Plane
- FinOps & Cost
- Security & Privacy
- Quality & Observability
- Model Governance
- Compliance & Audit
- Lifecycle & Change
- Usage & Value

L3 EXPERIENCE End-User Experience

Conversational interface to explore, adjust and act on predictions — in natural language, within governed boundaries.

- Dashboards
- Scenarios
- NL Q&A
- Alerts
- Actions

L2 INTELLIGENCE Data Model & Intelligence

Transforms AI-ready data into reusable intelligence services

- Prediction
- Anomaly detection
- Simulation
- Classification
- Optimization & Recommendation
- Document Intelligence

L1 FOUNDATION Data Integration & Engineering

Automates most of the data-engineering effort and creates a governed, AI-ready foundation with continuous readiness and use-case fitness

- AI Readiness
- Harmonize
- Connect & Ingest
- Transform

L4 CUSTOMIZATION

Low-Code & Vibe-Code Environment for Partners & SI

- Solution Composer
- Vibe-Code Studio
- Templates
- Marketplace

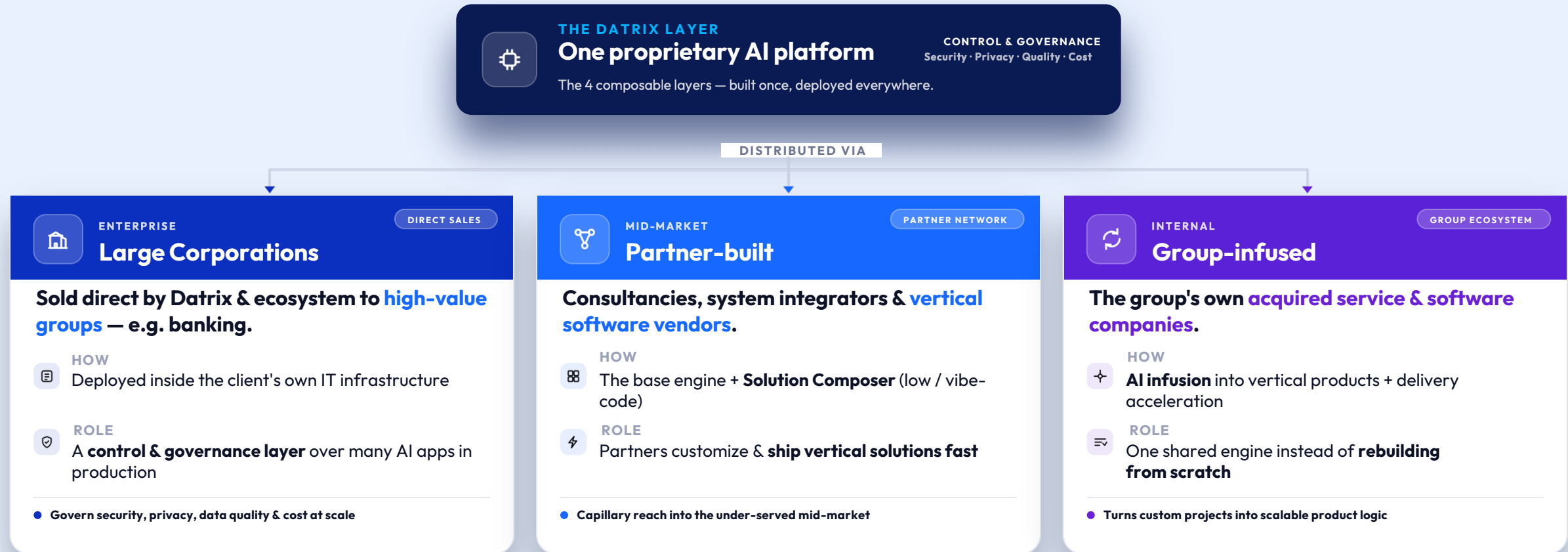
PARALLEL

AI-READY DATA

SYSTEMS OF RECORD ERP CRM Data Warehouse Databases Files & Docs SharePoint APIs & SaaS External Data

ONE PLATFORM, 3 DISTRIBUTION PATHS

A single proprietary framework distributed through different channels.

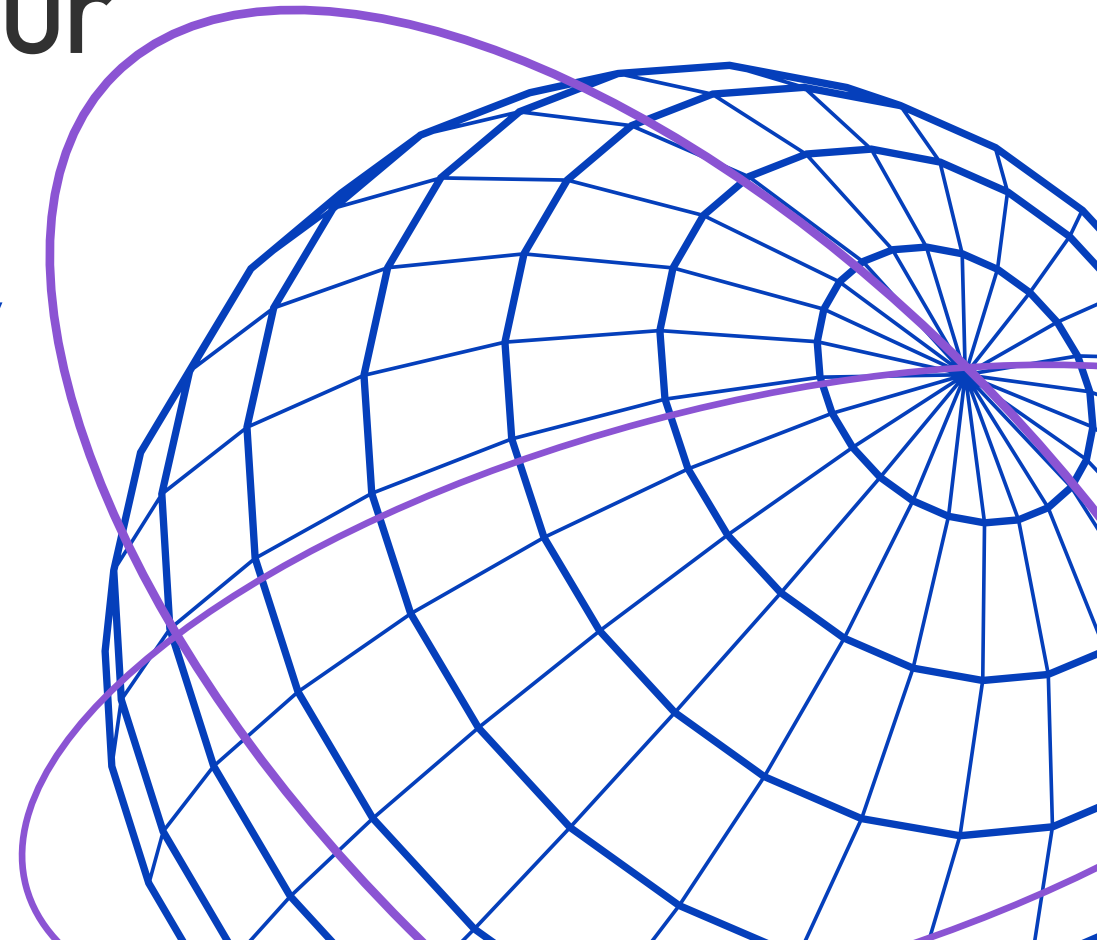




AI-Powered Vertical Software / Solutions



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.



WHERE WE CREATE VALUE



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

Thank You

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APPENDIX 1
**FY2025 Consolidated
Results**

COMPANIES GROWTH JOURNEY

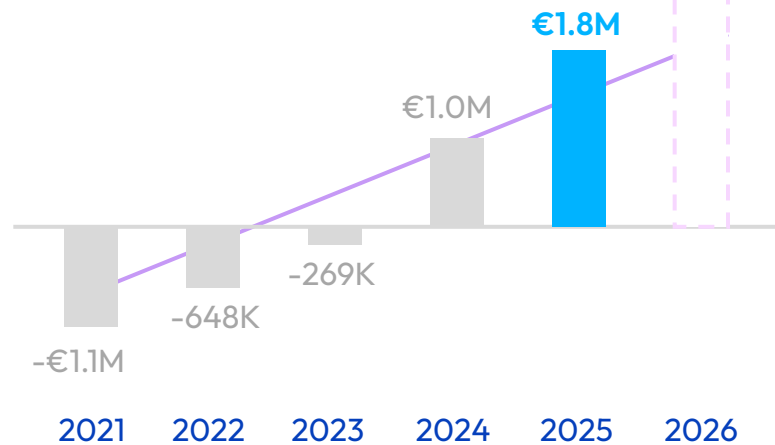
In 2025, we helped execute a comprehensive transformation of our companies portfolio.

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

- *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*

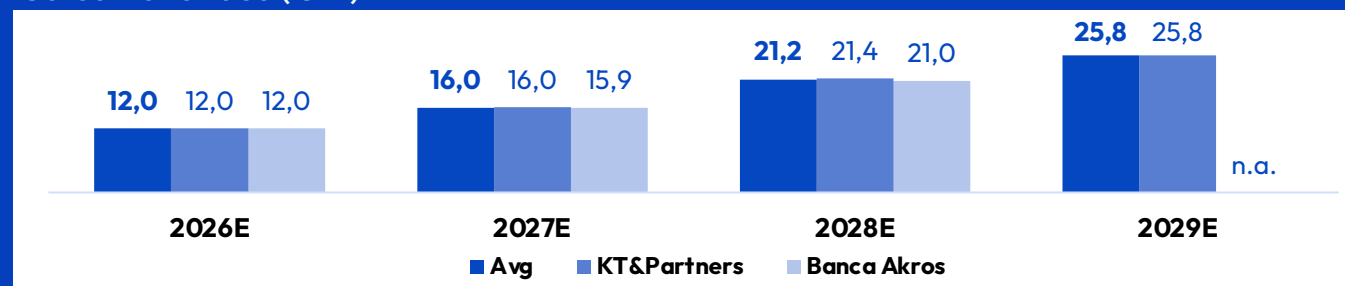
ANALYSTS' MARKET CONSENSUS

KT&PARTNERS

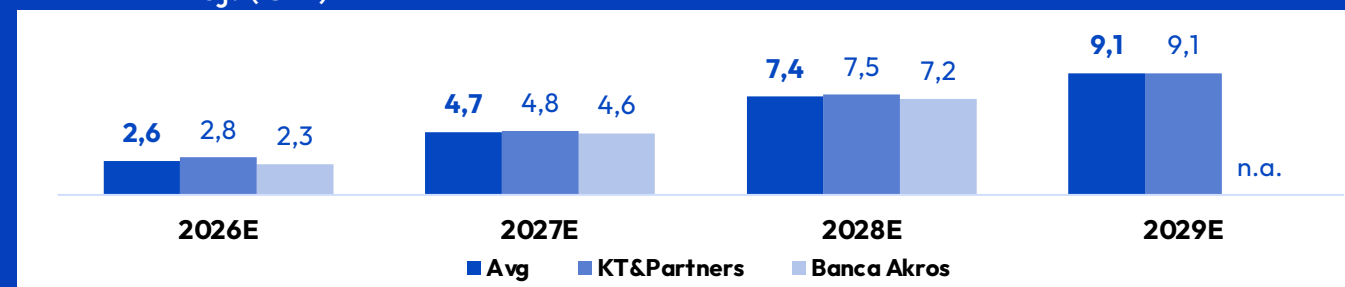
Update FY25
14.04.2026Fair Value
Rating
Upside€2.74 (unchanged)
ADD (unchanged)
+63%Banca Akros
GRUPPO BANCO BPMUpdate
09.04.2026Target Price
Recommendation
Upside€2.50 (unchanged)
BUY (unchanged)
+50.6%

FY26E – FY29E ANALYSTS' CONSENSUS ON

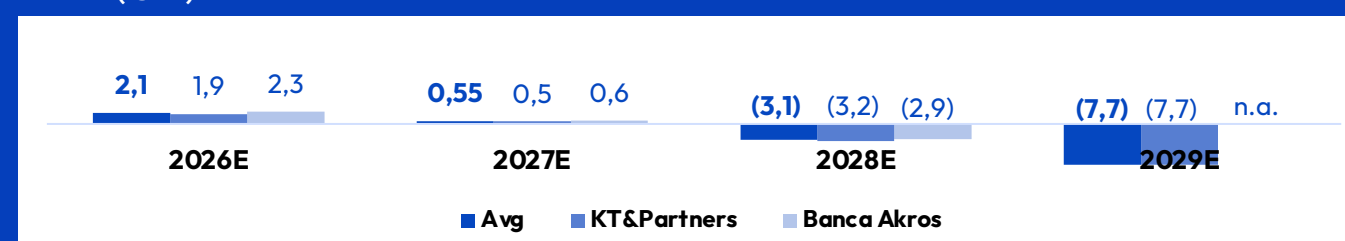
Sales Revenues (€m)



EBITDA Adj. (€m)



NFP (€m)



APPENDIX 2

Our Story in a nutshell

EVOLVING TOGETHER: DATRIX & THE AI MARKET



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

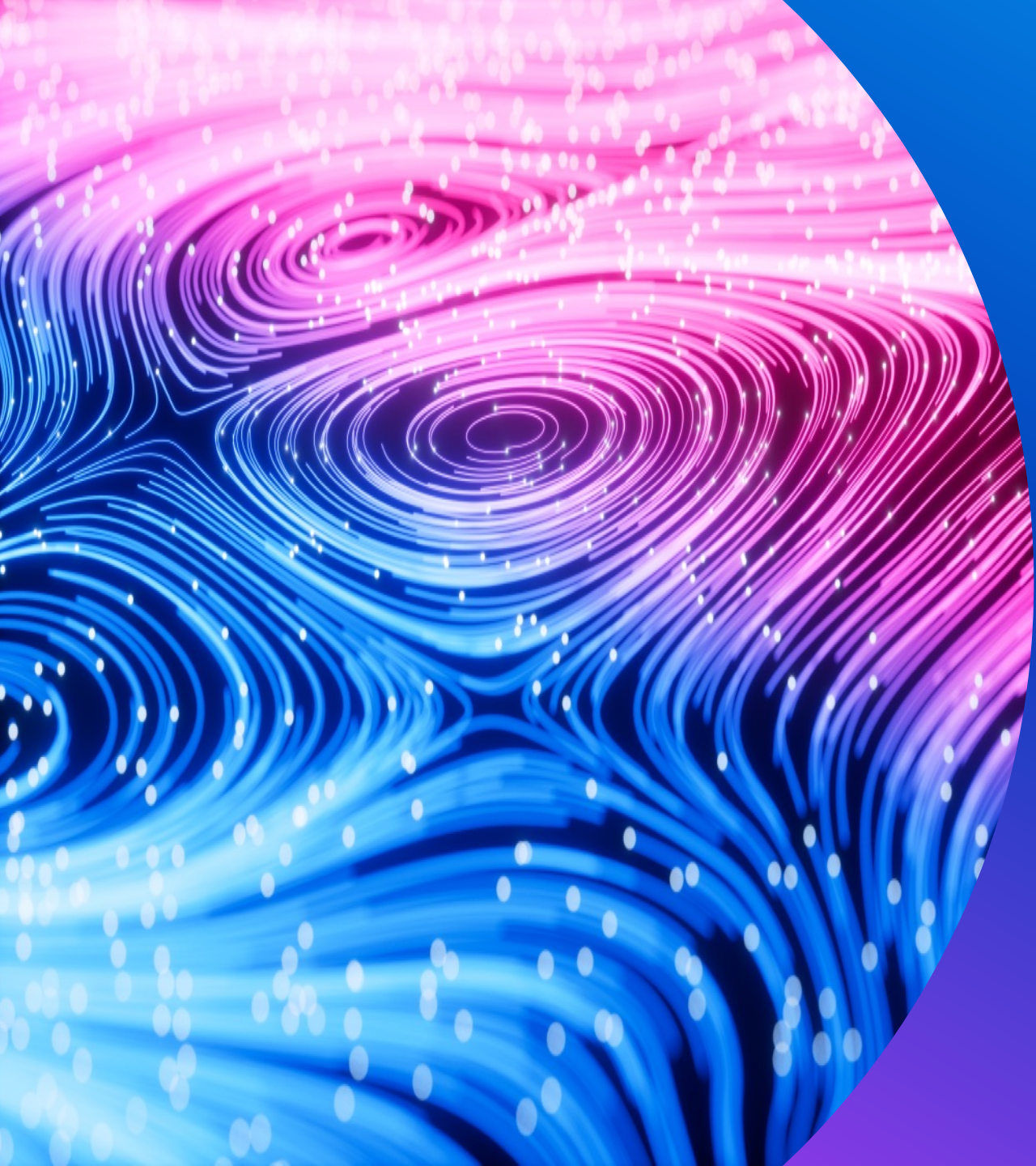
AI confined to research environments and academic projects – limited awareness and no direct business application.

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**.



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.



CHAMPIONS IN AI



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

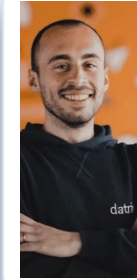
FOUNDER · INDUSTRIAL & BUSINESS PROCESSES



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

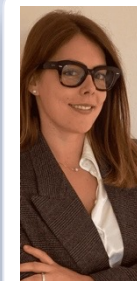
TECHNOLOGY



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



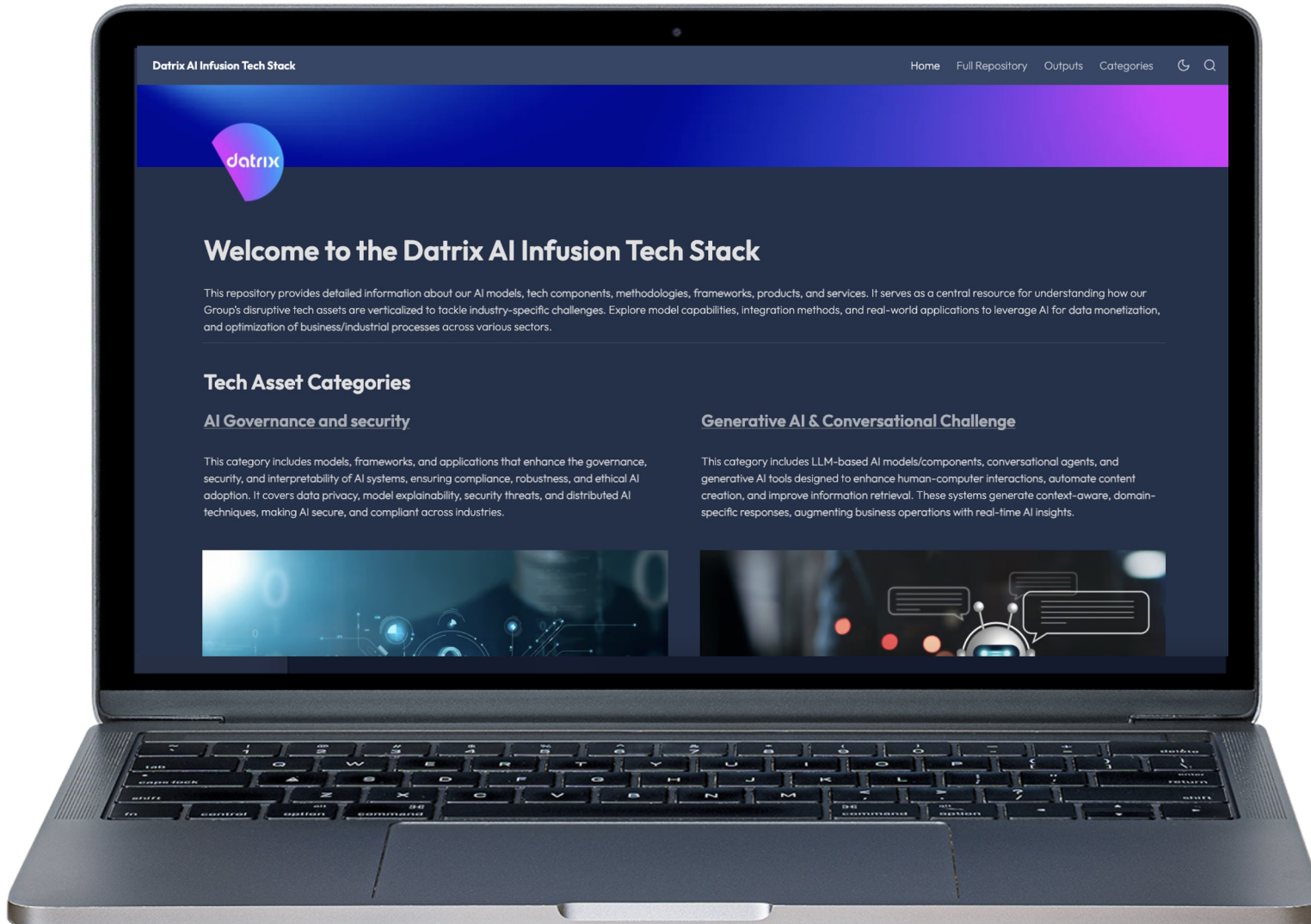
A fully **technology-agnostic architecture**, independent of specific clouds or proprietary LLM ecosystems — always leveraging **the best available models and infrastructure** for flexibility, resilience and scalability.

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

APPENDIX 4

AI-Powered Vertical Software / Solutions –

Deep Dive

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° 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

Thank You

ir@datrixgroup.com

