



Datrix launches a strategic partnership with Fair Play Consulting to accelerate the adoption of Artificial Intelligence in Italian companies

The initiative combines strategic consulting, business engineering and vertical AI technologies into a joint offering, spanning the definition of business priorities, solution design, execution and deployment into production.

Milan, 28 July 2026 – Datrix S.p.A. (“Datrix” or the “Company”), a company listed on Euronext Growth Milan (ISIN code IT0005468357), an international ecosystem of vertical Artificial Intelligence software companies, and **Fair Play Consulting S.r.l.** (“Fair Play”), an independent strategic consulting and business engineering firm, today announce a strategic partnership to guide Italian companies in the adoption of Artificial Intelligence and in the transformation of their operating models.

The collaboration combines Datrix’s technologies, vertical solutions and AI expertise with Fair Play’s experience in strategy, process redesign and the management of complex transformation programs. The goal is to support companies in identifying the highest-value opportunities and implementing them within processes, decision-making systems and the organization.

The joint offering spans the entire adoption journey: AI strategy definition, use case mapping and prioritization, assessment of data, governance layer, systems and process readiness, quantification of economic impact, solution development and execution management. To support this journey, Datrix and Fair Play have built a structured map of AI opportunities applicable to businesses, initially comprising 84 use cases across 13 business areas, including commercial growth, pricing and margins, supply chain, production, back office, product, human resources, sustainability and governance. The scope of the map will be continuously updated based on the concrete opportunities to be addressed.

“With Fair Play, we strengthen Datrix’s go-to-market strategy. As an ecosystem of software companies specialized in Artificial Intelligence, we make available proprietary technologies and vertical solutions that are already validated and used every day by our clients in strategic and mission-critical processes. The partnership with Fair Play allows us to extend the distribution of these solutions, combining our technological and application know-how with a deep understanding of businesses and their operating models. The challenge, in fact, is not only to offer advanced AI systems, but to quickly identify where they can generate value and integrate them more broadly and deeply into business processes. It is this combination of technology, business knowledge and implementation capability that creates tangible value for clients and new growth opportunities for the Group” - **Fabrizio Milano d’Aragona, CEO and Co-Founder of Datrix.**

“We are facing an unprecedented technological revolution. Companies are ready to seize it, but to do so they need a trusted partner to guide them: technology is only one of the challenges involved in

transforming an organization. The partnership with Datrix allows us to support companies through this transition, putting strategic consulting at the service of a conscious, governed adoption of AI capable of delivering real results” - Francesco Orlando, President and Founder of Fair Play.

About Datrix

Datrix is an Italian Group listed on Euronext Growth Milan (ISIN code IT0005468357) and an international ecosystem of vertical B2B software companies, powered by Artificial Intelligence.

The Group operates AI-based solutions across 2 business areas: AI for Data Monetization (to maximize growth opportunities in the Martech and AdTech sectors by turning data into tangible value) and AI for Industrial & Business Processes (to optimize the efficiency of industrial and business processes in key sectors such as, for example, energy, manufacturing, finance, logistics and transportation).

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

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

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

Website: www.datrixgroup.com

This press release is available on the Company's website www.datrixgroup.com in the “Investors/Press Releases” section, as well as on the SDIR circuit “eMarket Storage” at www.emarketstorage.it

About Fair Play

Fair Play is an independent strategic consulting firm **active for more than 20 years in the Italian and international markets, headquartered in Padua, operating in the EU, Switzerland, Mexico and the UK**. The company supports businesses in defining and executing high-impact transformation projects, combining strategic vision with execution capability. Its key distinguishing feature is the extensive seniority its partners and advisors have gained in top management roles at leading companies, combined with a team of management engineers and economists and proven methodologies.

For further information

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