DATRIX STRENGTHENS DISTRIBUTION TO SMALL AND MEDIUM-SIZED ENTERPRISES BY ENGAGING NEW COMMERCIAL PARTNERS ACROSS ITALY

AT THE HEART OF THE OFFERING IS THE NEW "AI OPERATING SYSTEM" PLATFORM, DESIGNED TO MAKE AI ADOPTION ACCESSIBLE, SECURE AND GOVERNED

The initiative leverages the technologies and expertise developed by the Group through total investments of approximately €6 million in research and development over the past two years, ushering in the era of *Symbiotic Intelligence*

While the global debate on artificial intelligence is dominated by the apocalyptic scenarios conjured up by Big Tech, a fundamental part of the business community is being left behind. This is the world of small and medium-sized enterprises, which are an essential component of the national economy but which, far from the grand narratives about the future of AI, still face a much more immediate challenge: understanding how to make practical use of artificial intelligence, integrate it into their processes and turn it into a tool for growth. According to data from the **Osservatorio Artificial Intelligence of the Politecnico di Milano**, in 2025, while 71% of large Italian companies had already launched artificial intelligence projects, **only 8% of SMEs had undertaken similar initiatives**. The gap concerns not only access to technology, but also the ability to govern it: **even among large companies, only one in five used AI extensively and just 9% had structured governance**. Skills, systems integration and information protection continue to be concrete obstacles to truly widespread adoption.

It is precisely in this gap between the grand prospects of artificial intelligence and the day-to-day needs of small and medium-sized enterprises that the vision of **Datrix S.p.A.** comes in: the group, listed on Euronext Growth Milan, has created a new operating system specifically for them, **AI Operating System**, a common environment for running and coordinating different applications and models on a single platform. Much as Windows made computers simpler and more accessible to use, Datrix's operating system aims to do the same for AI in SMEs, providing a common infrastructure through which to manage different technologies and applications, without having to access separate solutions each time.

"At the heart of this new technological model is a paradigm shift that Datrix has recognised: it is not businesses that must adapt to artificial intelligence, but artificial intelligence that must shape itself around their needs, their processes and their skills. This is the principle of Symbiotic Intelligence, a new conception of AI that moves beyond the logic of technology for its own sake to become a tool capable of integrating with people and organisations, enhancing their role and decision-making capabilities. Security, compliance, governability and reliability are the four principles on which Datrix is building this new paradigm," says **Fabrizio Milano d'Aragona, CEO of Datrix**.

Symbiotic Intelligence therefore represents the natural evolution of Datrix's positioning: leveraging the experience the Group has gained in the research, development and application of AI to business processes. *"The AI narrative often swings between unconditional enthusiasm and fear of the consequences. What businesses need is to be able to actually use it, understand how it works and stay in control,"* **adds d'Aragona**. *"Our idea of symbiosis stems from this: an intelligence that amplifies people's capabilities, integrates with organisations' knowledge and acts within their processes, contributing to growth. Over the past two years we have invested approximately €6 million in research and development, bringing together the technologies and expertise we have developed into a system that supports businesses. What makes this commitment recognisable is the Symbiotic Intelligence System, our quality mark that expresses the criteria by which we develop the Group's solutions to make them ready for real-world adoption in companies and to build the trust of those who use them every day."*

This vision now translates into a sustained industrial strategy targeting a market worth over **€320 million** in Italy alone in 2025 (data from the Osservatorio Artificial Intelligence of the Politecnico di Milano on AI investments by Italian SMEs).

THE AI OPERATING SYSTEM: A TURNING POINT FOR ARTIFICIAL INTELLIGENCE COMPARABLE TO THE BIRTH OF THE FIRST OPERATING SYSTEMS

If Symbiotic Intelligence is the vision, the **AI Operating System** is one of its main technological realisations. Brought to market by **Aramix**, the Group's deep-tech company, the platform builds on the path of research, experimentation and application developed by Datrix over the years, including through collaborations with **large companies**. Skills and technologies developed in complex environments, with stringent requirements for security, reliability and control, thus become the foundation of a scalable offering, designed to meet the needs and resources of small and medium-sized enterprises as well.

"With AI Operating System, businesses can overcome the fragmentation of tools, governing their use, costs and management, and develop their own artificial intelligence ecosystem over time," explains **Mauro Arte, co-founder of Datrix and CEO of Aramix**. *"For SMEs, this means being able to start from a priority need and expand their use of AI over time, through solutions and pathways tailored to their needs. The AI Operating System is a platform that aims to reduce the difficulties of technology integration, access to skills and change management typical of smaller organisations."*

The **AI Operating System** can run on **dedicated clouds or customer infrastructure** and brings together on a single platform five essential modules for using artificial intelligence in the company: **protecting data and establishing who can access it**, defining usage rules, ensuring compliance with the main regulations and tracking activities; **managing different AI models and agents**, monitoring consumption and costs while retaining the freedom to switch provider; **connecting AI to business systems**, such as ERPs, CRMs and archives, making the necessary data available; **making internal documents and knowledge searchable**, so as to obtain answers based on the company's information; **coordinating activities and processes**, getting applications and AI agents – that is, tools capable of performing specific tasks – to work together. The company thus has a common foundation on which to develop and run its own AI applications, with shared rules, connections and controls.

SYMBIOTIC CONSTELLATION: THE TRANSFORMATION INVOLVES THE ENTIRE BUSINESS ECOSYSTEM

If artificial intelligence is set to become deeply embedded in companies' processes and organisation, its adoption cannot be approached as an isolated change. It must also involve the system of skills and professional relationships that contributes every day to the functioning and growth of businesses. To support this journey, Datrix has launched **Symbiotic Constellation**, a partnership programme aimed at

consulting firms that are deeply rooted in their local areas and close to local entrepreneurs. The programme combines the Group's AI technologies and expertise with the partners' first-hand knowledge of businesses, their processes and their priorities. The goal is to support SMEs from investment choices through to implementation, making innovation practically applicable in their operations.

A concrete example is the AI adoption journey launched by **ArredissimA with Fair Play Consulting and Datrix**. The aim is to optimise processes, improve customer service and make employees' work easier, introducing AI to support marketing campaigns, sales forecasting and internal organisation. The project combines Fair Play Consulting's business consulting with Datrix's technological expertise.

About Datrix S.p.A.

Datrix is an Italian Group listed on Euronext Growth Milan (ISIN code IT0005468357) leading the first **Symbiotic Intelligence** ecosystem, which makes **AI truly actionable** in the business world through products and solutions that are **secure, governable, reliable and compliant with regulations by design**. Datrix is included in the **Intermonte Valore Italia** Index, dedicated to showcasing one hundred listed Italian SMEs.

The Group operates in two business areas: **AI for Industrial & Business Processes**, to improve the efficiency of industrial and business processes in sectors such as energy, manufacturing, finance, logistics and transport; and **AI for Data Monetization**, to turn data into growth opportunities and measurable value. The Group includes the brands **Adapex, Aramix, ByTek and Navla**. Innovation is driven by collaboration with more than 20 international universities and research centres and by participation in Research and Development projects funded by both the European Union and Italy in the fields of Life Science/Health, Social Well Being and Cybersecurity. This commitment translates into technologies and applications for businesses, alongside training activities to spread AI skills and culture. Headquartered in Italy, Datrix operates in Europe and the United States.

Website: www.datrixgroup.com

For further information:
Marketing & Communication: Pierluigi Vacca (CMO Datrix) – pierluigi@datrixgroup.com
Press Office: Dario Ferrante, mob. 389 1328130 – dario@miserveunufficiostampa.com
Roberta Restretti, mob. 334 9810770 – roberta@miserveunufficiostampa.com
Investor Relations: Giuseppe Venezia, tel. +39 0276281064 – ir@datrixgroup.com
Investor Relations Consultant: Chiara Cardelli (KT&Partners) – ir@datrixgroup.com
Euronext Growth Advisor: Alantra / Stefano Bellavita, tel. +39 0263671601 – stefano.bellavita@alantra.com