



# Sustainable AI solutions for Business Growth

**Corporate Presentation**

.....  
April 2022



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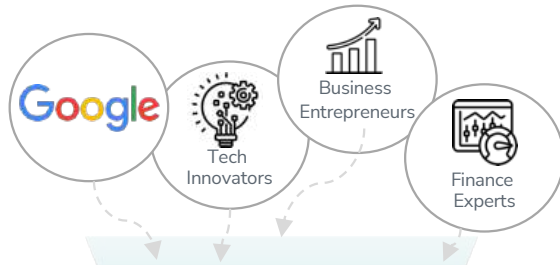
# OVERVIEW



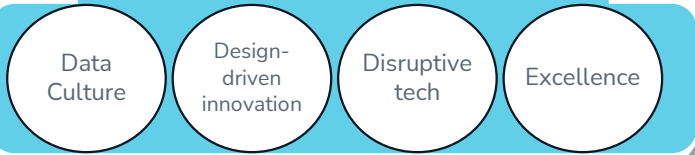
Matrix applies transparent  
Artificial Intelligence to data to  
drive action and measurability



## Management quality



### Common Vision



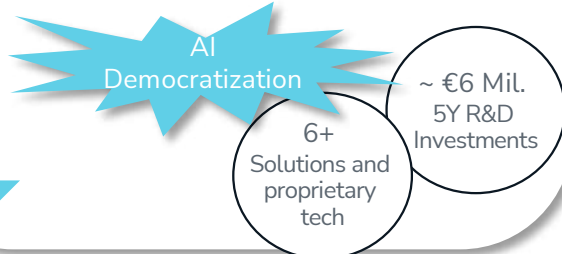
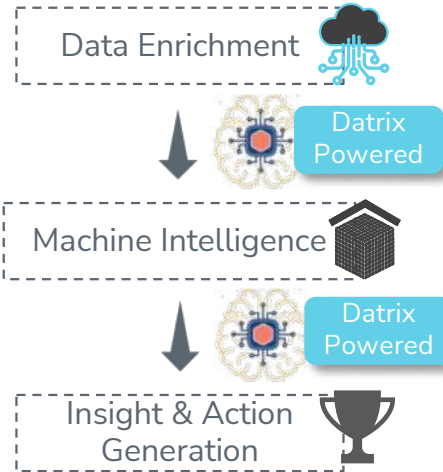
38% R&D

115 Workforce

|               |                             |
|---------------|-----------------------------|
| 44 Developers | 71 Other Employees at YE21A |
|---------------|-----------------------------|

## Technological soul

Internally Developed Augmented Analytics Technology

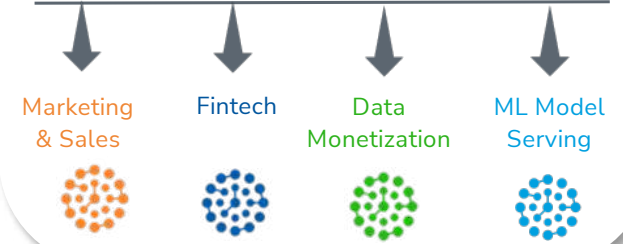


## Solutions driven approach

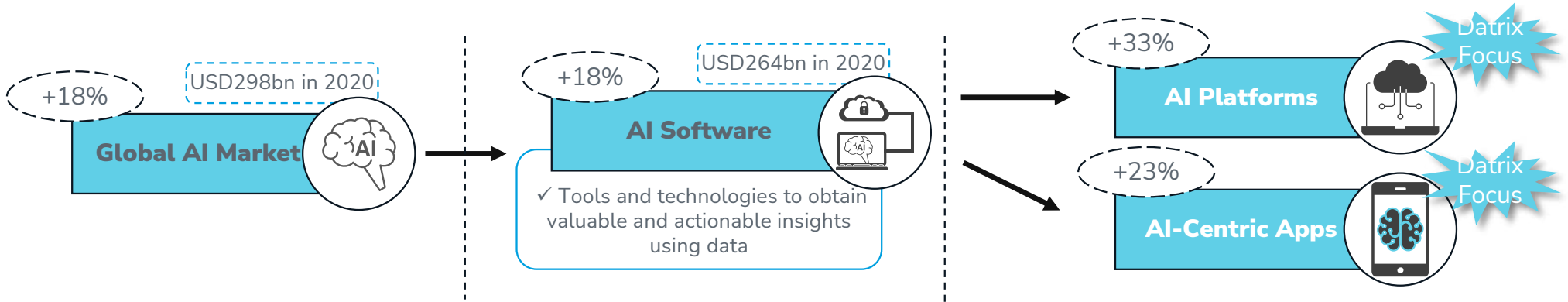
Datix is not just the plain sum of the controlled companies. It's the appropriate and necessary step to provide B2B clients with solutions, services and skills in an integrated way

Fabrizio Milano d'Aragona, co-founder of Datix

### AI verticals

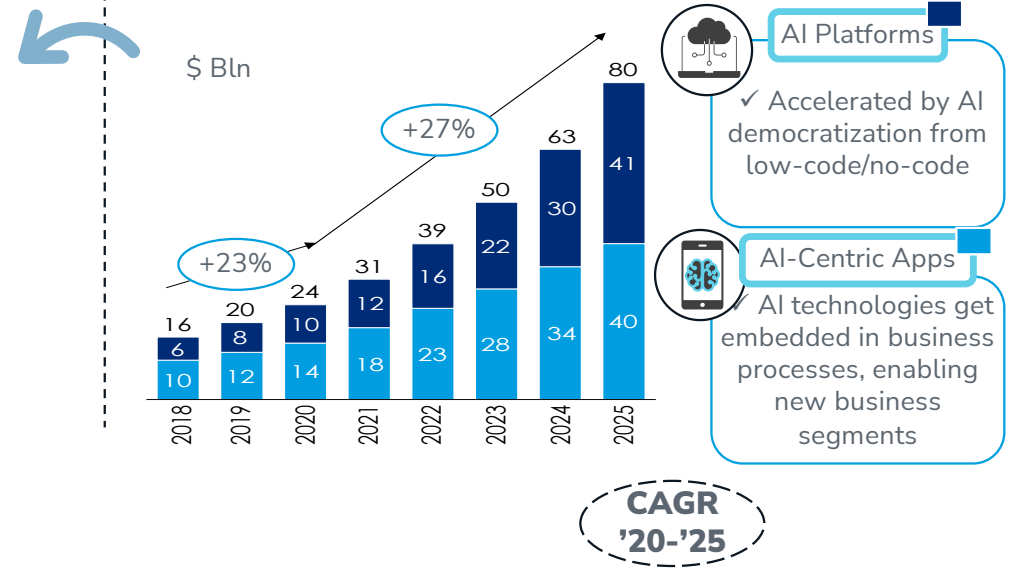


# Datrix focuses on the fastest growing niches in the AI landscape



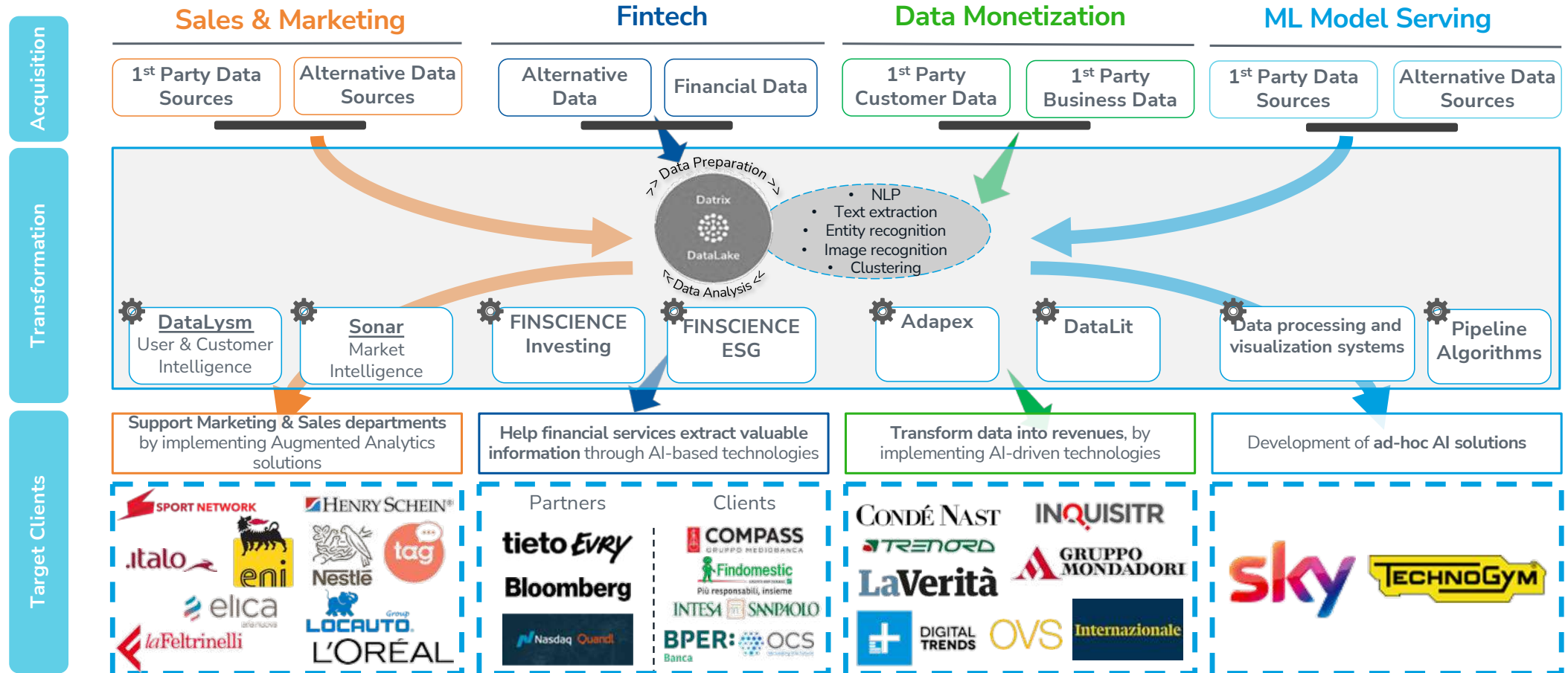
... targeting the most appealing industries


|                                    | Market '20-'25 CAGR | Share of AI software spend 2020 |
|------------------------------------|---------------------|---------------------------------|
| Communication, media & advertising | 14%-21%             | 18%                             |
| BFSI                               | 16%-24%             | 17%                             |
| Retail                             | 12%-19%             | 13%                             |



# Datrix Business Areas: Reaching business goals through data analysis


## Process



 # of Clients served


**370**

36% abroad (+23% compared to 2020)


 Expected Proforma Revenue

**13.3 M€**


Including Adapex US from January 1st 2021 of which 27% abroad

 Expected Proforma Recurring Revenue

**66%**

 Cash available to support the growth

**10.5 M€**


 Successful acquisitions

**1**


Enabling Internationalization on US Market (3 acquisitions since 2019)

 New Information analysed daily

**+7 Mln**

 R&D Investment

**1.8 M€**

 Number of Employees

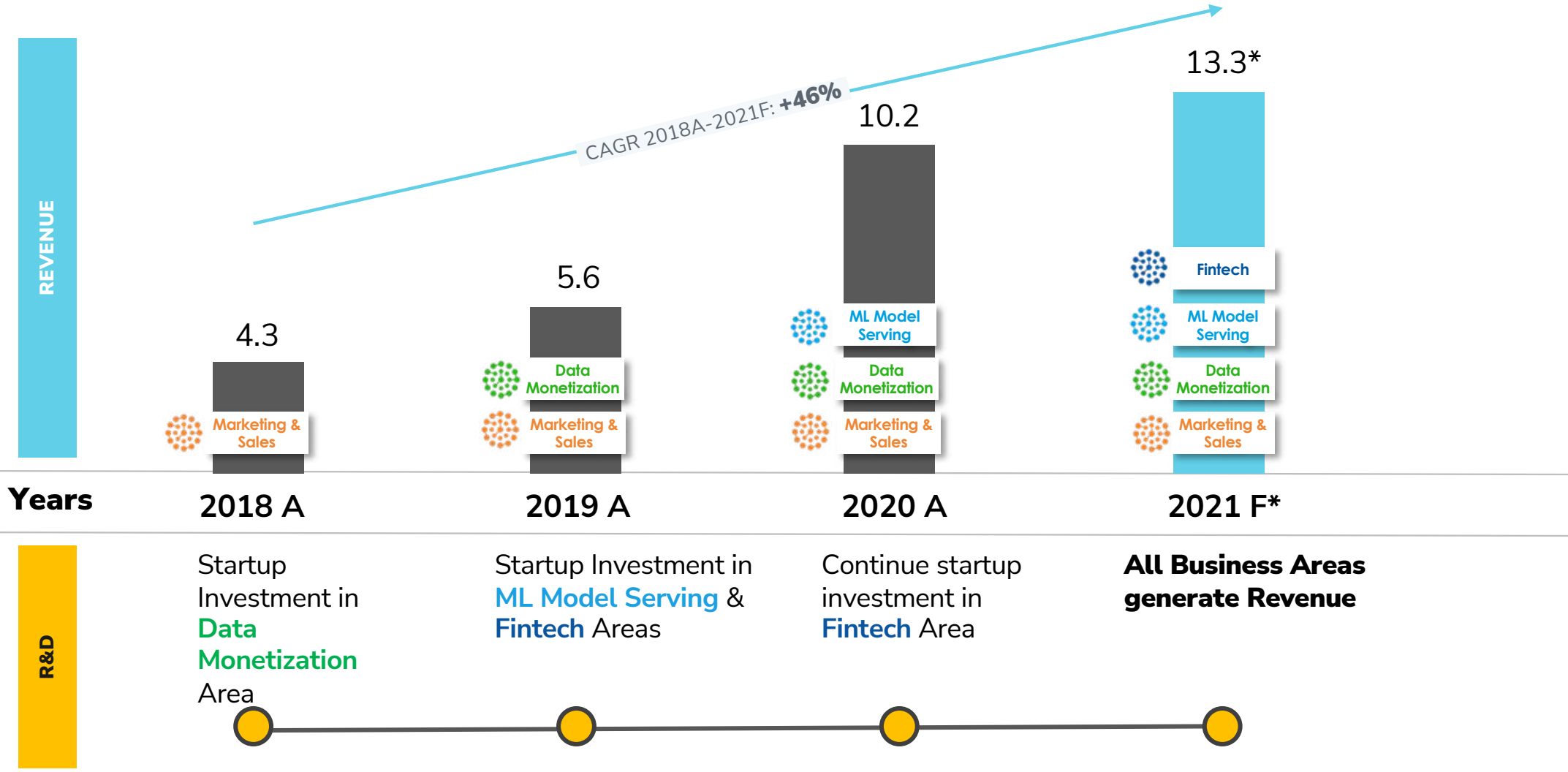
**115**

 listed on the Stock Market Euronext Growth segment

**3/12/2021**

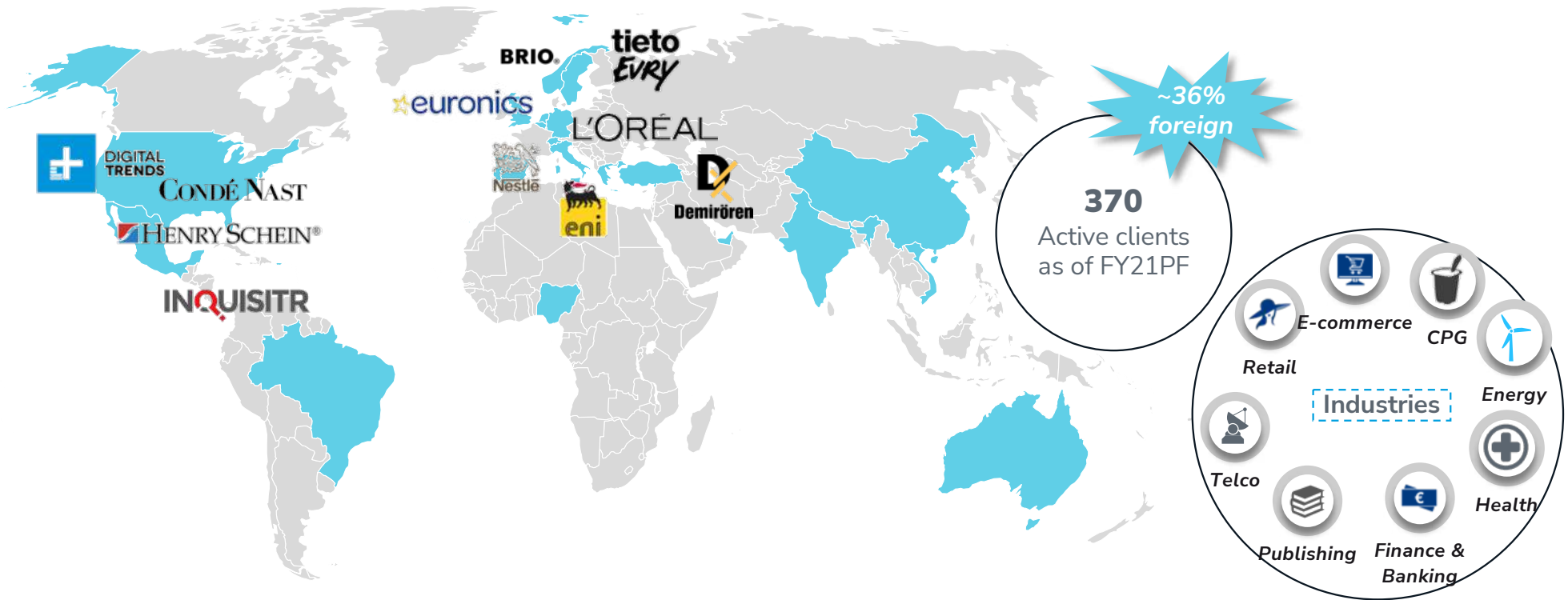


**Fast-growing business**

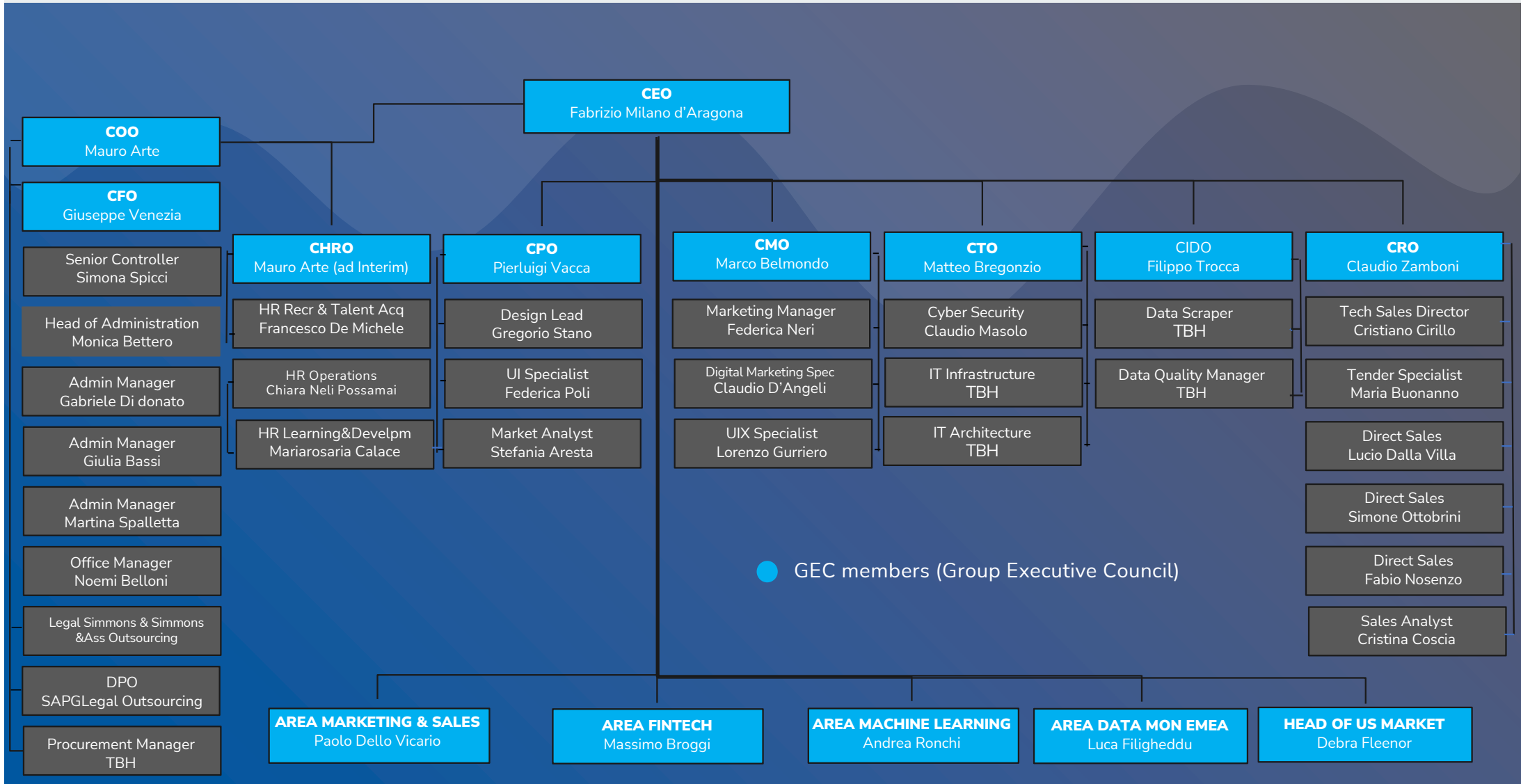


Notes: \* 2018 A: only 3rdPlace Srl; 2019 A: 3rdPlace Srl and Finscience Srl, 2020 A: 3rdPlace Srl, Finscience Srl, ByTek Srl, PaperLit Srl; 2021 F: includes Adapex acquisition as if consolidated from 1st Jan 2021

## Large and diversified client base



# Highly managerialized company with a well articulated organization



## 2010

Initial investment from founders to start the business



## 2017

1,3M€ Equity

## 2018

0,7M€ Equity



Angel investors

## 2019

2 Successful M&A



## 2021

2,4M€ Equity from industrial partners



## 2020

2,4M€ Equity from venture capitalist & Family Office



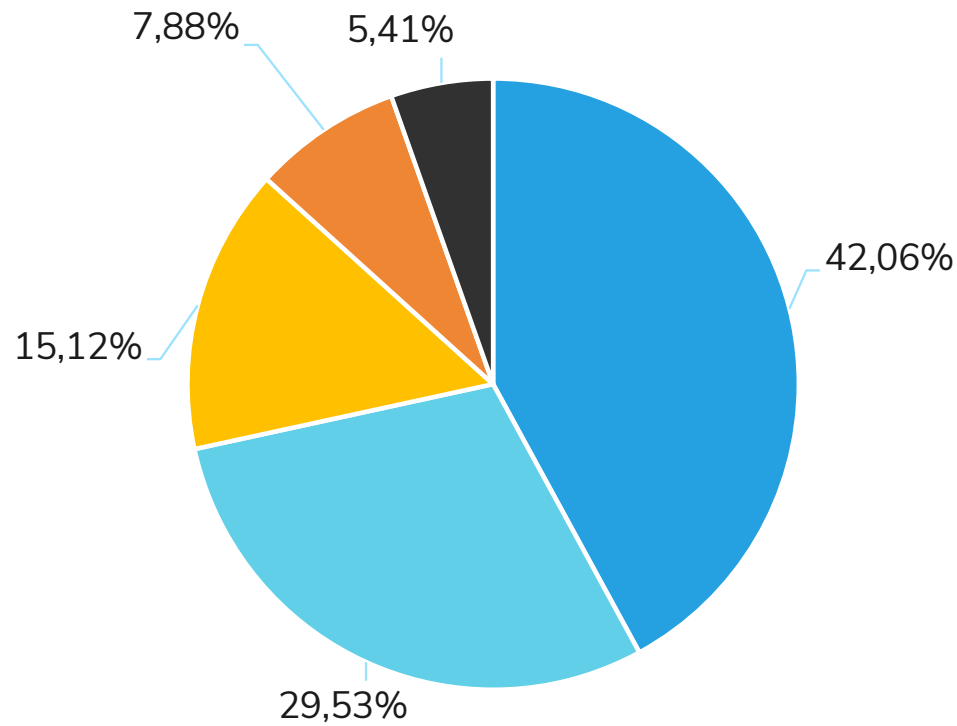
## 2021

1 Successful M&A



## 2021

IPO on Euronext Growth



- FMC Growth Srl
- Market
- Shareholders < 5%
- United Ventures
- 8a+ Investimenti

### FMC Shareholders

Fabrizio Milano d'Aragona

Mauro Arte

Claudio Zamboni

FMC shares have multiple voting rights



# FY2021 Results



## Financial Highlights: FY2021 E vs FY2020 (Proforma)

**+47.5%**

Expected Revenue  
€13.3M.\* vs €9.0M. in 2020

\*including Adapex from January 1° 2021

**73.1%** Italy

**26.9%** Abroad



**€2.25 M.**

2021E  
Adapex Revenue



**+23%**

Growth of Served Clients  
370 total clients in 2021 - 36% from abroad



**66%**

Recurring Revenue

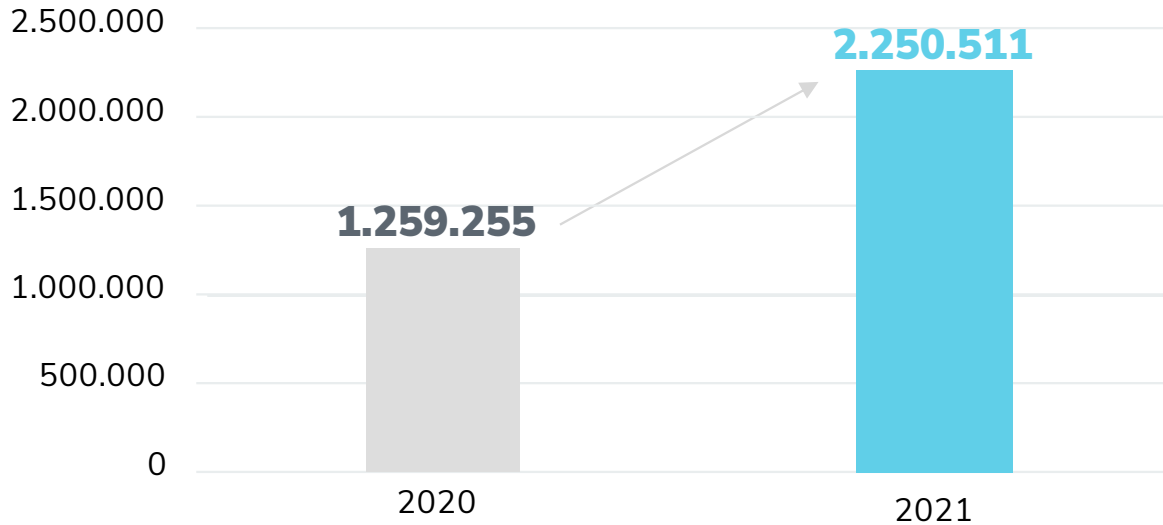


**€10.5 M.**

Cash available to support the  
growth



## Adapex Revenue (€)



**78.7% YoY**

**€15K**

Avg Revenue per Publisher  
(+17% YoY)

|              | 2021 | 2020 | YoY           |
|--------------|------|------|---------------|
| # Networks   | 67   | 60   | <b>10,45%</b> |
| # Publishers | 150  | 98   | <b>53,06%</b> |

|                           |  |               |  |
|---------------------------|--|---------------|--|
| Retention Rate Networks   |  | <b>71,77%</b> |  |
| Retention Rate Publishers |  | <b>72,55%</b> |  |



## Revenue by Business Area (Proforma):



### Marketing & Sales

**71%** of total Revenue

**€9.0 M.** expected Revenue

**21%** Growth vs 2020



### Data Monetization

**25%** of total Revenue

**€3.3 M.** expected Revenue

**300%** Growth vs 2020



### ML Model Serving

**2%** of total Revenue

**€0.3 M.** expected Revenue

**24%** Growth vs 2020



### Fintech

**2%** of total Revenue

**€0.2 M.** expected Revenue

**197%** Growth vs 2020

## Financial Highlights: FY2021 E vs FY2020 (Reported)

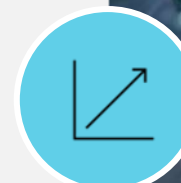
**+27.6%**

Expected Revenue  
€11.5M.\* vs €9.0M. in 2020

\*Including Adeplex for 0.3mln Euro consolidated from November 8th, 2021

**85.9%** Italy

**14.1%** Abroad



**+24.2%**

Expected Organic Growth  
€11.2M. vs €9.0M. in 2020



**+20%**

Growth of Served Clients  
360 total clients in 2021 - 34% from abroad



**60%**

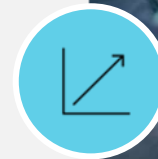
Recurring Revenue



## Financial Highlights: Datrix Group\*

**115**

Clients acquired in 2021



**48%**

TOP 10 Clients in 2021  
(vs 58% in 2020)



**66%**

Retention rate vs 57% in 2020



**21.5%**

Non Italian Customers



**€37K**

Avg Revenue per Customer  
+23% YoY



\* Adapex not included



## Revenue by Business Area (Reported):



### Marketing & Sales

**82%** of total Revenue

**€9.0 M.** expected Revenue

**21%** Growth vs 2020



### Data Monetization

**13%** of total Revenue

**€1.5 M.** expected Revenue

**81%** Growth vs 2020



### ML Model Serving

**3%** of total Revenue

**€0.3 M.** expected Revenue

**24%** Growth vs 2020



### Fintech

**2%** of total Revenue

**€0.2 M.** expected Revenue

**197%** Growth vs 2020



# **FY2021 Business Overview & 2022 Main Goals**

## Achievements 2021

> **Activation of 2 international partnership (FinTech area):**



> **2021 Clients Acquisitions:**



> **57 closed partnership with International SSP (Data Monetization area)**



> **Consolidation of Google partnership (MarTech area):**



## Goals 2022

> **Significant Revenue Growth across all Business Areas & in all sectors**

> **International Revenue**

- Increase +100% US revenue
- Data Monetization EMEA Revenue Growth

> **Cross selling Revenue:** increase of clients requiring multi-category services

> **Datrx recurring Revenue increase** > 70% of total Revenue

> **Expanding Sales Team** across all Business Areas (+ 6 new hires)



**Achievements 2021**

- > **Strategic positioning of the Datrix Group** related to AI solutions through proprietary events (Data Breakfast and Vertical Meeting), third-party events, media partnerships (eg. Sole24Ore), distributed contents on corporate owned website and social channel
- > **B2B Lead generation** selecting prospects with minimum Eur 10M Revenue
- > **Raised Awareness:** on financial prospects for stock exchange listing

**Goals 2022**

- > **Companies VS Business Area positioning:** strenghten the coordination in terms of positioning between Datrix Group, its Companies and their solutions
- > **Support single Business Areas Lead generation** (KPI: number of qualified meetings per single area through events, direct mailing and advertising)
- > **Dissemination for Sales activities** (KPI: number of articles, blog posts, case studies and proprietary/third-party events)
- > **Raise awareness on Datrix financial value:** (KPI: media articles)



## Achievements 2021

**> Support to strategy, design and go-to-market of the Group proprietary solutions. In particular:**

- Market Analysis: international analysis on topics as: ESG, Thematic Investments, Data Modeling, Data Monetization and Martech
- User research and product-market-fit validation of every single Datrrix Group solution
- Creation and organization of ad-hoc product team within the single business areas

## Goals 2022

**> Support an end-to-end development process** (from business idea to Go-To-market) of new core product functionalities related to Martech and Fintech**> Startup the US internationalization process** of Martech area solutions

**> Disruptive innovation:** support the development of R&D projects based on the application of advanced AI-based techniques in different industries/business areas/functions/services

**> Support Learning Organization and Knowledge Sharing practices** through centralized repository aimed to democratize product design and product marketing methodologies, documentations, researches and tools



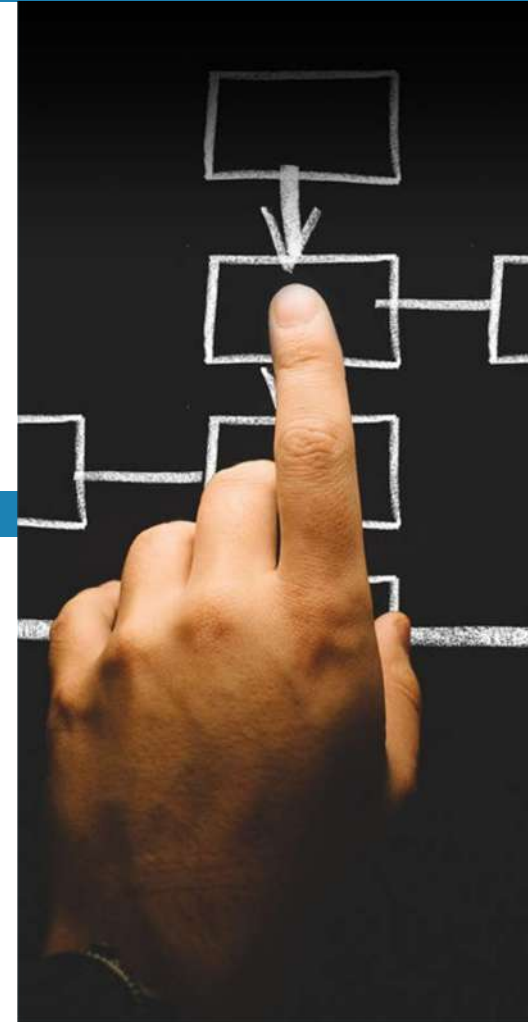


**Achievements 2021  
(HR)**

- > **Staff Growth** (115 FTE in 2021) focus on Client Relationship / R&D / Tech Specialist/Corporate
- > **Building Employee Retention policy** to minimize turnover rate (15% in 2021 vs market benchmark = 30%)
- > **Talent Attraction:** Partnerships with the most important italian/international Universities to activate stage or tech internships: stageurs-to-hired conversion rate: 75%

**Achievements 2021  
(ORG)**

- > **Execution of the Learning Organization framework** through strategy maps for all the Datrix business areas (Area Marketing&Sales -> completed); OKR's definitions on business Areas and Functions
- > **Building an organizational framework** to facilitate the interactions between business Areas vs Datrix Central Functions
- > **Creation of new support functions in Datrix:** CTO e CIDO (goals and responsibilities); execution of their support to business areas (ie. data monetization, machine learning)

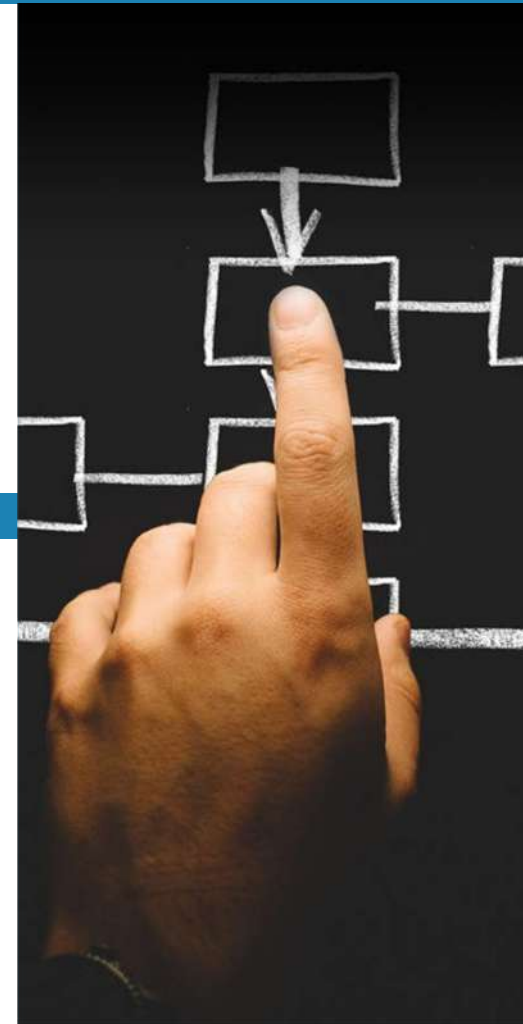


Goals 2022  
(HR)

- > **Group Organic Growth** (expected FTE 140) with focus on Client Relationship / R&D / Tech Specialist / Corporate) + stimulate networking for hiring purposes
- > **New Owner** Machine Learning Model Serving Area (April 2022)
- > **Completion of Work Safety Plan** plus compliance with 231 regulation and ISO certification
- > **Employer Branding** and internal training plan

Goals 2022  
(ORG)

- > **Team Ops Integration** Paperlit + Adapex for Data Monetization
- > **Completion strategy maps project** for all the Business Areas
- > **Completion of new corporate functions** (CTO & CIDO) and implementation of an organizational model/system in according to the Group strategic industrial plan (organizational design to support della internal/external growth)



Just 3 months after the beginning of 2022, the Group has already raised EU/Italian fundings for **more than € 1,1 MLN** to bring disruptive innovation in different application areas through 4 R&D projects:

### BIOMEDICAL

**Project CONcISE: €260K**  
*in 3 & a half year*

Develop low-cost, non-invasive, highly reliable and accurate AI based pre-screening solutions for breast cancer, thyroid cancer and ischemia diagnosis.



**Fabrizio Milano  
d'Aragona**  
CEO

### CYBERSECURITY

**Project CS-Aware Next: €424K**  
*in 3 years*

Generate higher protection against cyberattacks evolving a dynamic AI-based solution that collect, combine and analyse internal data (server logs) and external data (social media, vertical cybersecurity forums, and NEW datasets related to the supply chains)

### AI ATTACKS

**Project Cybersech: €98K**  
*in 1 years*

Create an innovative machine-Learning-Hardening solution to tackle Artificial-Intelligence-Attacks (A.I.A.) aimed to mislead the ML algorithms

### AI FOR VISUAL IMPAIRMENT

**Project OpenEYE: €350K**  
*in 1 & a half year*

Develop an AI-based platform that allows people with visual impairments to listen to written content on paper through Amazon Echo and Google

*«We are playing an increasingly leading role in Europe as evidenced by important awards, including financial, for our Research & Development activities, which allows us to develop and consolidate technologies and knowledge that we then apply to the business»*

# Thank you

## Contacts:

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