



# Sustainable AI solutions for Business Growth

**Corporate Presentation**

.....  
September 2022



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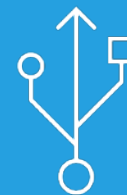




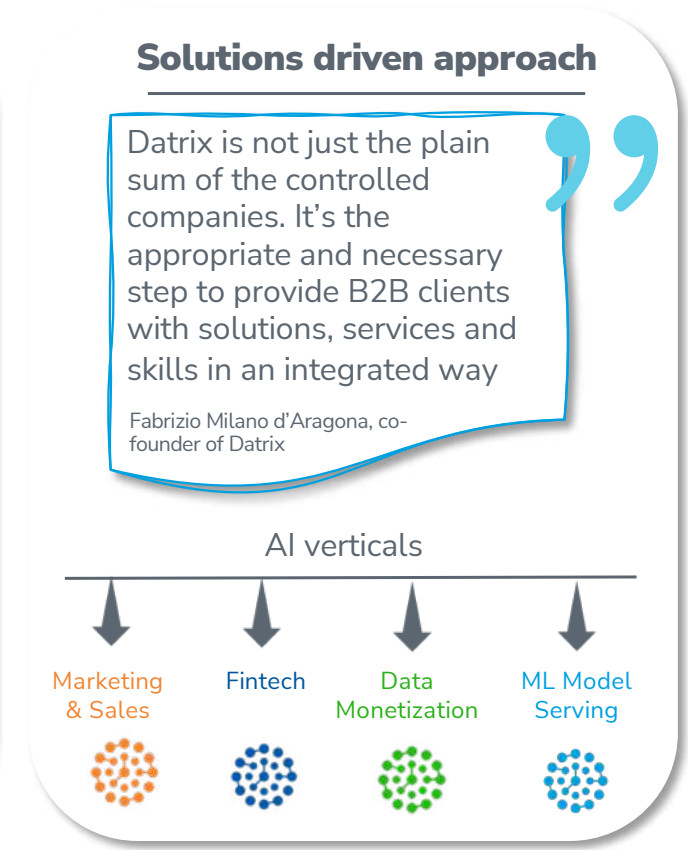
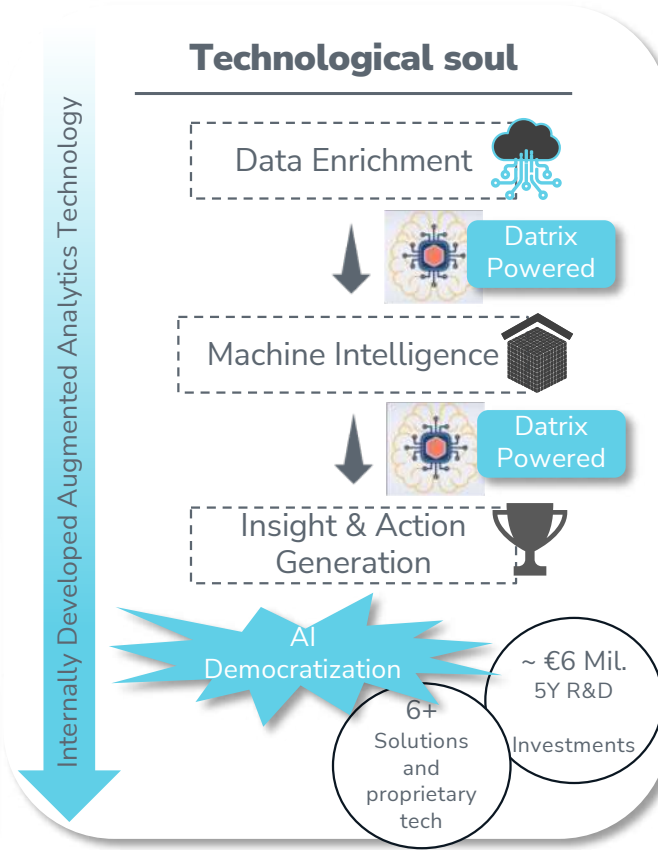
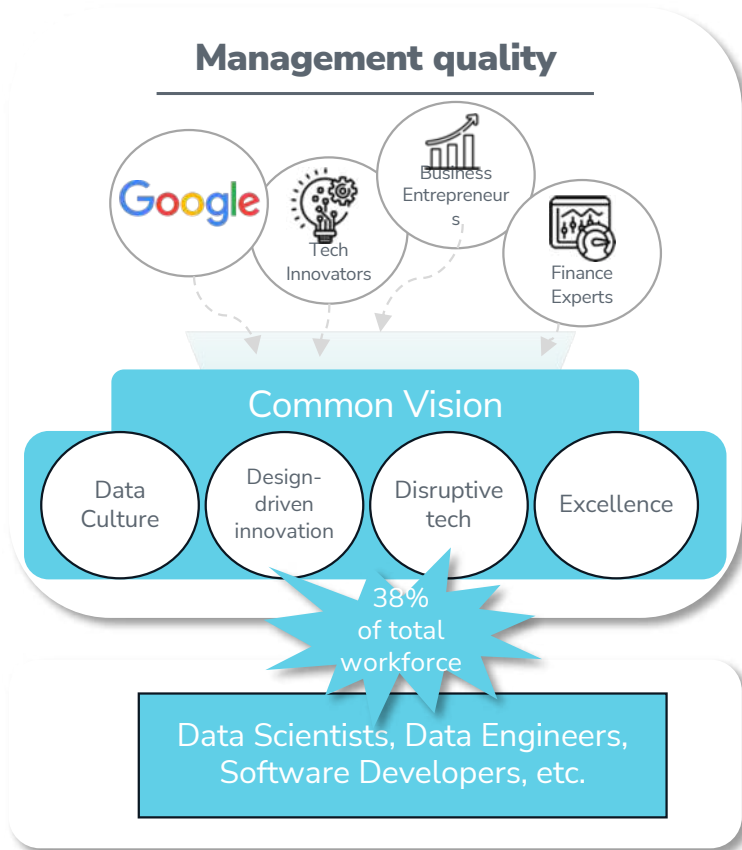
# OVERVIEW



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



# A solutions oriented tech-company led by highly skilled professionals



**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**

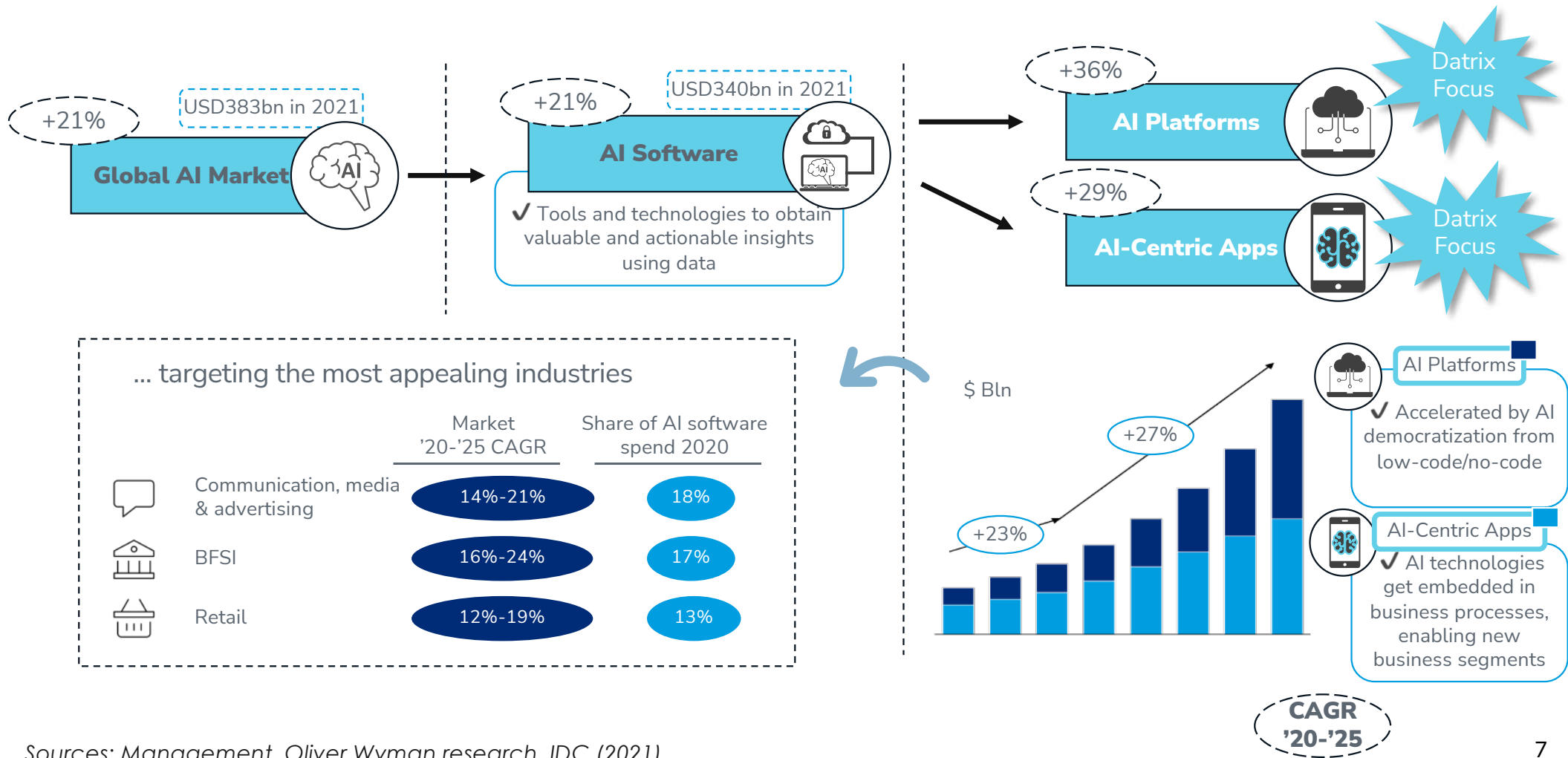
1 Successful M&A



**2021**

IPO on Euronext Growth

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



Sources: Management, Oliver Wyman research, IDC (2021)

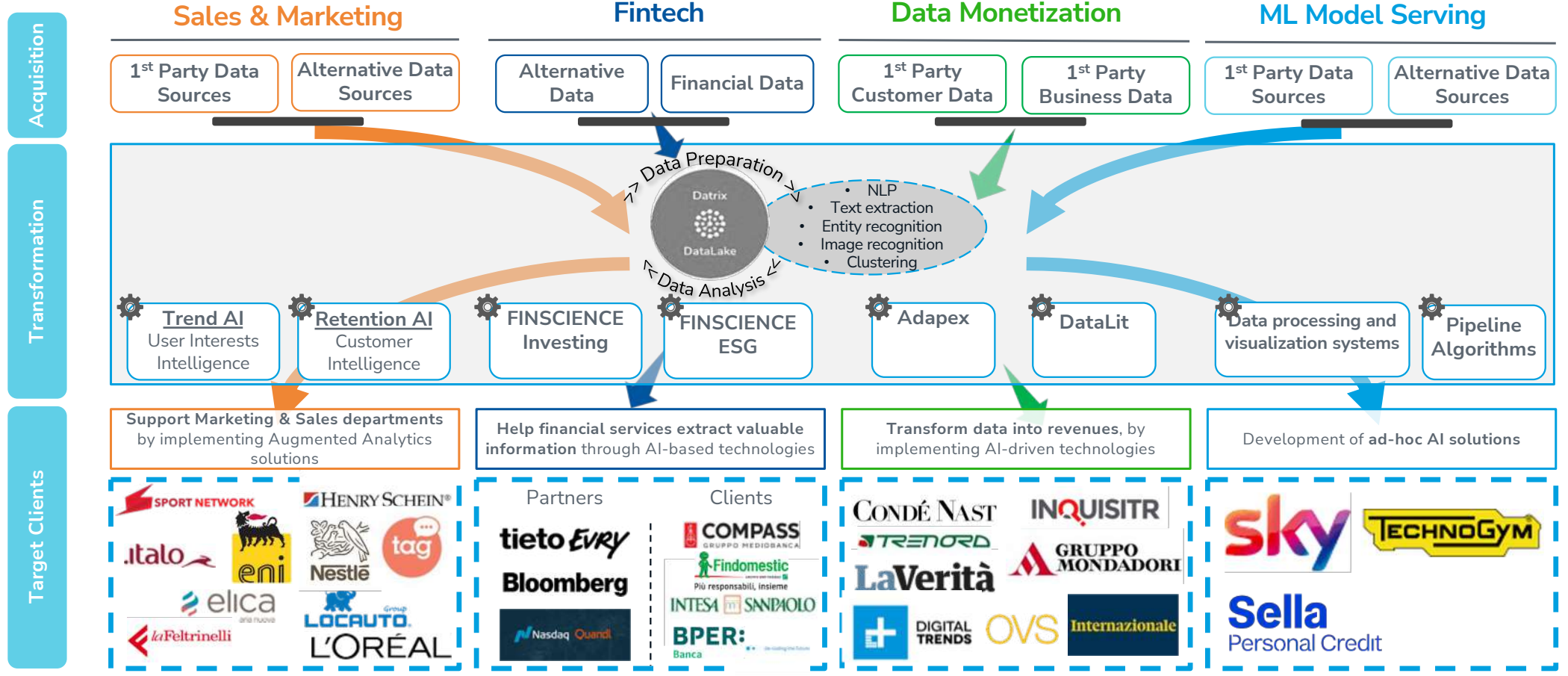


# PROPOSITION & SOLUTIONS



# Datrix Business Areas: Reaching business goals through data analysis

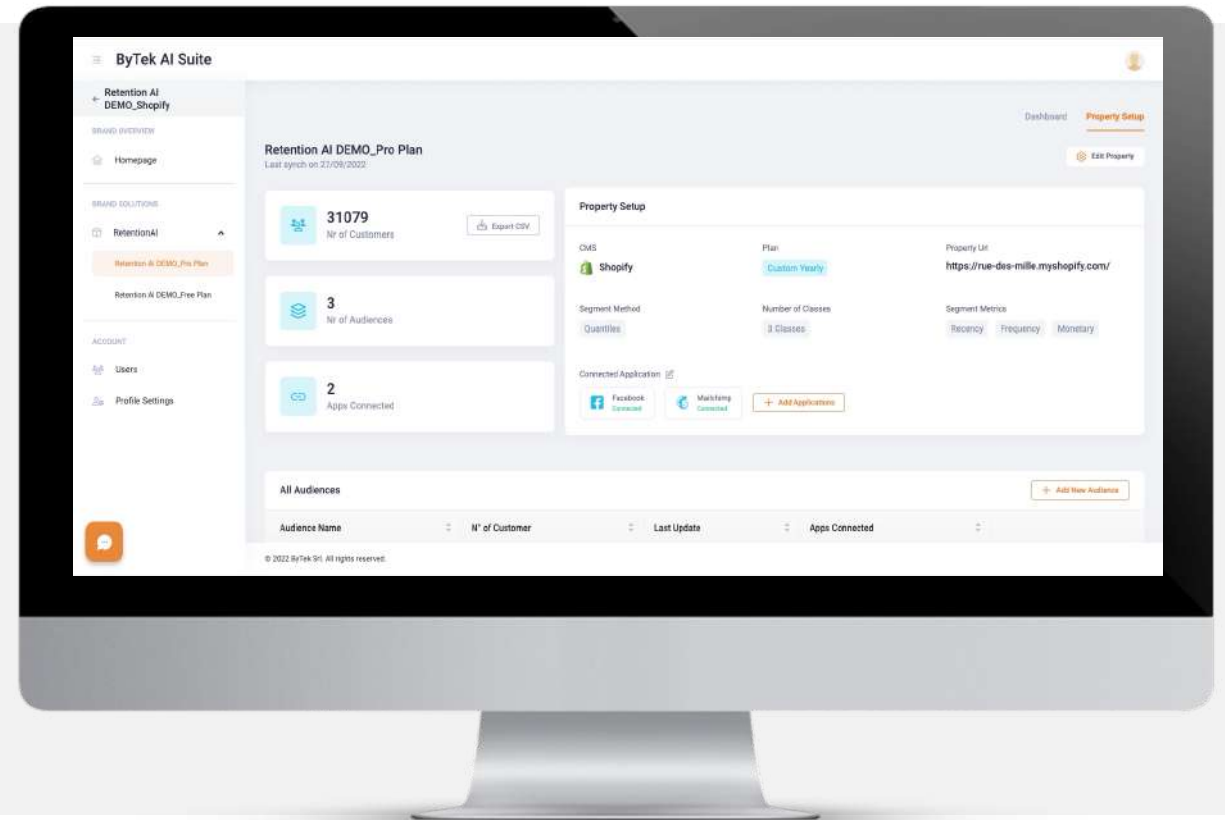
## Process



**Solutions:** Trend AI, Retention AI, ReleVanty

### Main features & characteristics:

- 13 Mil Search Queries analyzed
- Real-Time Trend Detection
- Users Search-Intent Detection
- Benchmark and share of voice analysis
- 4 Level Customers Life-Time-Value Segmentation
- Intelligent/Dynamic RFM Analysis
- AI-driven Anomaly Detection

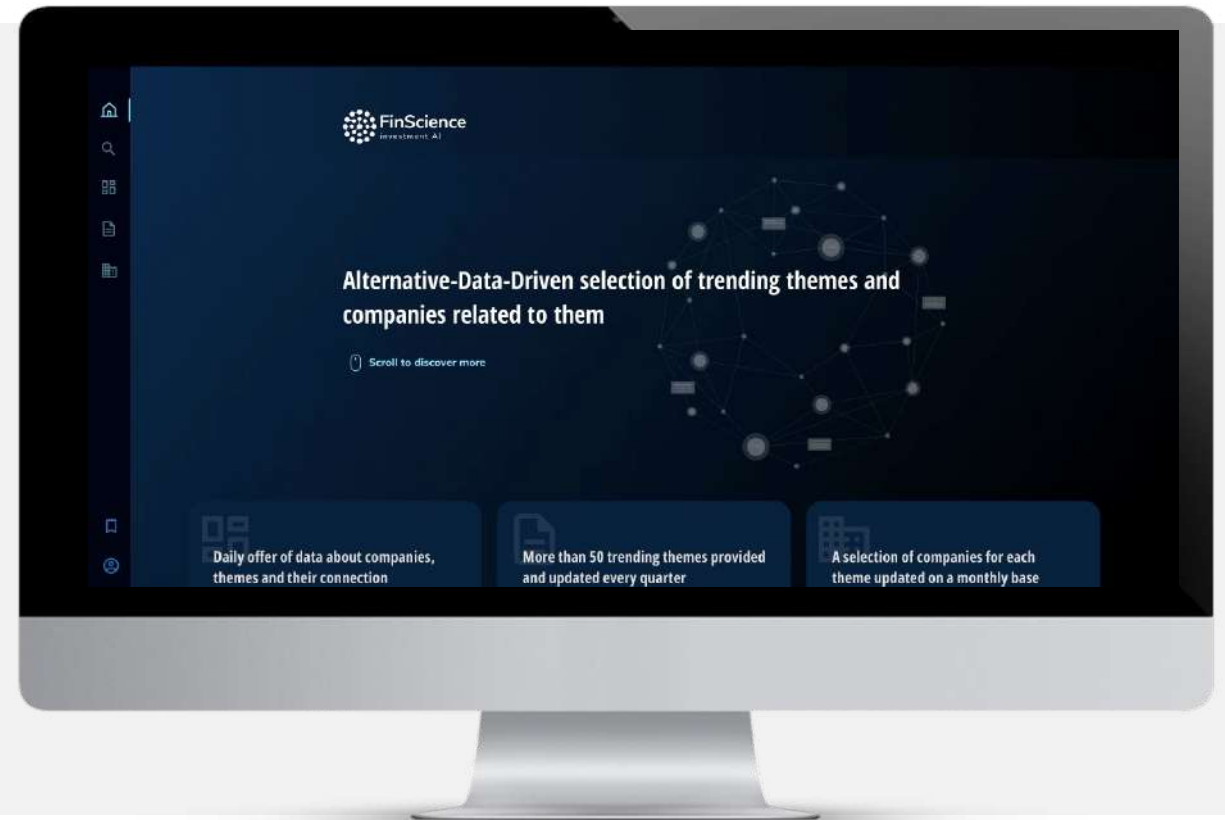


**Solution:** Thematic Investing AI

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**Main features & characteristics:**

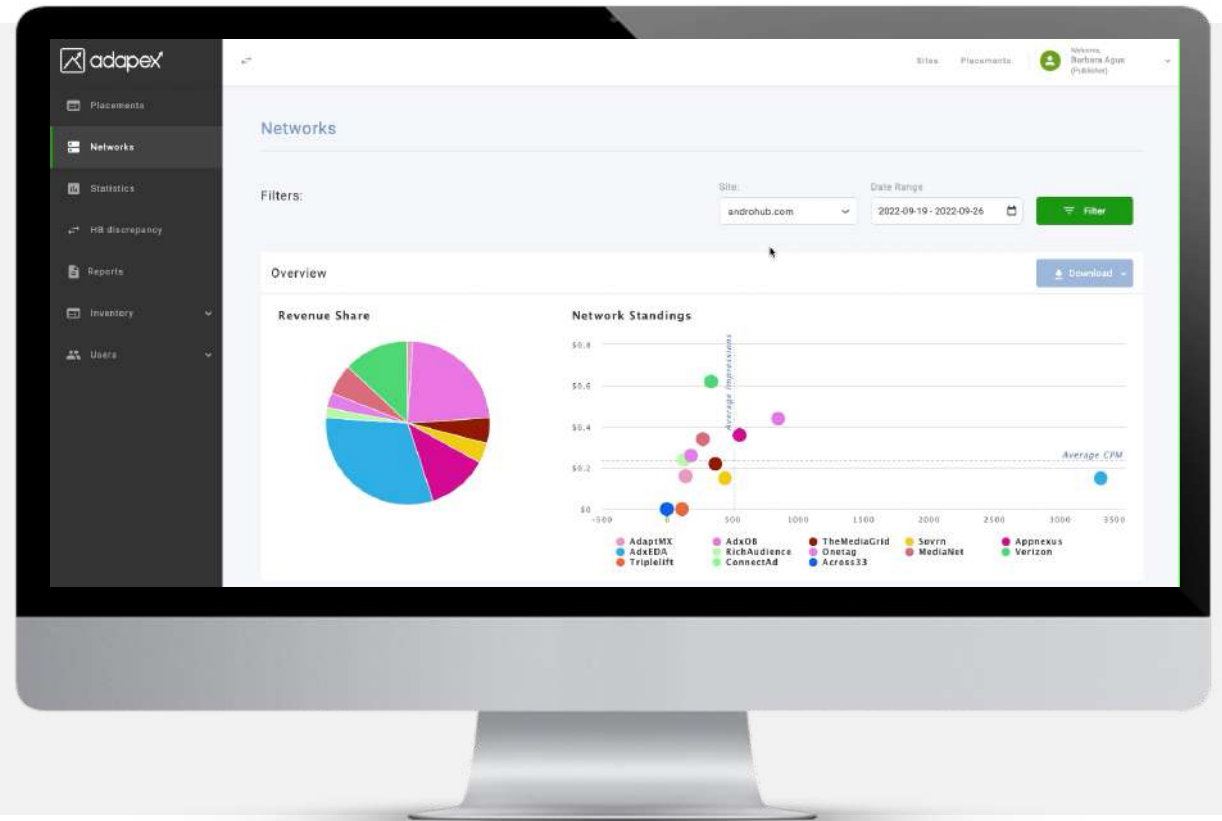
- +1 Mil. Contents on daily basis
- Non-conventional data sources
- AI-based Thematic Trends Detection & Companies Selection
- Proprietary Alternative Digital Metrics and sub-metrics
- Theme deep-dive analysis from human experts



**Solution:** Adapex

**Main features & characteristics:**

- AI-based Header Bidder Solution
- Proprietary performance, reporting and analytics suite
- Premium Google AdX and AdX EBDA
- Real time decision making power





# GROWTH STRATEGY

## ORGANIC GROWTH



## M&A



## MARKET DIVERSIFICATION





# MULTI-CHANNEL DISTRIBUTION STRATEGY



**DIRECT SALES:** the goal is to position Datrix cross-area solutions to mid-large enterprises through an highly qualified sales force.



**INSIDE SALES:** the goal is to position specific Datrix solutions to SMBs through remote sales teams.



**PARTNERSHIP PROGRAM:** the goal is to identify selected external partners enabling scalable and international distribution of Datrix solutions.

**M&A  
DRIVERS**

**MARKET INTEGRATION**

*Accelerate access to new customers,  
new markets, new targets*



**TECH INTEGRATION**

*Accelerate tech and product  
pipeline development*





## Accelerate companies aggregation to boost business growth

During 2022, Datrix Group has fast-tracked its **M&A strategy** approaching and attracting several innovative target companies in order to:

- create industrial synergies,
- combine competences, methodologies and technologies to develop more disruptive innovation,
- enhance existing business models, and inventing new ones more quickly and effectively,
- accelerate profitable, scalable and sustainable growth in a unique «product-led» entrepreneurial ecosystem.

## Why Datrix is so attractive?

### **DATRIX:**

- AI-based scalable solutions
- Access to market and capital
- Deep knowledge about data management (US /EU)
- Dedicated support through central functions - product, marketing, sales, hr, finance, tech & data -
- International presence (US/EU)

$$2+2 = 5$$

### **TARGET COMPANIES:**

- Organizational Agility
- Continuous new ideas
- Industry focused
- Potentially rapid growth
- Challenge the status quo

Among its strategic goals, Datrix Group wants to accelerate its presence in USA leveraging **industrial synergies** and **integrated USPs**

ACHIEVEMENT

### INTEGRATION OF ADAPEX

Data Monetization solution for publishers, retailers and apps producers

Increased Customers on US Market

ACHIEVEMENT

### CUSTOMER ACQUISITION

Closed international deals with global operators

Eg, Leader in Pharma industry, Worldwide digital media publishing company

ACHIEVEMENT

### DISTRIBUTION PARTNERSHIP

Closed distribution partnerships to: deliver thematic data to retail /institutional investors

IN PROGRESS

Integrate companies with growing business in the US market



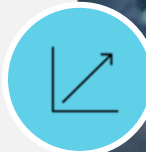
# H1 2022 RESULTS & BUSINESS UPDATE

## Financial Highlights: H1 2022 vs H1 2021 (Reported)

**+48%**

Revenues  
€7.1M. (Adapex €1.2M.) vs €4.8M.  
in H1 2021

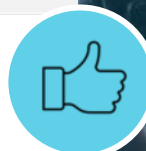
**68%** Italy  
**32%** Abroad



**72%**

from **66%** in FY2021

Recurring Revenues  
€4.9M. vs €2.8M. in H1 2021 (+79% YoY)



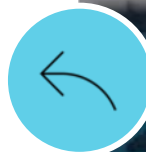
**-€0.9 M.**

EBITDA  
-13% EBITDA Margin (-16% in H1 2021; -0.8€ in  
H1 2021)



**-€1.6 M.**

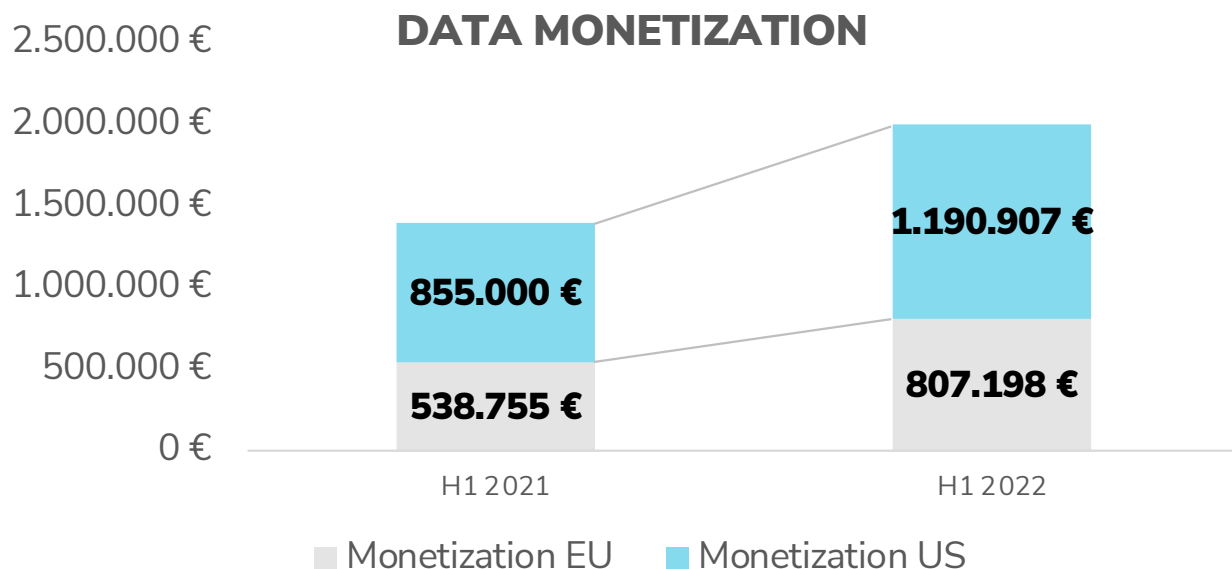
Consolidated net result (-1.2 M. in  
H1 2021)



**€8.4 M.**

Cash Available (€10.4M. FY 2021)





	H1 2021	H1 2022	YoY
<b>Data Monetization</b>	<b>1.393.755 €</b>	<b>1.998.104 €</b>	<b>43%</b>
Monetization EU	538.755 €	807.198 €	50%
Monetization US	855.000 €	1.190.907 €	39%

**Data monetization revenues +43% (Proforma)**

**EU revenues from AdTech solutions +337%**

The «Data Monetization» business area has completed the full integration between the **USA and EU teams** that created and boosted industrial, organizational and commercial synergies and in particular throughout:



### LEADERSHIP & CONTAMINATION

- Debra Fleenor is in charge of the Data Monetization Area
- Sharing best practises and skills
- Adapex leadership is proved by many international awards



### PRODUCT & R&D

- Centralized R&D department to scale-up
- Innovating product roadmaps for serving new/top tiers



### PRODUCT & GTM

- Accessing to new markets and opportunities
- Amplifying the monetization potentials through new data, capabilities formats & partnerships (eg. Mobile, CTV, Web3, etc.)

## Data Monetization: Adapex international awards & mentions



### The Drum Awards

Best Overall  
Programmatic  
Tech  
Best Adops Team  
Best Tech for  
Programmatic



Best Seller-Facing  
Tech



Top Women in  
Media

**500**<sup>TM</sup> | Technology **Fast 500**  
2021 NORTH AMERICA  
**Deloitte.**



Best AdTech  
Platform & Best  
Publisher  
Platform



## Revenue by Business Area (Reported):



### Marketing & Sales

**66%** of total Revenue

**€4.5 M.** Revenues

**18%** Growth vs H1 2021



### Data Monetization

**29%** of total Revenue

**€2.0 M.** Revenues

**271%** Growth vs H1 2021



### ML Model Serving

**4%** of total Revenue

**€0.3 M.** Revenues

**31%** Growth vs H1 2021



### Fintech

**1%** of total Revenue

**€0.1 M.** Revenues

**186%** Growth vs H1 2021

In H1 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»*

**> Accelerating Revenue Growth in H2 across all Business Areas & in all sectors in line with Datatrix seasonality**

**> International Revenue**

- Strong growth expected of more than 70%
- Data Monetization EMEA Revenue Growth leveraging Adapex integration

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

**> Datatrix recurring Revenue increase** > 70% of total Revenue (already on track in H1 2022)

**> EBITDA expected to recover in H2 2022;** H1 2022 EBITDA impacted by significant investment to support the growth mainly concentrated in first part of the year in particular:

- Expanding Sales and R&D teams across all Business Areas (more then 20 people in H1 2022)
- Marketing & Communications expenses (lead generation activities)
- R&D New Product development

**> Significant M&A deals on stage with focus mainly in the US Market (at least one deal expected to be closed within Q1 2023)**



# Appendix 1 – Other Financial Information & Governance

<b>Profit&amp;Loss</b>	<b>30/06/2022</b>	<b>30/06/2021 Reported</b>	<b>30/06/2021 Pro-forma</b>
Revenues from sales and services	6.817.548	4.553.537	5.408.537
R&D Grants	249.106	205.887	205.887
<b>Total operating revenues</b>	<b>7.066.654</b>	<b>4.759.424</b>	<b>5.614.424</b>
Increases in fixed assets	1.483.921	636.979	636.979
Other revenues	15.429	-	-
<b>Total value of production</b>	<b>8.566.004</b>	<b>5.396.403</b>	<b>6.251.403</b>
Cost of raw materials, consumables and merchandise	- 16.214	- 9.813	- 9.813
Cost of services	- 5.941.730	- 3.639.842	- 4.043.842
Cost of rents and leases	- 199.673	- 135.647	- 147.647
Personnel costs	- 3.277.024	- 2.331.022	- 2.472.022
Other operating expenses	- 73.593	- 28.152	- 57.152
<b>Total operating costs</b>	<b>- 9.508.233</b>	<b>- 6.144.476</b>	<b>- 6.730.476</b>
<b>EBITDA Adjusted</b>	<b>- 942.229</b>	<b>- 748.073</b>	<b>- 479.073</b>
<b>% on revenues</b>	<b>-13%</b>	<b>-16%</b>	<b>-9%</b>
Extraordinary items	59.214	-	-
<b>EBITDA</b>	<b>- 883.015</b>	<b>- 748.073</b>	<b>- 479.073</b>
<b>% on revenues</b>	<b>-59,5%</b>	<b>-117,4%</b>	<b>-75,2%</b>
Amortizations and depreciations	- 1.327.001	- 722.557	- 915.557
<b>Difference between production value and costs</b>	<b>- 2.210.016</b>	<b>- 1.470.630</b>	<b>- 1.394.630</b>
<b>% on revenues</b>	<b>-31,3%</b>	<b>-30,9%</b>	<b>-24,8%</b>
<b>Financial Income (Expenses)</b>	<b>131.646</b>	<b>- 33.381</b>	<b>33.381</b>
Adjustments to the value of current financial assets	- 20.941	-	-
<b>Pre-tax profit (loss)</b>	<b>- 2.099.311</b>	<b>- 1.504.011</b>	<b>- 1.428.011</b>
<b>% on revenues</b>	<b>-29,7%</b>	<b>-31,6%</b>	<b>-25,4%</b>
Income taxes, current, deferred and prepaid	<b>547.306</b>	<b>348.727</b>	<b>348.727</b>
<b>Profit (loss) for the year</b>	<b>- 1.552.005</b>	<b>- 1.155.284</b>	<b>- 1.079.284</b>
<b>% on revenues</b>	<b>-22,0%</b>	<b>-24,3%</b>	<b>-19,2%</b>
Minorities result	-	-	-
<b>Consolidated profit (loss)</b>	<b>- 1.552.005</b>	<b>- 1.155.284</b>	<b>- 1.079.284</b>

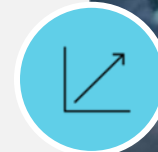
Cash Flow Statement	30/06/2022	30/06/2021 Reported
Pre-tax profit (loss)	- 2.099.311	- 1.504.011
Non cash items	1.432.130	879.175
Change in working capital	- 136.423	- 210.540
Other changes	- 68.257	- 32.854
<b>Cash flow from operating activities</b>	<b>- 871.861</b>	<b>- 868.230</b>
<b>Cash flow from investing activities</b>	<b>- 3.002.081</b>	<b>- 793.977</b>
Capital increases	606.633	2.500.000
Change in financial liabilities	- 349.210	796.680
Equity investments	-	- 137.174
<b>Cash flow from financial activities</b>	<b>257.423</b>	<b>3.159.506</b>
<b>Cash flow of the year</b>	<b>- 3.616.519</b>	<b>1.497.299</b>
Initial available cash	14.009.456	1.968.960
<b>Year end available cash</b>	<b>10.392.937</b>	<b>3.466.259</b>

Balance Sheet	30/06/2022	31/12/2021
Intangible Assets	11.586.911	10.853.461
Tangible Assets	142.290	79.076
Financial Assets	262.539	262.539
<b>Total Fixed Assets</b>	<b>11.991.740</b>	<b>11.195.076</b>
Trade Receivables	6.904.225	6.351.010
Tax Receivables	1.214.940	952.624
Deferred and prepaid Taxes	2.550.582	1.976.010
Other receivables	25.329	64.288
<b>Total Receivables</b>	<b>10.695.076</b>	<b>9.343.932</b>
Current financial assets	1.269.621	-
Deposit accounts	10.392.473	14.008.919
Cash on hand	464	537
<b>Total cash and cash equivalent</b>	<b>11.662.558</b>	<b>14.009.456</b>
<b>Total Current Assets</b>	<b>22.357.634</b>	<b>23.353.388</b>
<b>Accruals and Prepayments</b>	<b>710.693</b>	<b>156.991</b>
<b>TOTAL ASSETS</b>	<b>35.060.067</b>	<b>34.705.455</b>
Share Capital	165.580	163.674
Reserves	23.980.086	23.377.032
Retained earnings (losses)	- 4.061.290	- 1.645.854
Current earnings (losses)	- 1.552.005	- 2.415.462
Minorities	-	-
<b>Total consolidated net equity</b>	<b>18.532.371</b>	<b>19.479.390</b>
Provision for taxes, even deferred	378.628	384.559
Financial derivative liabilities	78	626
Other provisions	577.645	529.755
<b>Total provisions</b>	<b>956.351</b>	<b>914.940</b>
<b>Employees' termination benefit provision</b>	<b>659.478</b>	<b>566.708</b>
Shareholders' financing	374.487	-
Financial liabilities	2.410.400	2.759.610
Trade Payables	6.677.657	5.777.407
Tax Payables	633.645	720.608
Payables to social security and welfare institutions	375.460	354.005
Other payables	3.162.998	3.106.986
<b>Total Payables</b>	<b>13.634.647</b>	<b>12.718.616</b>
<b>Accruals and Deferrals</b>	<b>1.277.220</b>	<b>1.025.801</b>
<b>TOTAL LIABILITIES</b>	<b>35.060.067</b>	<b>34.705.455</b>

## Financial Highlights: H1 2022 vs H1 2021\* (Proforma)

**+26%**

Revenues  
€7.1M. (Adapex €1.2 M.) vs €5.6M.  
(Adapex €0,9 M.) in H1 2021\*



**72%**

Recurring Revenues  
(67% in H1 2021)



**-€0.9 M.**

EBITDA  
-13% EBITDA Margin (-9% in H1 2021; -0.5€ in  
H1 2021)



**-€1.6 M.**

Consolidated net result (-1.1 M. in H1  
2021)



**€1.6 M.**

R&D Investments

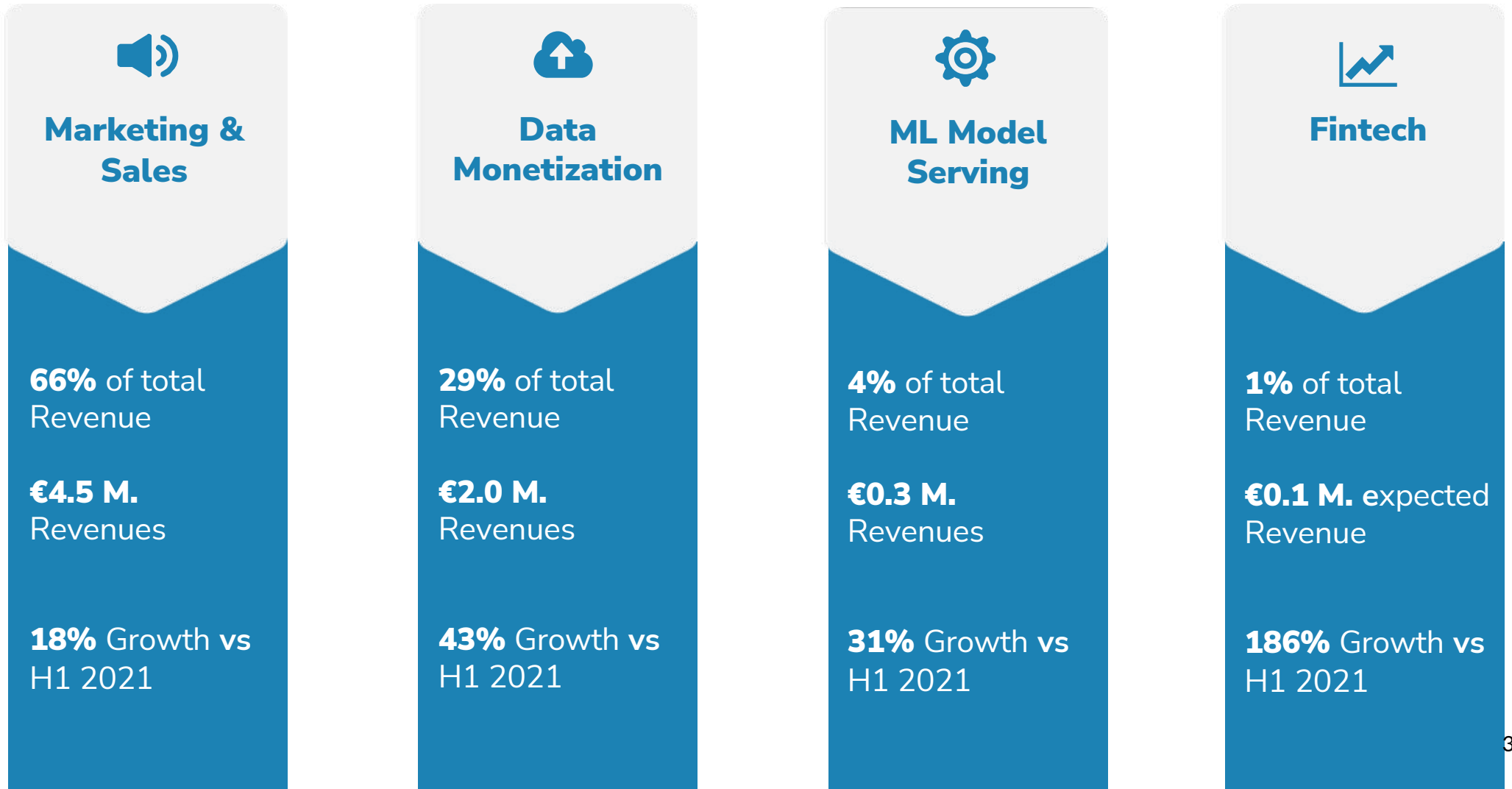


\*including Adapex from January 1° 2021

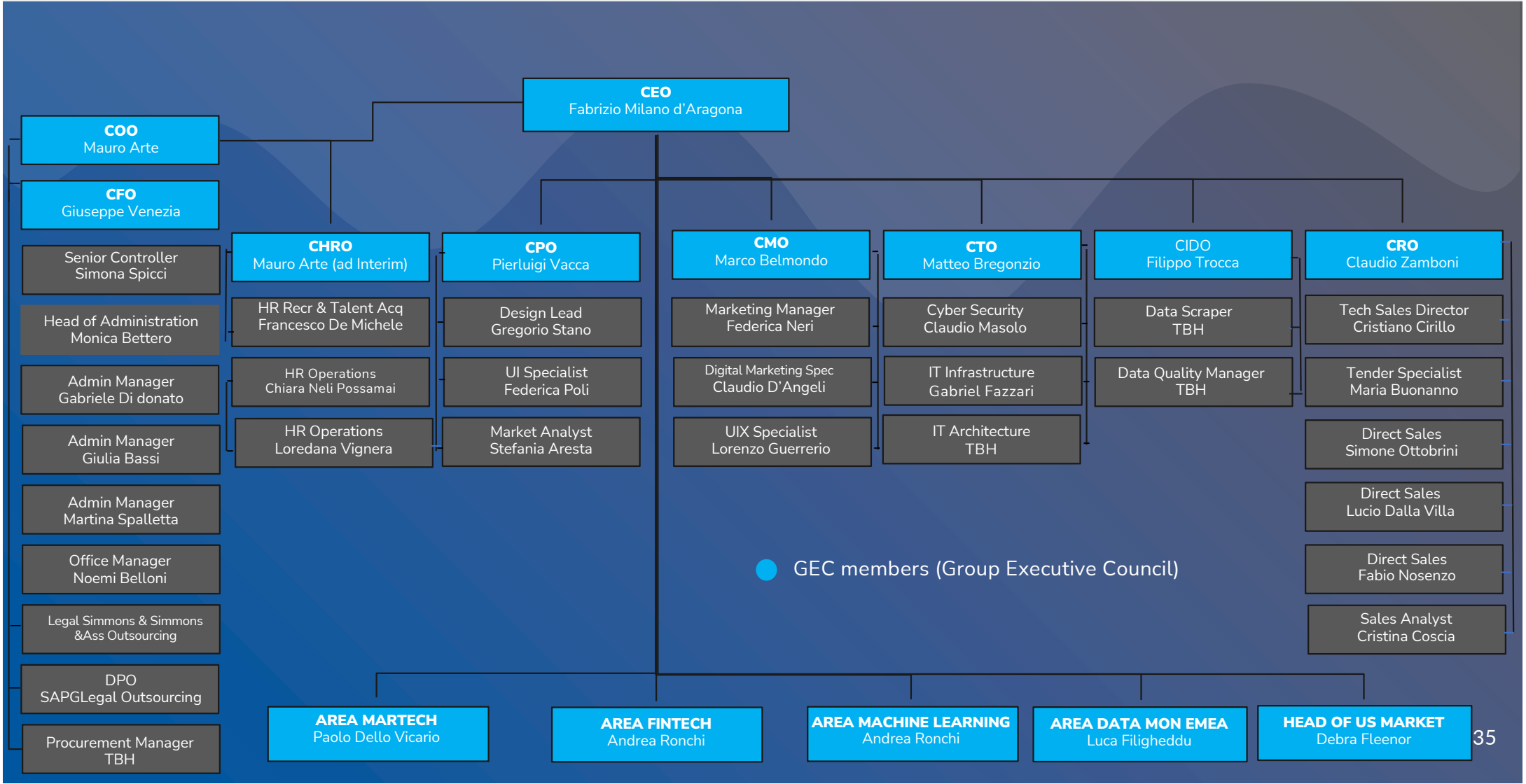




## 2022 H1 Revenues by Business Area VS 2021 H1 (Proforma):

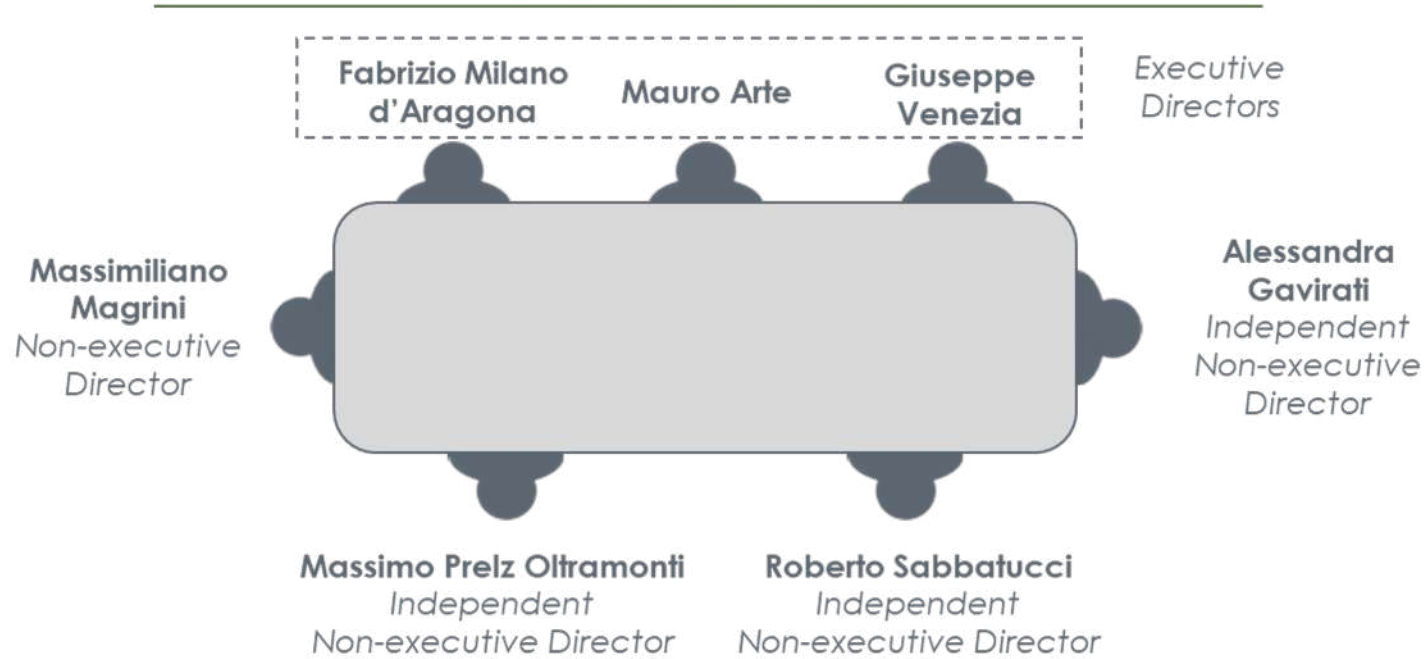


# Highly managerialized company with a well articulated organization



● GEC members (Group Executive Council)

Board of Directors

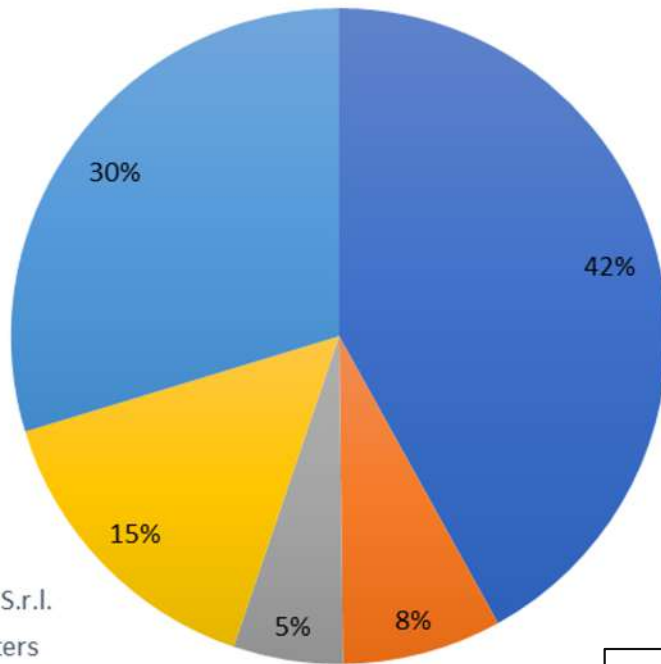


Board of Statutory Auditors

- Manuela Giorgetti**  
*Chairman*
- Marcello Ferraguzzi**  
*Statutory Auditor*
- Roberto Sorci**  
*Statutory Auditor*

Independent Auditor





- FMC Growth S.r.l.
- United Venuters
- 8a+ Investimenti
- Shereholders <5%
- Market

FMC Shareholders

Fabrizio Milano d'Aragona

Mauro Arte

Claudio Zamboni

FMC shares have multiple voting rights

In July 2022, Datrix launched a shares buy back programme. Following the purchases made until September 22nd , Datrix holds a total of no. 19,500 treasury shares, equal to 0.10% of the share capital.



# Appendix 2 – Highlights 2021



# of Clients served

**370**

36% foreign (+23% compared to 2020)



Proforma Revenues

**13.2 M€**

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



Proforma Recurring Revenues

**66%**

57% in 2020



Cash available to support the growth

**10.4 M€**



Successful acquisitions

**1**

Enabling Internationalization on US Market (3 acquisitions since 2019)



New Information analysed daily

**+7 Mln**



R&D Investment

**2.0 M€**



Number of Employees

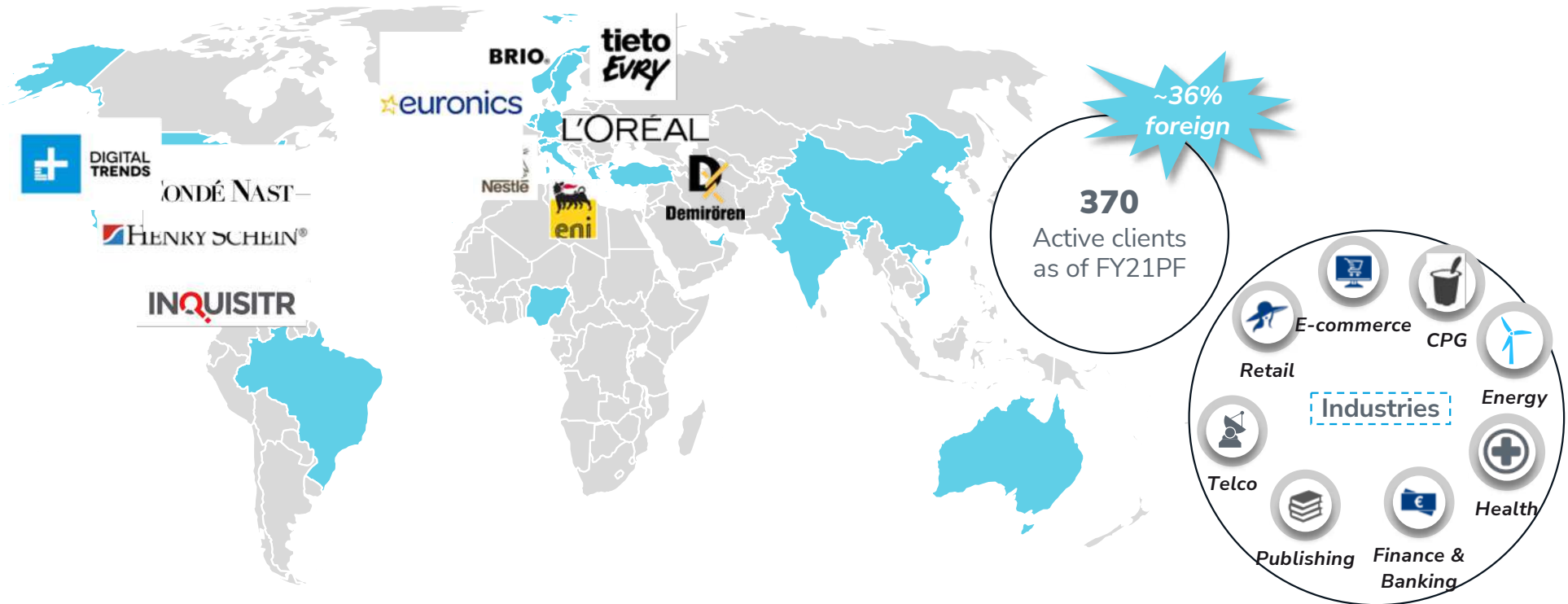
**115**



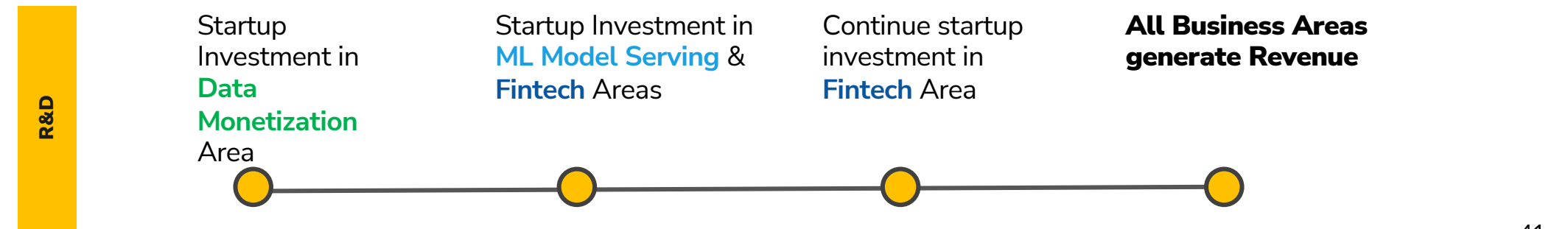
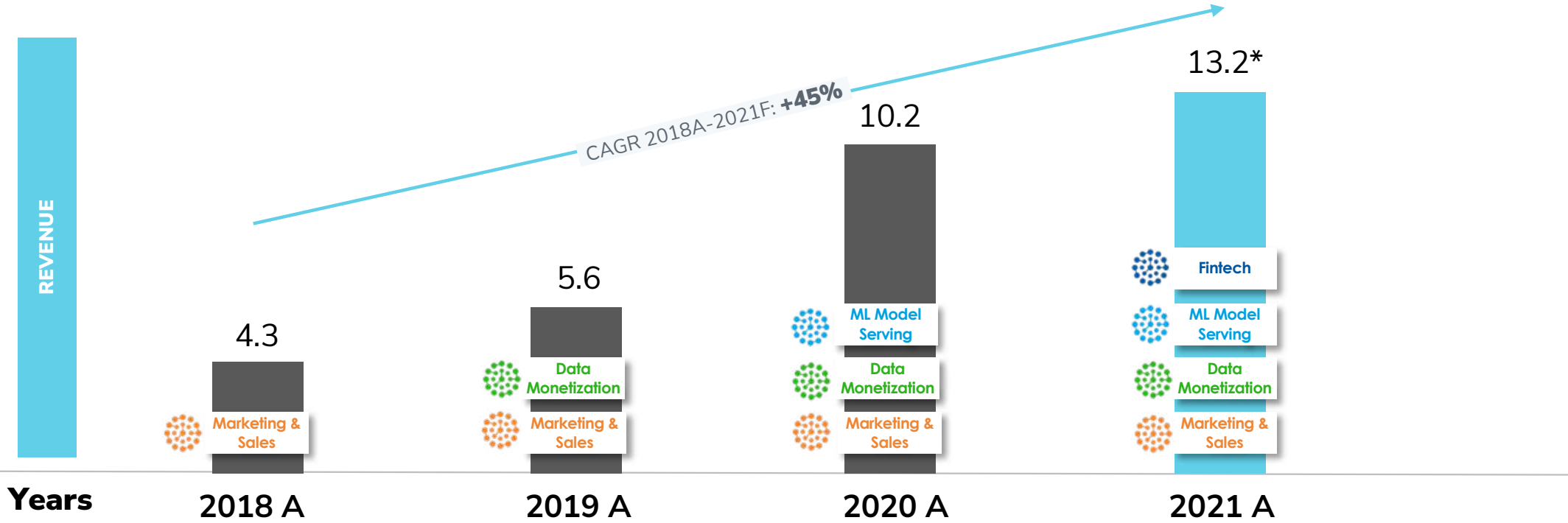
listed on the Stock Market Euronext Growth segment

**3/12/2021**

## Large and diversified client base



**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



# Thank you

## Contacts:

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