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Testo del comunicato

Vedi allegato.

Datrix: strategic partnership with Seed Group, a major player in the United Arab Emirates

The Italian group continues on its path of growth and internationalization by bringing AI-based innovation to the Middle East

Dubai / Milan, 28th March 2023 - Datrix S.p.A., a company listed on the regulated market Euronext Growth Milan, organized and managed by Borsa Italiana S.p.A. (ISIN code IT000546837, DATA.MI), announces an **international strategic partnership with Seed Group**, a company of the Private Office of **Sheikh Saeed bin Ahmed Al Maktoum**, with the aim of revolutionizing the Artificial Intelligence sector in the Middle East. The deal, which will give rise to the newco Datrix AI Solutions MENA, gives continuity to the worldwide expansion project, which had already begun with the acquisition of the American company Adapex in 2021.

Seed Group is a notable force in the technology, healthcare, hospitality, and telecommunications landscapes in the Middle East. Over the past 20 years, it has formed successful strategic alliances with leading global companies representing diverse regions to accelerate sustainable market entry and presence within the Gulf Cooperation Council countries.

Seed Group will provide Datrix with the guidance it needs to reach the right audience and access top decision-makers in the government and private sectors. The partnership will also help Datrix contribute to bringing the latest technological innovations to the UAE and the Middle East region, in the wake of the estimated 14 percent impact of AI growth on the UAE's GDP by 2023.

As part of the partnership, Datrix will pool the combined expertise of the different business areas, with a particular focus in the first phase on the data science and AI know-how applied to Industry 5.0 of the new player Aramix, in order to better capture business development opportunities in the Middle East market. This becomes more valuable on complex projects and in challenging sectors with significant weight in the Middle East, such as oil & gas, energy, utilities, construction, the infrastructure world and large industrial hubs.

Hisham Al Gurg, CEO of Seed Group, said, *"We are excited to partner with Datrix and contribute to the growth of the AI industry in the region. Especially given the fact that potential impact of AI for the Middle East by 2030 is predicted to reach over US\$320 billion. Datrix's expertise in sustainable AI solutions will complement our existing capabilities and help us deliver more value to our clients."*

"We are honored to have Seed Group as a strategic partner. The Middle East market and, in particular, the UAE market, characterized today by strong economic growth and a rapid wave of innovation, represent an extraordinary expansion opportunity for our AI services, and this partnership will allow us to accelerate this process. In our development plans we foresee an increasing contribution of international revenues to the Group's overall growth, and the agreement we have just signed moves in this direction," comments **Fabrizio Milano D'Aragona, CEO of Datrix**. *"In our vision, artificial intelligence is a powerful means to an end, always aimed at measurable results in terms of cost efficiency, maximizing business performance and mitigating risks."*

Datrix

Datrix is a group of tech companies, listed on the Italian Stock Market, that develop sustainable Artificial Intelligence solutions (Augmented Analytics and Machine Learning Models) for data-driven growth of companies. Datrix's solutions add measurable value because they collect data from internal and external sources, integrate it, look for correlations, uncover valuable insights and operational information, and suggest actions, with efficiency as a goal.

The Group is active in four business areas:

- 1. Machine Learning Model Serving develops descriptive, predictive & prescriptive data-science models to maximize the efficiency of industrial and management processes;*
- 2. AI for Data Monetization applies artificial intelligence to data collected by companies in compliance with privacy regulations, turning it into economic value for them;*
- 3. AI for Marketing & Sales develops artificial intelligence solutions to increase Marketing and Sales performance of companies;*
- 4. AI for FinTech develops solutions using unconventional alternative data to improve the performance of institutional and private investors in stock selection, identification of innovative investment themes, and ESG scoring.*

Since 2019 Datrix has also accelerated its growth path through acquisitions in Italy and abroad. The following are now part of the Datrix SpA Group: 3rdPlace Srl, FinScience Srl, ByTek Srl, Paperlit Srl, Datrix US Inc. and Adapex Inc. From the acquisition of the company Aramis and the merger of expertise with 3rdPlace, the new player Aramix was born in 2023, reinforcing the Machine Learning & Model Serving area. Through its subsidiaries, Datrix is a technology partner of international consortia for major R&D projects in finance, biomedical and cyber security, funded by the European Union and Italy and based on Artificial Intelligence algorithms.

Datrix operates through four offices in Italy (Milan, Rome, Cagliari and Viterbo), one in Dubai and one in the United States. Read more at datrixgroup.com/en/.

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About Seed Group

Over the past 20 years, Seed Group has formed strategic alliances with leading global companies representing diverse regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group's goal is to create mutually beneficial partnerships with multinational organisations and to accelerate their sustainable market entry and presence within the MENA region. Seed Group has been a key point in the success of all its partners in the region helping them reach their target customers and accelerate their businesses. The Private Office was established by Sheikh Saeed bin Ahmed Al Maktoum to directly invest in or assist potential business opportunities in the region, which meet the Private Office's criteria. For more information, visit www.seedgroup.com.

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