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Testo del comunicato

Vedi allegato.

Datrix Group and L'Oréal Italia: for the fifth consecutive year, the collaboration continues for Digital Intelligence & Marketing Science activities, managed by ByTek

Milan, 17 May 2023 - **The Datrix Group (EGM Ticker: DATA)** has won **L'Oréal Italia's tender** for Digital Intelligence & Marketing Science activities: the project will be handled by ByTek, Datrix's martech company specializing in proprietary Artificial Intelligence software solutions to measure and enhance Marketing performance.

For the 5th consecutive year, the cosmetics industry leader is relying on ByTek for digital and search intelligence on 16 brands and 4 divisions, based on the Search, Data & Editorial pillars, aimed at positioning and optimizing L'Oréal's Italian digital properties, including Vichy, La Roche-Posay, SkinCeuticals, L'Oréal Paris, Garnier, Maybelline, Tesori di Provenza, Lancôme, Kiehl's, Biotherm, L'Oréal Professionnel and RedKen.

The strategic verticals on which the project is structured are basically 3:
- *Market Intelligence*, to get a complete picture of the market scenario, from Market Analysis to Marketing Mix Modeling, from interest analysis to conversion analysis;
- *Search Intelligence & Content Strategy*, to maximize traffic and positioning through a collection of external search data and internal traffic and visibility data, integrated with Brand priorities;
- *Data Governance,* supporting the technical implementation of tracking with continuous quality checks to ensure the robustness of the data collected.

These verticals are complemented by complementary activities, such as CRO Analysis & A/B testing, AI generated content, and training sessions for L'Oréal teams, in particular Google Analytics training and upskilling sessions on innovative digital issues.

"*We are proud of this high-level confirmation, which comes in the framework of a 100 percent retention rate over 2021 with as many as 11 out of 15 of the main martech area Clients already confirmed for 2023,*" comments **Mauro Arte, Co-founder & COO of Datrix.** "*Our ability is to enable complex technologies without this complexity being perceived by the client, who exclusively gets the benefits of the efficiency generated by our solutions.*"

"*Working with a Group like L'Oréal is exciting because it allows us to really innovate together and introduce technology tools to support strategy, such as generative AI really inserted into content strategy, into corporate workflows,*" explains **Paolo Dello Vicario, CEO of ByTek.** *In addition, we are focusing on collaborating with brands to leverage first-party and search data to intercept new market opportunities.*"

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 Marketing & Sales develops artificial intelligence solutions to increase Marketing and Sales performance of companies;*
3. *AI for Data Monetization applies artificial intelligence to data collected by companies in compliance with privacy regulations, turning it into economic value for them;*
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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