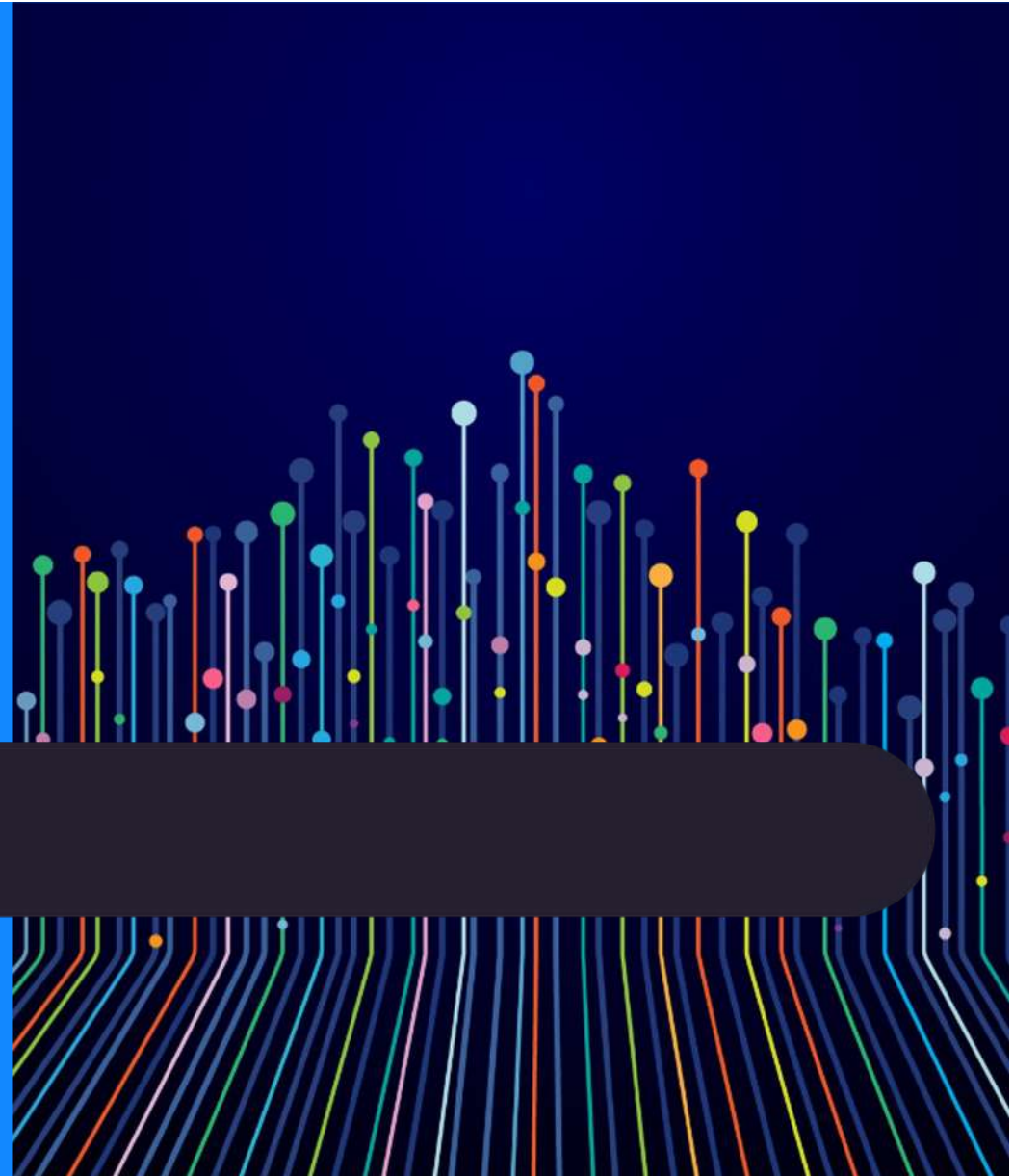


datrix
AI SOLUTIONS GROUP

CORPORATE PRESENTATION

Jan 2024- Milan



Meet the Leadership Team

INNOVATORS & FUTURE-FORWARD STRATEGIES ARCHITECTS

- *Fabrizio Milano d'Aragona* - CEO
- *Mauro Arte* - General Manager
- *Marcello Vena* - Chief Strategy & Growth Officer

AI SCIENTIFIC AND TECHNICAL GUIDANCE

- *Prof. Enrico Zio* - Scientific Director - Top 2% most influential scientists worldwide according to Stanford University

GROWTH STRATEGISTS

- *Claudio Zamboni* - Chief Revenue Officer, Sales Strategist
- *Martina Costa* - Chief Marketing Officer, Comm Strategist
- *Pierluigi Vacca* - Chief Product Officer

DATA & TECHNOLOGY STRATEGISTS

- *Matteo Bregonzio* - CTO

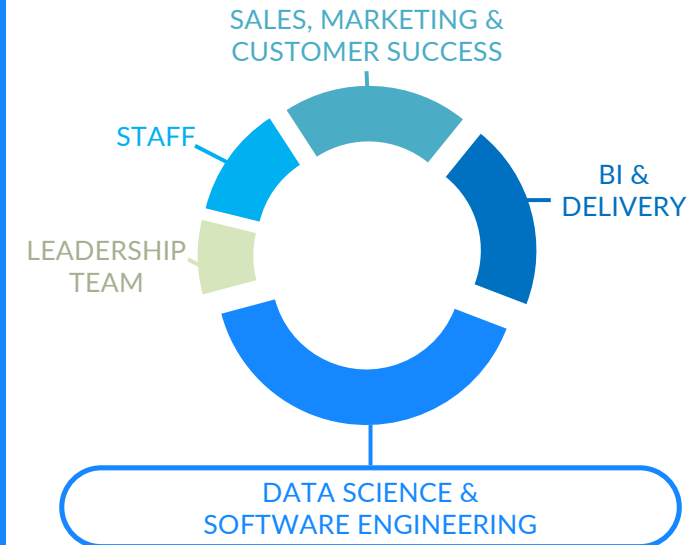
FINANCE, CONTROL & M&A

- *Giuseppe Venezia* - CFO & M&A
- *Michela Rizzo* - Finance & Control

INTRODUCING DATRIX



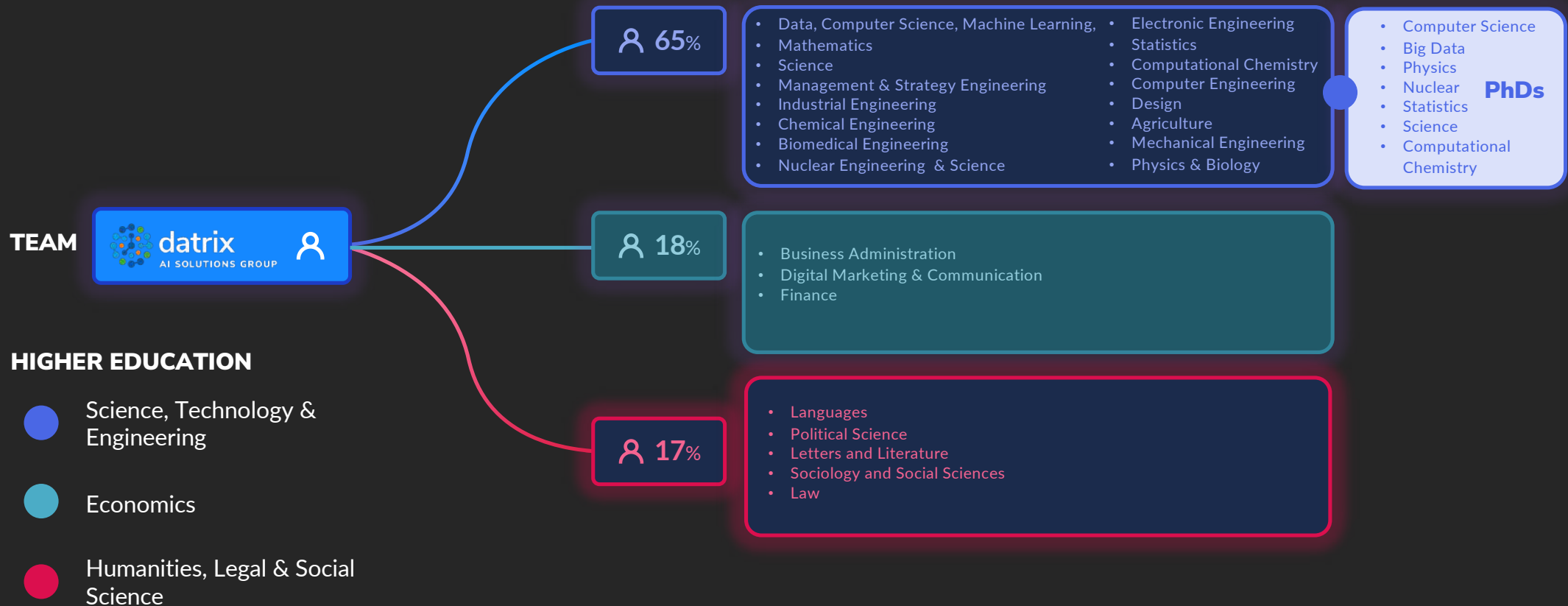
120+ Talents



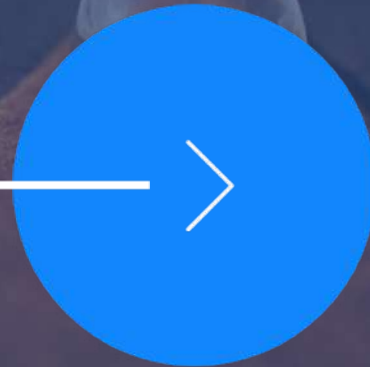
30% PhD

DATRIX TEAM: A SYNERGY OF SCIENTIFIC, ECONOMIC AND HUMANISTIC KNOWLEDGE

Datrix team embodies a rich spectrum of expertise, spanning the rigor of science and technology, the strategic insight of economics, and the profound depth of humanistic knowledge. This interdisciplinary approach helps us to craft solutions with a holistic understanding of the complex, multifaceted world we navigate.



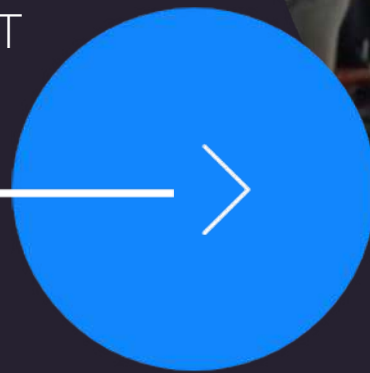
Group Overview



ABOUT US

Datrix is an international Group developing AI applications to accelerate companies' sustainable growth through data.

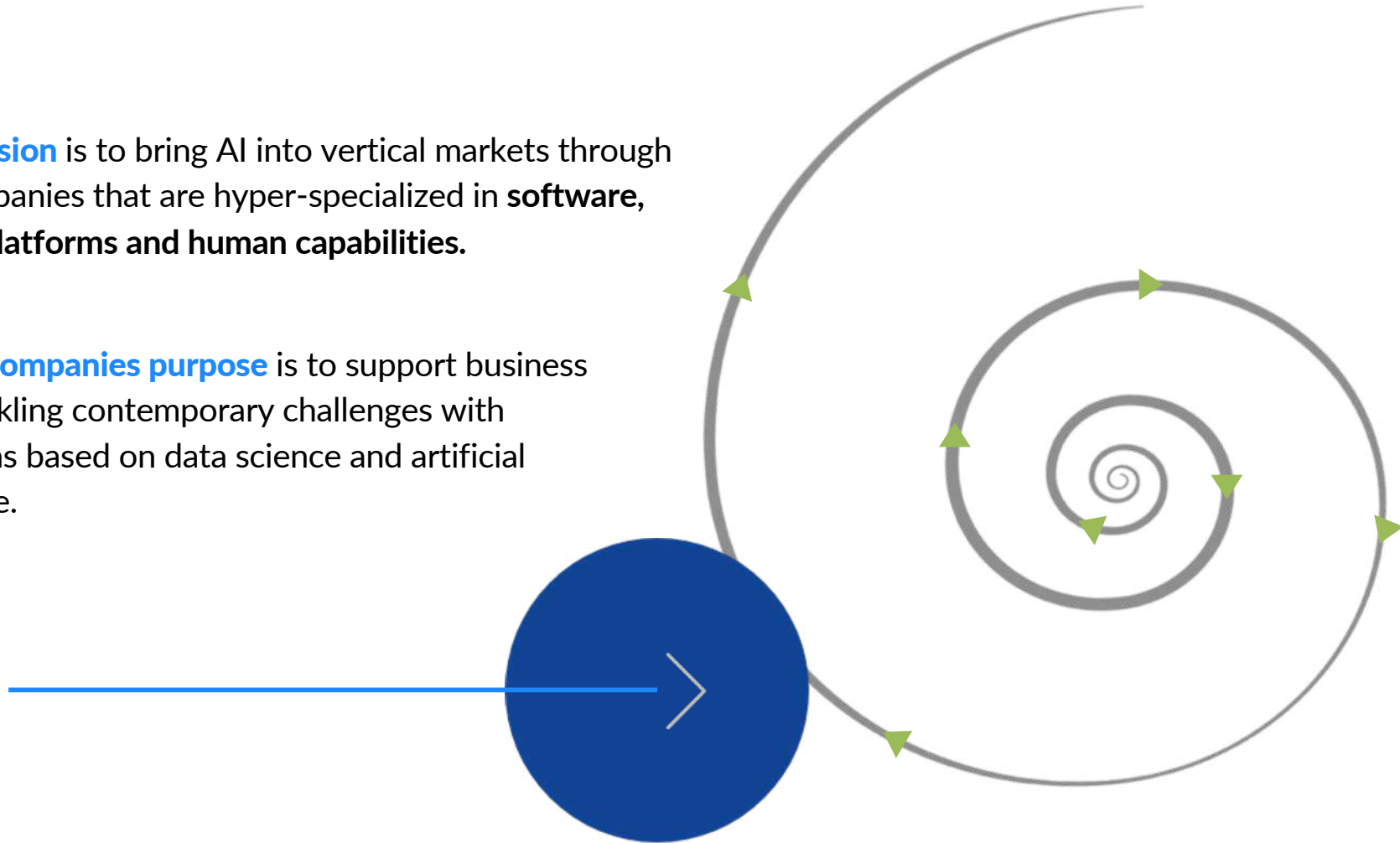
DATRIX IS LISTED ON EURONEXT
GROWTH MILAN



SUSTAINABLE GROWTH IS ABOUT CIRCULAR IMPACT

Datrix mission is to bring AI into vertical markets through Tech Companies that are hyper-specialized in **software, enabling platforms and human capabilities.**

Our tech companies purpose is to support business people tackling contemporary challenges with applications based on data science and artificial intelligence.



MILESTONES

2010

Former **Google Executives** leave a Top Tech Corporation to launch a new **Data-Driven Venture**.

2017/8

Angel Investors
€2.0M

2019

2 successful
M&As

**2020**

Constitution of
Datrix Group



Equity from VC &
Family Office
€2.4M

**2021**

Equity from
industrial partners
€2.5M

1 successful M&A
to enter the **US** market



IPO on Euronext
Growth
€15M AuCap

2023

1 Successful
M&A



Launch of
Aramix



Market Entry:
MENA REGION

GLOBAL EXPOSURE & NETWORK

Offices in 3 countries:



ITALY

- MILAN – HQ
- ROME
- VITERBO
- CAGLIARI



USA

- NEW YORK



UAE

- DUBAI

Innovation Network and R&D Partners

Datrix collaborates with leading European universities and prestigious research centers, serving as a technological partner for the development of AI models applied to diverse domains, including Life Science, Cybersecurity and broader projects with social utility.



DATRIX BUSINESS PORTFOLIO



**More than 400
Active Clients**



**>36% International
Clients**



**Large Corporations and
High potential SMBs**

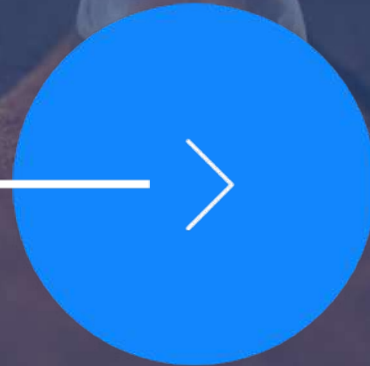
Some of our Top Clients



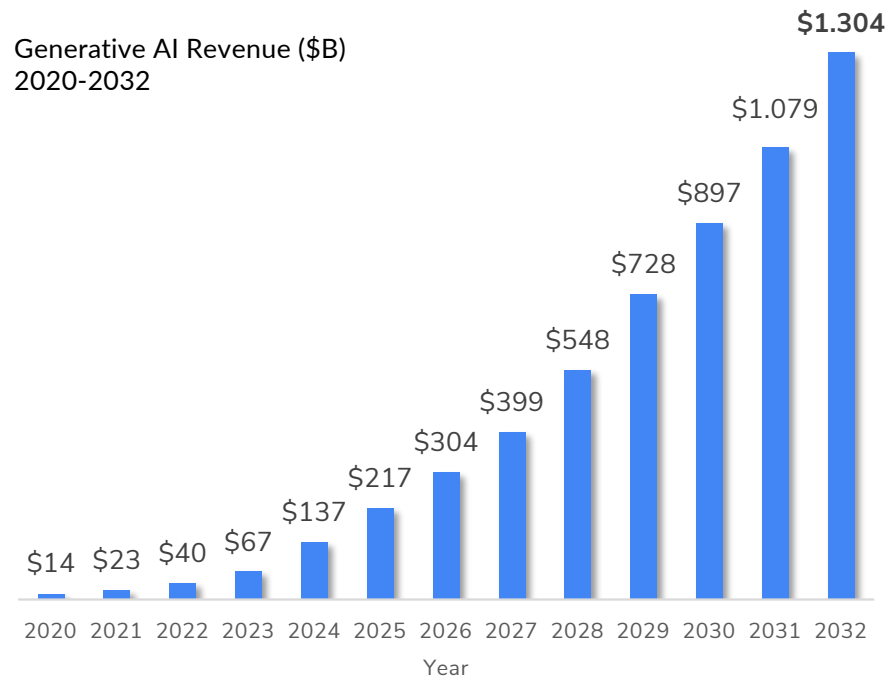
**International
Partnerships**



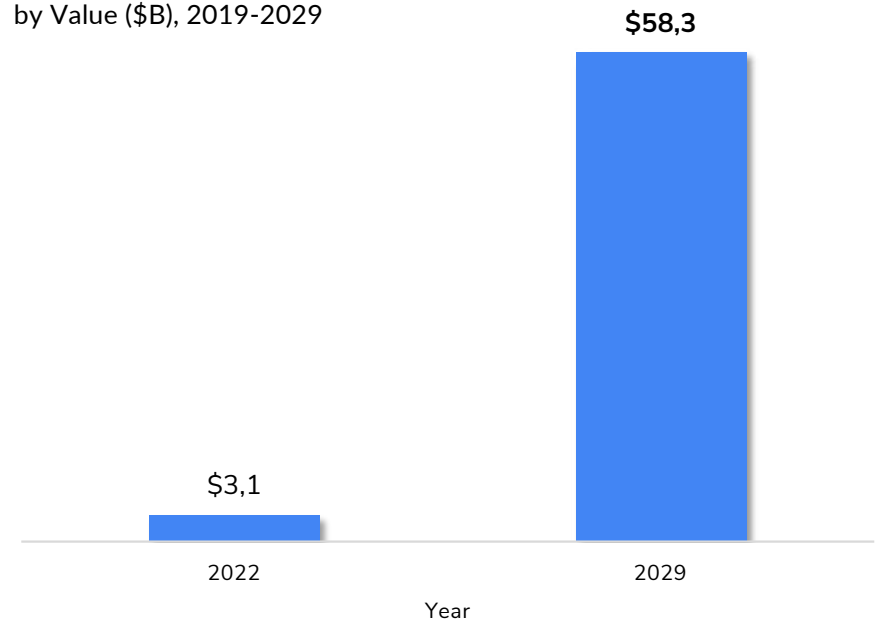
Matrix Group Offering



AI MARKET IS SET TO EXPERIENCE CONTINUED GROWTH



Global Industrial AI Market Size
by Value (\$B), 2019-2029



Generative AI tools are set to fuel a decade-long market expansion to **\$1.3T by 2032** from \$40 billion last year.

Source: Bloomberg Intelligence, IDC (2023)

Between 2022 and 2029, the global industrial AI market size is projected to **grow at a CAGR of 52% reaching \$58B by 2029.**

Source: BlueWeave Consulting (2023)

AI MARKET: FOCUSES ON THE FASTEST GROWING SEGMENTS IN THE AI LANDSCAPE

Datrix is focused on some very high-growth market segments that apply AI systems to business activities:

AI FOR INDUSTRIAL/BUSINESS PROCESSES

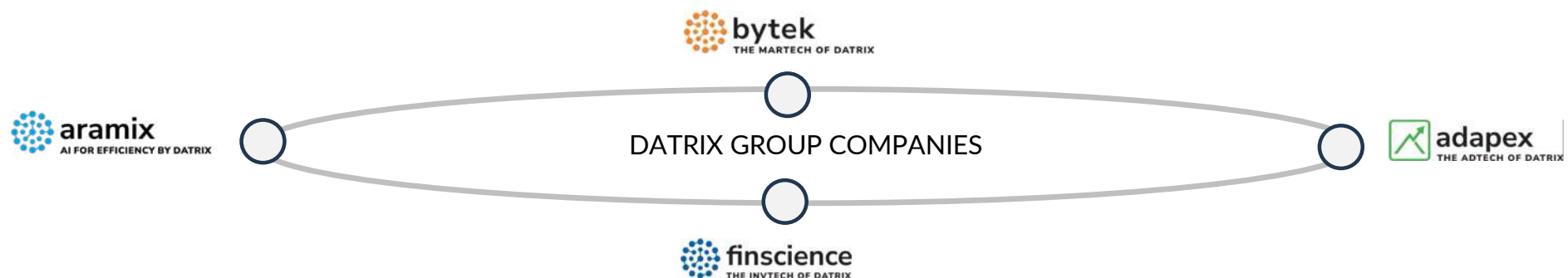
Improve efficiency and productivity while mitigating risks

Industry 5.0 AI-driven solutions to optimize industrial facilities and heavy assets efficiency (e.g., energy plants, transportation infrastructure, manufacturing & logistics processes) as well as business processes through a blend of **proprietary and external data sources**.

AI FOR DATA MONETIZATION

Unlock the monetary potential of different data resources

Maximizing revenue potential in the Martech, AdTech and FinTech sectors by harnessing generative AI, first-party data, and alternative data sources. Facilitating **initiatives to «turn data into tangible value»** that were previously untapped.



PROPRIETARY TECH ASSETS FROM INTERNATIONAL FUNDED INNOVATION

Datrix has harnessed the power of EU-funded international projects to develop a proprietary suite of technological assets, showcasing commitment to R&D excellence and innovative growth

HEALTHCARE & LIFE SCIENCE PROJECTS					CYBERSECURITY PROJECTS		
Crimson	OrganVision	NewMed	ConCISE	Better	CS-Aware	CS-Aware Next	CybersecH
Transforming cancer diagnosis treatments with an innovative imaging technology at the cellular and tissue levels.	Advancing personalized cardiac care with AI-integrated, real-time analysis of living heart organoids.	Creating innovative deep learning, photonics, and nanotechnology methods for diagnosing and treating cancer, and heart conditions	Innovating biomedical optical imaging by creating integrated devices that prioritize data quality over quantity.	Implementing federated learning, this project facilitates secure, GDPR-compliant health data exchange across 7 global hospitals, utilizing customized AI for superior analysis..	Developed an affordable Cyber Security solution for public administrations.	Enhancing cybersecurity and proactive risk management using AI to analyze data from threat intelligence and social media.	Developing the first Europe's end-to-end cybersecurity solution specifically designed against Artificial Intelligence Attacks.

PROPRIETARY TECH ASSETS



Federated learning system



Imaging analysis platform



Cybersecurity platform

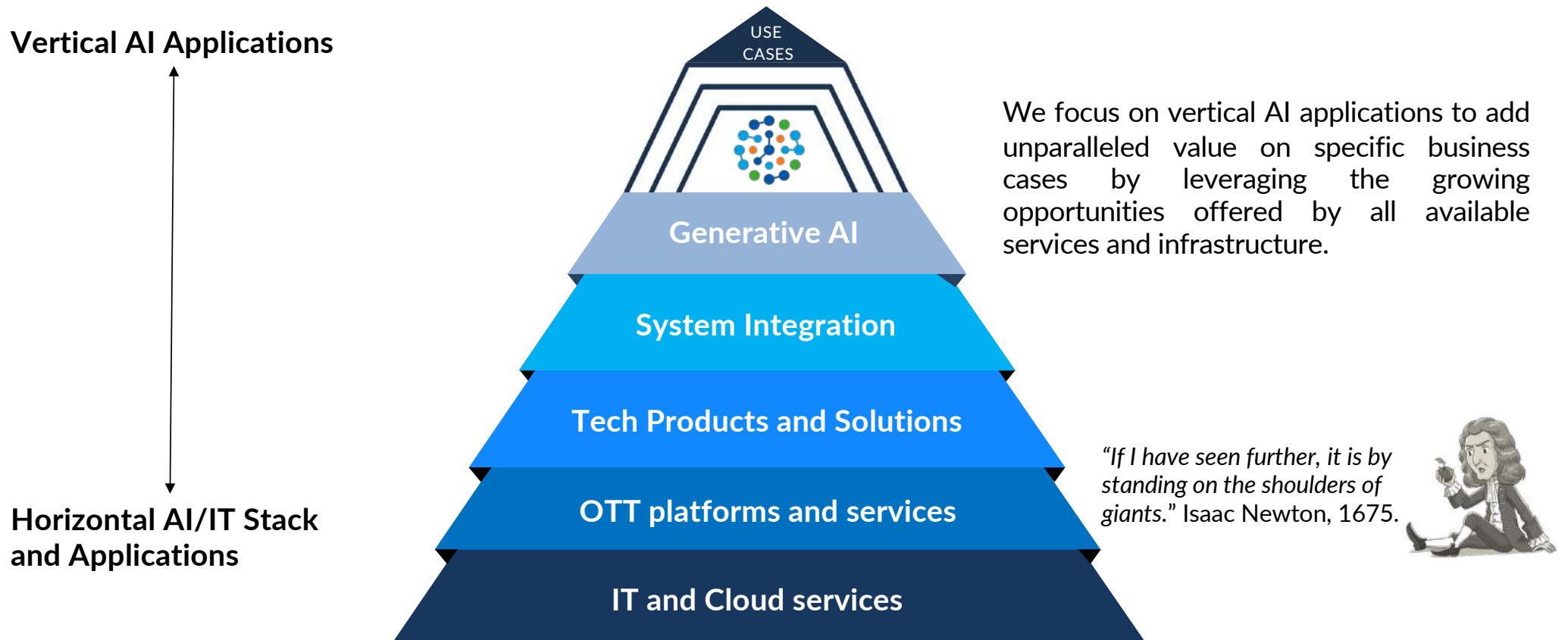


A Big Data ecosystem to handle external & proprietary datasets



AMBITION – Making AI Competition irrelevant, by exploiting it as a complementary launchpad for our own vertical growth

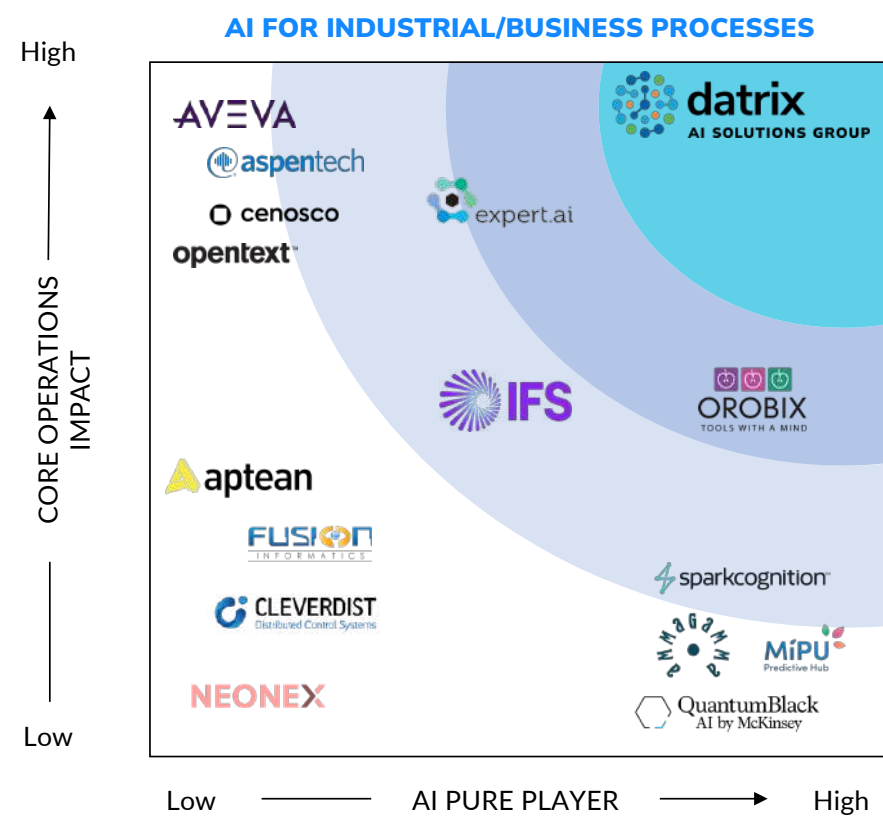
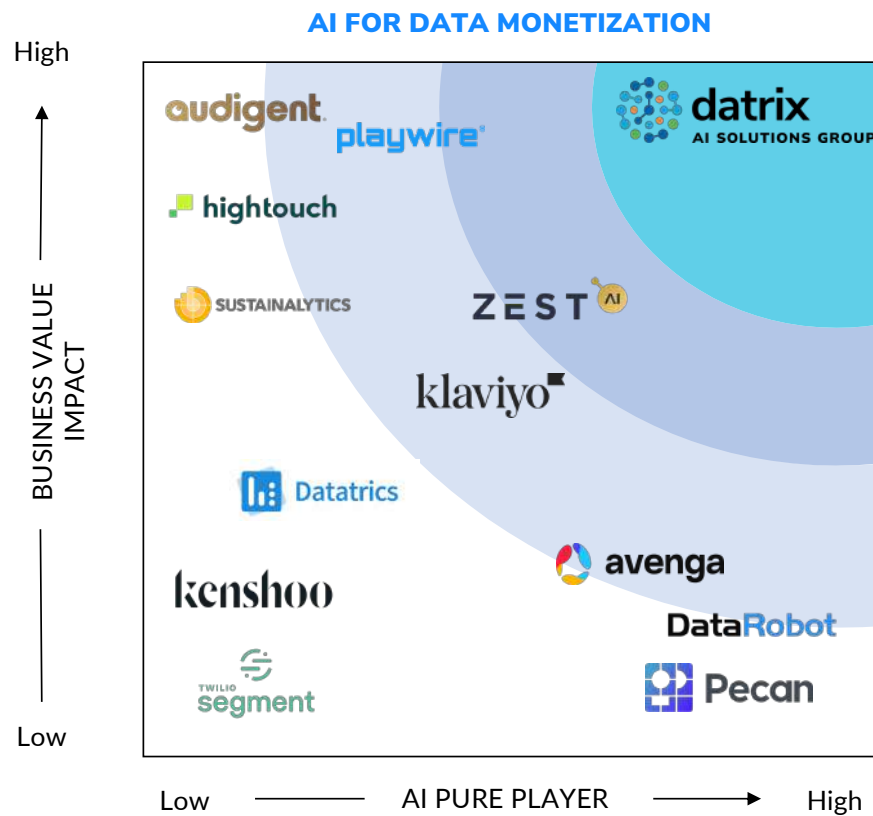
Riding the AI disruptive wave, on the shoulders of giants



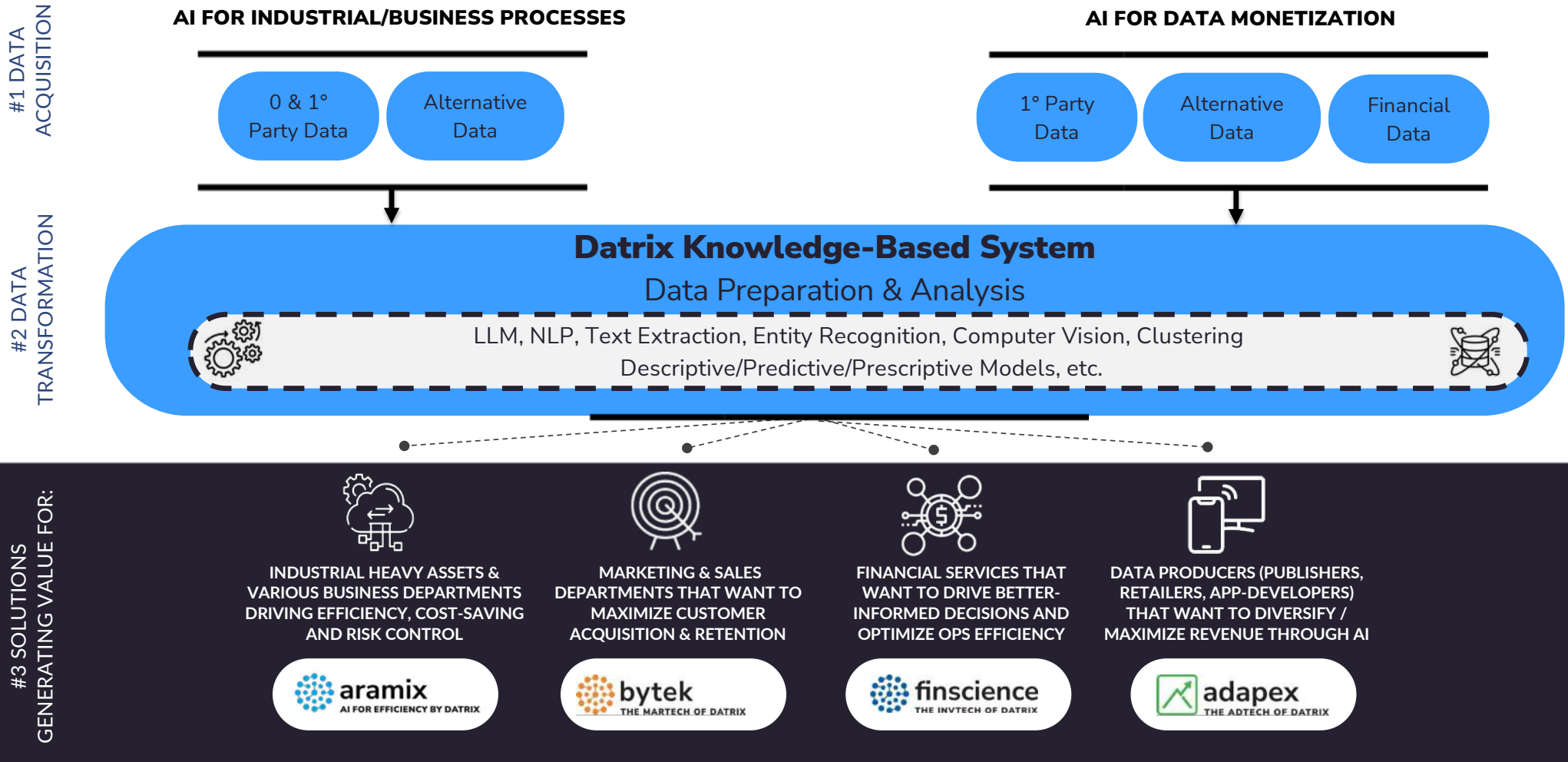
DATRIX'S DISTINCTIVE STRATEGY TO ELEVATE THE COMPETITIVE EDGE

Datrix stands out in the competitive landscape by 1) offering vertically integrated solutions tailored to specific industry needs and 2) embedding advanced AI models into every application, ensuring that clients capture actionable, relevant and scalable insights.

This two-pronged approach on **vertical application and cutting-edge AI** sets Datrix apart as a leading **AI pure player** for the modern enterprise.



DATRIX GROUP DATA-DRIVEN ECOSYSTEM



L'ORÉAL

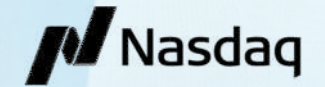
Entering its **5th year**, the dynamic partnership between L'Oreal and Datrix continues to thrive, fueled by a constant pursuit of **martech innovation** and a dedication to excellence.



For over a decade, Nestlé has been at the **forefront of data intelligence**, a journey marked by a **12-year** collaboration with Datrix.



Datrix harnessed **first-party data** with over 2000 behavioral variables to segment audiences for targeted marketing, **spiking conversion rates by 20%** and **reducing spend by 15%**.



Datrix has forged a strategic partnership with Nasdaq, integrating its **thematic data into the US market** to refine the investment experience with **future trend alignment**.

**PROVEN IMPACT:
SUCCESSFUL USE
CASES ACROSS
BUSINESS AREAS**

AI FOR DATA MONETIZATION



AI-enhanced customer onboarding that enhanced efficiency, **saving time and cutting costs by €460,000 annually**.



Samsung Italia and Datrix collaborate on **AI-enhanced risk analysis for distributor networks**, improving oversight and decision-making

Primary Italian Energy Company

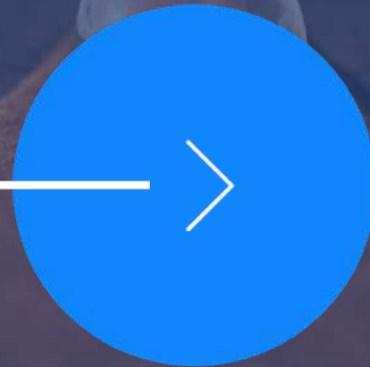
Datrix's AI-driven fair value estimation for energy plant transactions resulted in a **60-100% higher asset valuation compared to traditional methods** boosting profits during sales.

International Big Pharma Company

Datrix harnessed advanced AI capabilities to predict where a production discontinuity was likely to occur in order to **reduce rework times and production waste**

AI FOR INDUSTRIAL & BUSINESS PROCESSES

Capabilities & Projects in Publicly Funded R&D



EMPOWERING DIGITAL TRANSFORMATION:
FROM DEEP LEARNING TO CLOUD INFRASTRUCTURES & BEYOND

CORE COMPETENCIES IN EUROPEAN PUBLICLY FUNDED PROJECTS



Machine & Deep Learning for:

- Prediction and sentiment analysis
- Classification and object detection
- Segmentation and clustering
- Forecasting
- Image and Video Processing



Cloud and On-Prem Infrastructures for:

- Data Collection of heterogeneous data (text, images, tables, videos, social network posting, etc.)
- Advanced Data Storage including Data Lake and Data Catalogue
- Data pre-processing for cleaning and quality assurance
- Big Data streaming & GPU processing

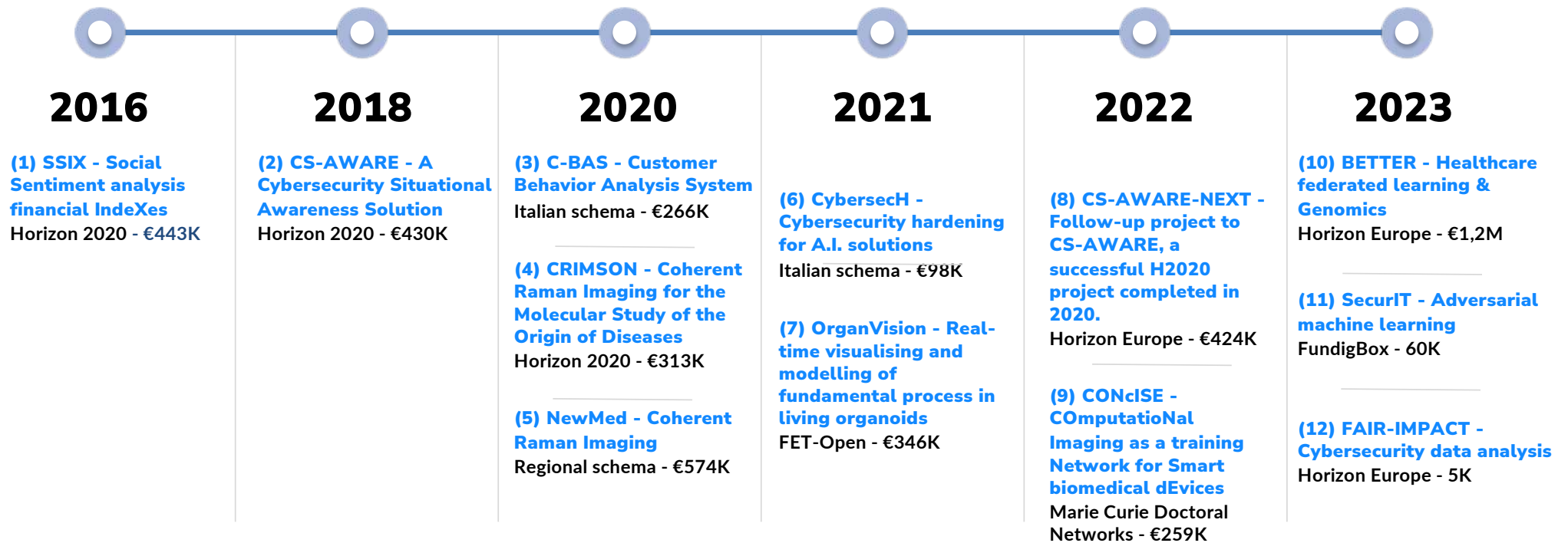


Web & Smartphone Apps Development for:

- Data Collection
- User Engagement
- Data Distribution
- Service Delivery

DATRIX'S SUCCESS STORY IN FUNDED INNOVATIVE PROJECTS - Ordered by Project Starting data

2024: €2 Mln. R&D Projects already submitted



EMPOWERING A «BETTER» HEALTHCARE



The Group takes on **the role of coordinator** for a new EU-funded project focused on **AI for Healthcare**

Overall Budget: **10M EUR** -> Datrix **1.2M EUR**

Duration: 3.5 years

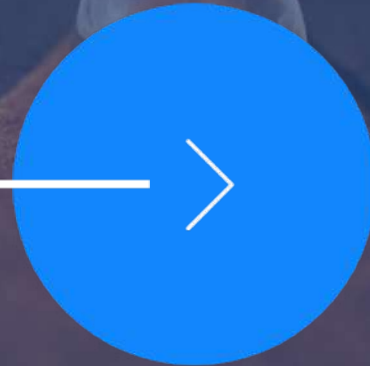
BETTER (acronym for BETTER REAL-WORLD HEALTH-DATA DISTRIBUTED ANALYTICS RESEARCH PLATFORM) aims to create an easily accessible platform for European hospital doctors to view real patient data, sortable by condition and genetic parameters.

It also allows for training predictive models, all in full compliance with strict privacy regulations related to healthcare information, thanks to approaches like '**federated learning**' and '**distributed AI**'.

SOME KEY PARTNERS



Growth Strategy



DRIVING RAPID AND SUSTAINABLE GROWTH

**Datrix is focused on
market expansion that
leverages on 3 pillars:**

01

ORGANIC GROWTH

02

M&A

03

GEO-DIVERSIFICATION



#1 - ORGANIC GROWTH

3 APPROACHES TO ORGANIC GROWTH



#1 Direct Sales

Positioning Datrix cross-area solutions to mid-large enterprises through an highly qualified sales force.



#2 Inside Sales

Positioning specific Datrix solutions to SMBs through remote sales teams.



#3 Partnership Program

Identifying selected external partners enabling scalable and international distribution of Datrix solutions.

#2 - M&A

2 APPROACHES TO M&A



#1 Market Integration

Accelerate entry into new markets and/or to strengthen the value chain positioning while simultaneously proactively fostering the growth of target companies.



#2 Tech Integration

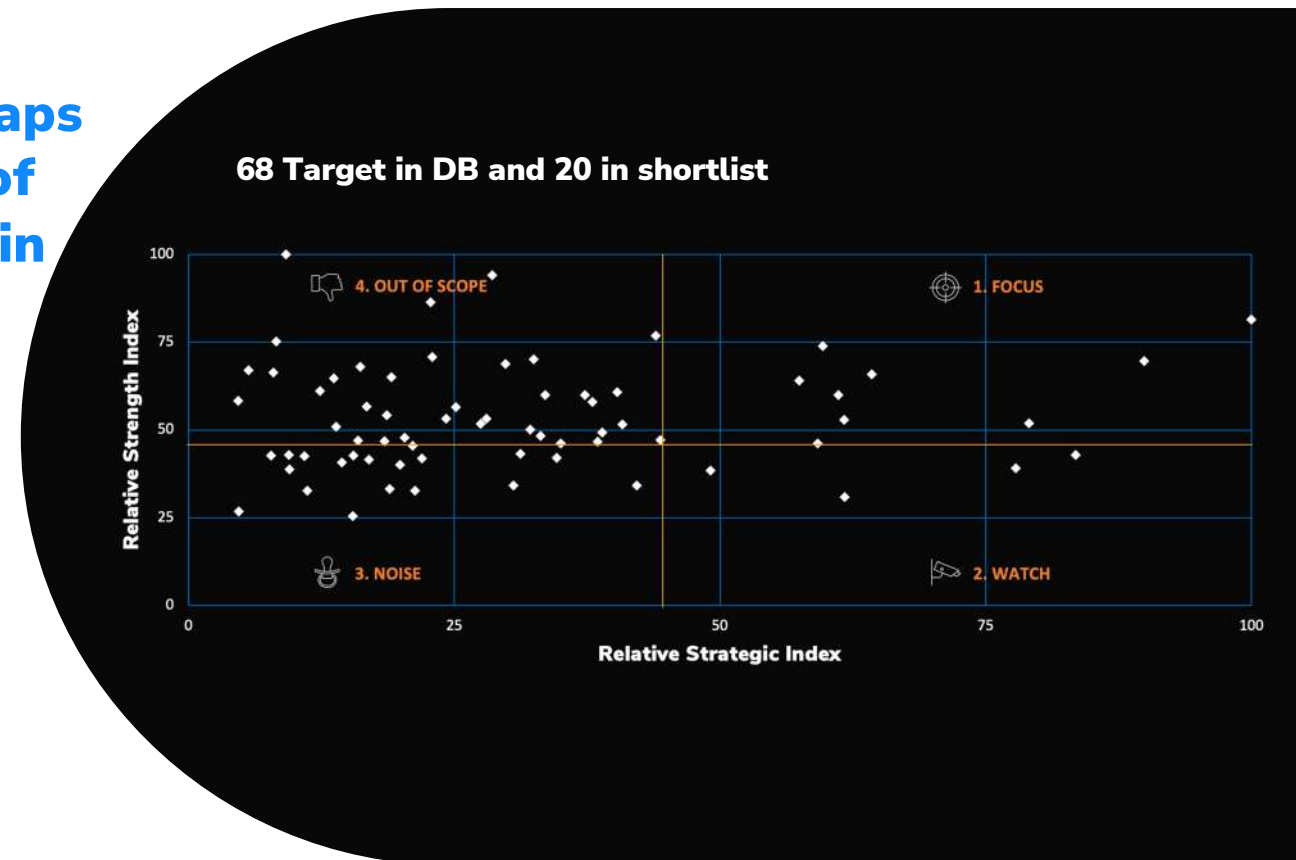
Accelerate tech and product pipeline development by incorporating technologies, capabilities and expertise that are crucial in driving innovative solutions.

#2 - M&A

TARGET COMPANIES PROFILE

Datrix proactively scouts, maps and curates a long pipeline of target companies operating in niche markets or hyper-specialised segments. Targets are:

- Tech-companies that, although without AI on core process, have growth potential through AI applications
- AI-native companies (they have a validated AI-by-design business model)



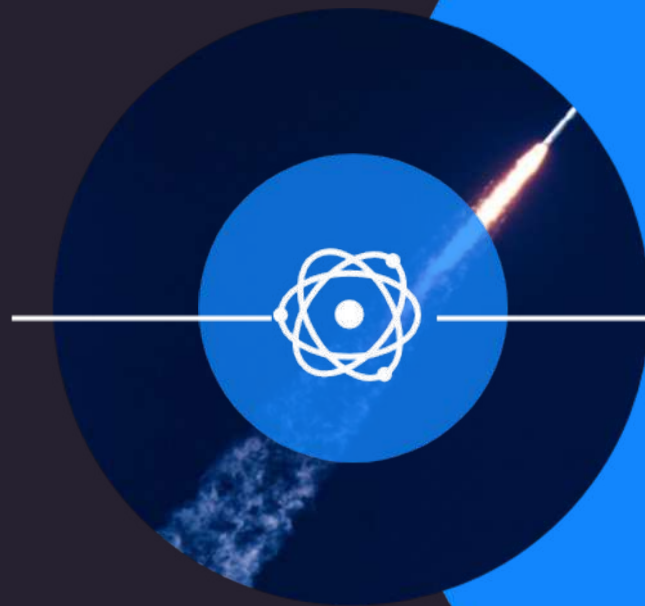
#3 - GEO-DIVERSIFICATION

By expanding into new/different markets (geographies & business areas), Datrix:

- reduces its exposure to a single market or customer segment.
- opens up additional revenue streams
- balances seasonality or cyclical fluctuations
- brings its core competencies, technologies, or expertise to different industries or customer segments,
- encourages innovation and learning within the company
- creates business synergies between existing and new markets



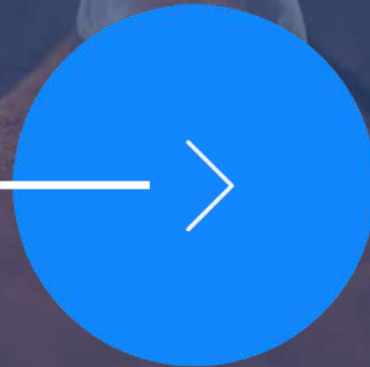
**THANK
YOU**



DATRIX GROUP SPA

Appendix I

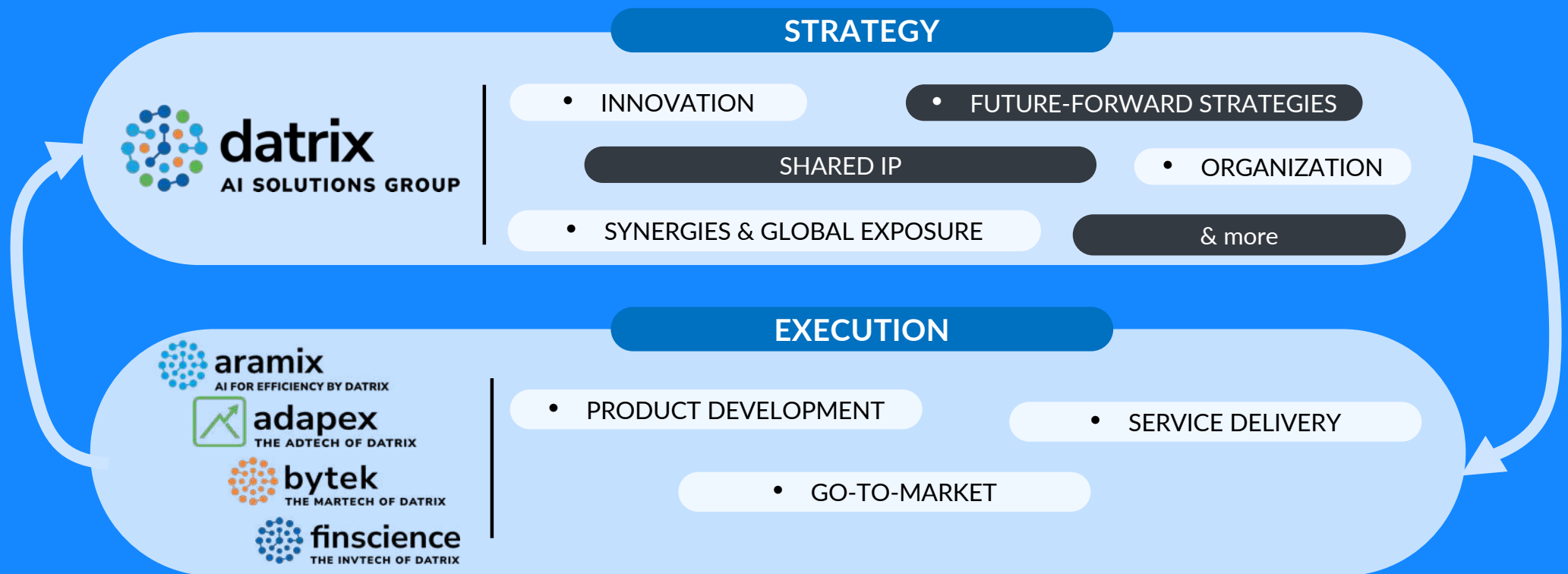
Companies



DATRIX UNFAIR ADVANTAGE

Datrix's distinctive advantage lies in its **central leadership team**, encompassing innovation, strategy and outstanding tech expertise.

The leadership team shapes the vision and growth roadmap of the companies as well as strategic decisions and actions to elevate their go-to-market. This allows individual companies to stay focused on product development, service delivery and other day-to-day operations.





WHERE DATA SCIENCE AND TECHNOLOGY MEET MARKETING

MISSION

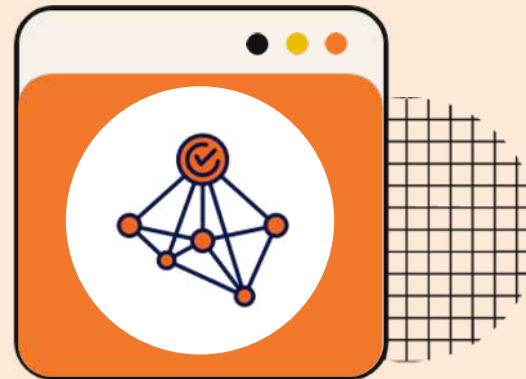
ByTek is a cutting-edge tech company that harnesses the power of **data analysis, artificial intelligence, proprietary technologies** and **human expertise** to **unlock the true business potentials of companies**

BUSINESS AREA:
MARTECH

UNFAIR ADVANTAGES

ByTek's **REAL fusion of marketing expertise, ad-tech and data science** empowers businesses to **simplify data-driven decisions, gain a deeper understanding of their target audience, activate/testing marketing actions** and drive tangible business growth

With a focus on 1° party/alternative data **outcome-based incentives**, defined metrics, transparent reporting, and continuous optimization, ByTek accelerate meaningful business impact





#1 AUDIENCE AI

#2 ACTIVATION AI

BUSINESS LINES

Algorithmic process to identify **common interests, intents, behaviours and preferences** among users/customers

- *Interests*
- *Next Time to Buy*
- *Predictive Life-Time-Value*
- *Predictive Profit*
- *RFM Scoring*

Outcome-based managed services to transform audiences & insights into **tangible revenues**

- *Search Engine & Answer Engine Optimization*
- *Outcome-based media optimization*
- *Advanced marketing automation & UX personalization*

Recurring Fee + Performance

TECHNOLOGY & DATA SCIENCE ASSETS

Ethical Data Collection
ensuring data accuracy, privacy, and compliance

1° Party Data

Web & App Analytics
 CRM
 Cloud Computing
 Survey

Alternative Data

Market AI Intelligence

Data Science

Clustering Algorithms
 Forecasting Algorithms
 Large Language Models
 Media Attribution Models

Audience, Bidding Strategy and Content Synch Technology



UNLOCK FULL MONETIZATION POTENTIAL

MISSION

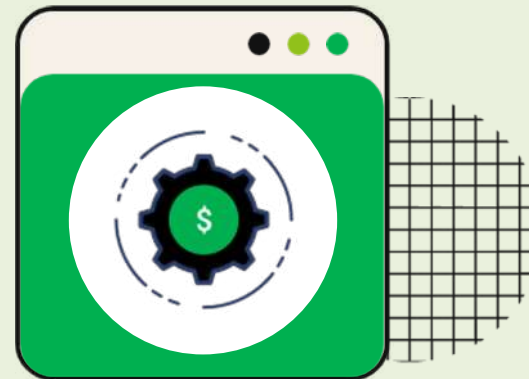
Adapex is a **full-service monetization platform** that helps publishers and app developers **maximize their ad revenue** across multiple channels – Web, Mobile, CTV – through data.

BUSINESS AREA:
ADTECH

UNFAIR ADVANTAGES

Adapex has been recognized by Deloitte as one of the **fastest-growing companies** and awarded as **adtech & programmatic innovator in US** (Drum Award, Digiday Media Award, Stevie Award, Inc 5000, etc.).

Its combination of **award-winning technology, AI-algorithms and expert ad-ops professionals** stands out in the competitive landscape and have been **driving revenue lifts of 40-520%** for all its partners, across different channels – **Web, Mobile, CTV**





M4 Tech Suite™

CTV

AUDIENCE MONETIZATION

BUSINESS LINES

Adapex **award-winning technology** offers a range of **algorithmic strategies** in order to **optimize ad monetization** for publishers and app developers

By leveraging **AdServer for CTV advertising**, Adapex optimizes ad **targeting, placement, performance**, and overall campaign management on Connected TVs.

AI-based Tech Stack to generate/enrich **hyper qualified audiences**, out of publishers/app-developers **1° party data**, in order to **maximize their monetization potential**

Revenue Share

TECHNOLOGY & DATA SCIENCE ASSETS



Plug & play proprietary header bidding technology



Proprietary AdServer Systems



Privacy-centric Data collection



Content Classification Technology



First-to-market unified analytics dashboard



Integration with Premium ad exchanges and PMPs



User Identification



AI-based Users profiling



Over 1000+ worldwide publisher partners network



Fraud detection and brand safety automatic controls



Audience Sharing Tech



Reporting Dashboard



DATA SCIENCE AND ARTIFICIAL INTELLIGENCE TO DO «MORE WITH LESS»

MISSION

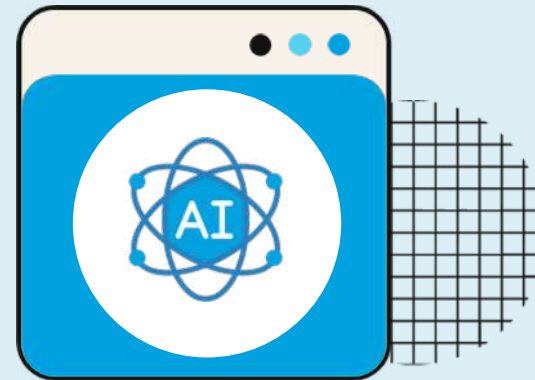
Aramix harnesses the most advanced **descriptive, predictive and prescriptive data science models** to improve the **efficiency of industrial and management processes** across various industries and company sizes

BUSINESS AREA:
ML INDUSTRIAL

UNFAIR ADVANTAGES

Aramix is the fusion between Aramis **hard expertise in physical industrial processes** and 3rdPlace multidisciplinary skills/technology to **extract knowledge from traditional and alternative data**.

This unique fusion accelerates the capacity to **win complex industrial / management challenges** and to **maximize efficiency for international companies**.





BUSINESS LINES



AI DESCRIPTIVE
PREDICTIVE AND
PRESCRIPTIVE
MODELS

FOR INDUSTRIAL
PROCESSES



- Fair Value Asset Evaluation
- Risk, Reliability & Resilience Analysis
- Predictive Maintenance

FOR MANAGEMENT
PROCESSES



- Intelligent Document Processing
- Alternative Data-based Risk Monitoring (3rdEye)

Fixed price / DaaS/ Recurring Revenue/ Performance-based

TECHNOLOGY & DATA SCIENCE ASSETS

APPLICATIONS: Computer Vision, Predictive Controller, Scheduling, Clustering, RPA, etc.

METHODS: Neural Networks, K-Means, NLP, LLM, Storm Algorithms, Long-Short term Memory, Support Vector Machine, Random Forest, Etc.



ADVANCED INVESTING FUELED BY AI & ALTERNATIVE DATA

MISSION

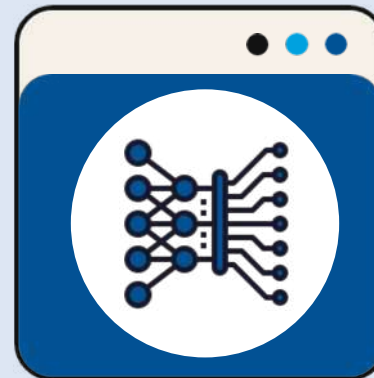
FinScience combines **alternative data and AI** to generate **high-value insights/metrics** for **thematic investing and direct indexing** helping private and institutional investors to make **better-informed decisions**.

BUSINESS AREA:
FINTECH

UNFAIR ADVANTAGES

By incorporating **alternative data**, FinScience aims to gain a **comprehensive while unconventional view of the market** and **identify investment opportunities** that traditional data sources may overlook.

FinScience leverages **AI technologies**, such as machine learning and natural language processing as well as proprietary metrics to analyse vast amounts of data and extract hidden **meaningful patterns, relationships, and insights**



These insights include **identifying specific companies or sectors driving thematic trends** and support investors in **constructing portfolios** that align with their investment themes.



THEMATIC INVESTING

BUSINESS LINES

Thematic and ESG Dataset (API) to identify **long-term investment future trends** and **companies** driving those trends.

Target: private investors, B2C trading platforms

DIRECT INDEXING

START UP / VALIDATION PHASE

Advanced Analytics Platform aimed to guide **financial advisors, wealth manager, private banker** in constructing financial products (**Direct Indexed portfolios**) more closely matching their clients values and/or interests.

Target: Asset Managers, Family Offices, etc.

DaaS

Data Science

Proprietary Analytics Platform & Design System

TECHNOLOGY & DATA SCIENCE ASSETS



Clustering Algorithms



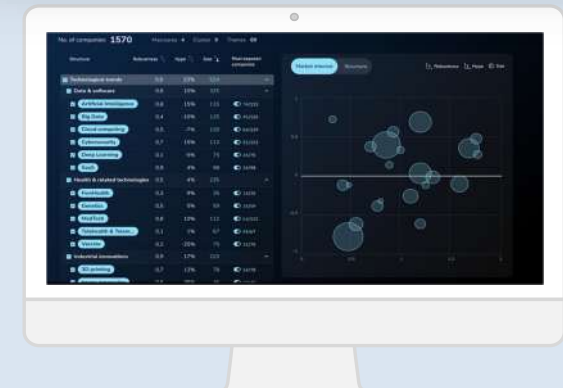
NLP Algorithms
Large Language Models /
Topics Models



ESG Proprietary Framework



Proprietary Scoring System







SPECIFIC GTM IMPLEMENTATION

TARGET

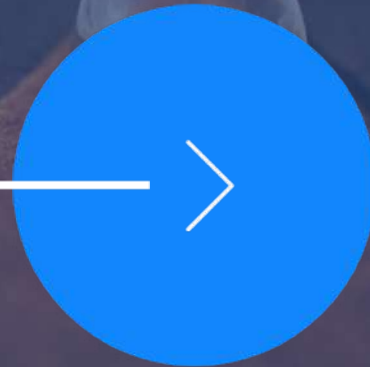
SALES CHANNEL

REVENUE MODEL

				
	SMEs AND LARGE COMPANIES	LARGE COMPANIES	SMEs AND LARGE COMPANIES	SMEs AND LARGE COMPANIES
	<ul style="list-style-type: none"> • DIRECT • INDIRECT • PARTNERSHIP 	<ul style="list-style-type: none"> • DIRECT • PARTNERSHIP 	<ul style="list-style-type: none"> • DIRECT • INDIRECT • PARTNERSHIP 	<ul style="list-style-type: none"> • DIRECT • PARTNERSHIP
	<ul style="list-style-type: none"> • REVENUE SHARE 	<ul style="list-style-type: none"> • SETUP + LICENCE • SOLUTION-AS-A SERVICE • DATA-AS-A-SERVICE 	<ul style="list-style-type: none"> • SETUP + LICENCE • OUTCOME BASED • DATA-AS-A-SERVICE 	<ul style="list-style-type: none"> • DATA-AS-A-SERVICE

Appendix II

Financial Highlights 2023

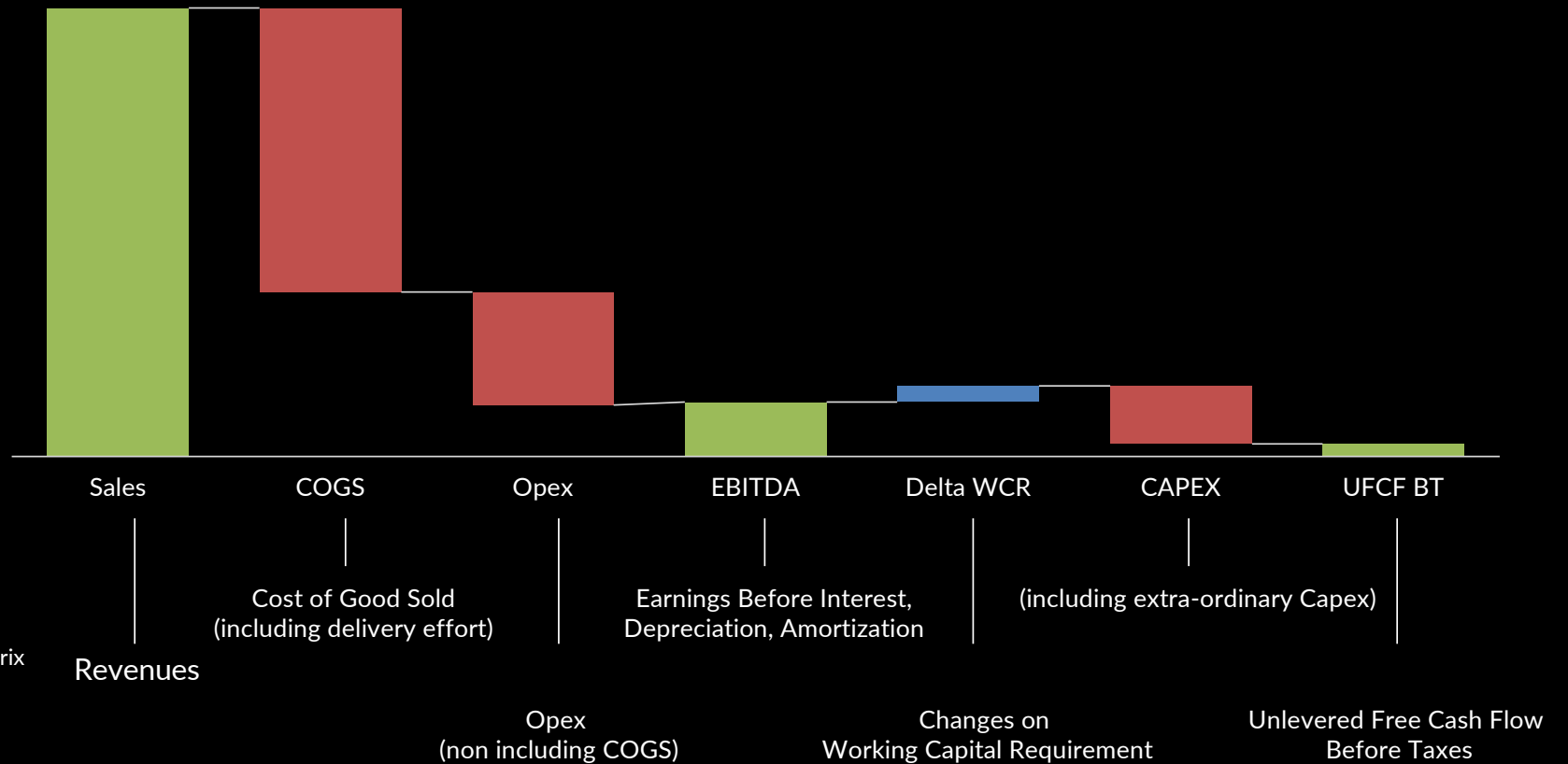


PORTFOLIO BUSINESS KPI (OVERALL) - 2023E

Operational KPI @ portfolio level

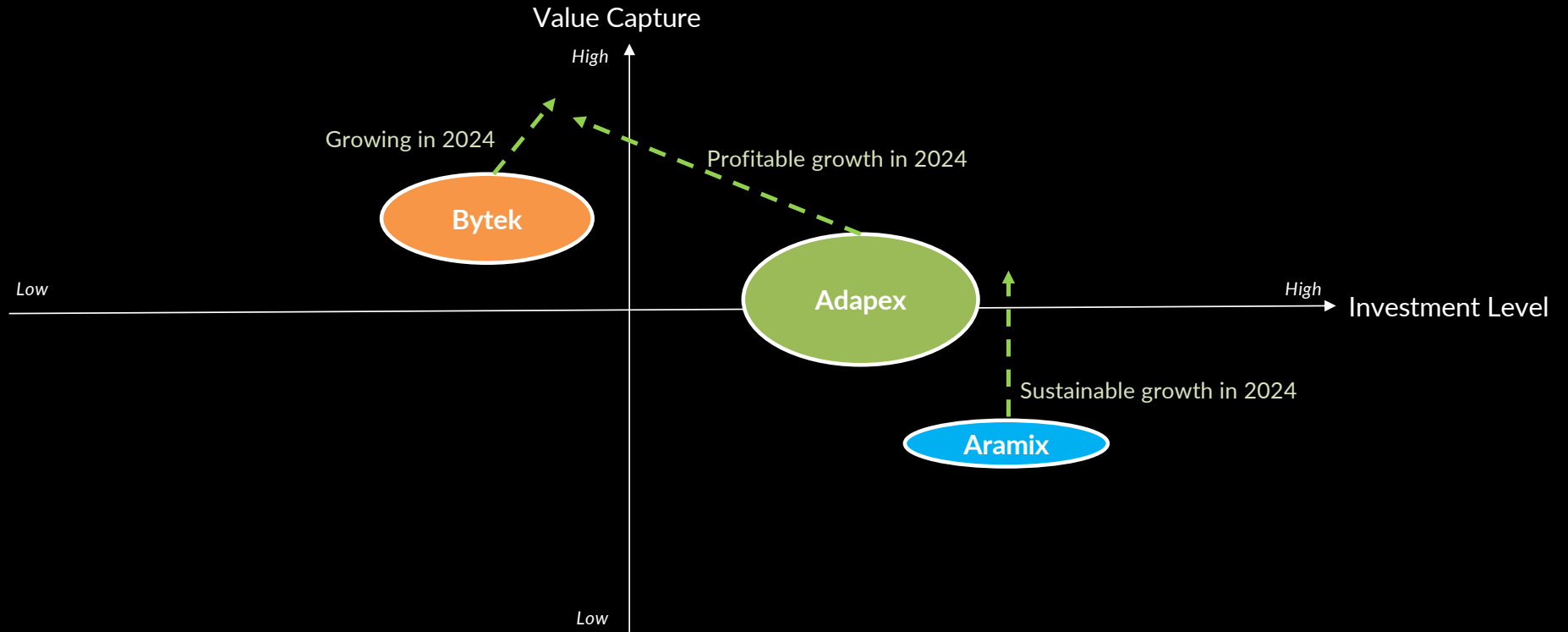
Portfolio growth phase

Positive EBITDA with CAPEX level related to the various product development pipelines and commercial validation activities



Note: Manpower support from Datrix Group not included in this chart

PORTFOLIO COMPANY STATUS AND TRAJECTORY MAP



Note: size of bubbles are relative to 2023E sales (qualitative representation, not drawn to scale)

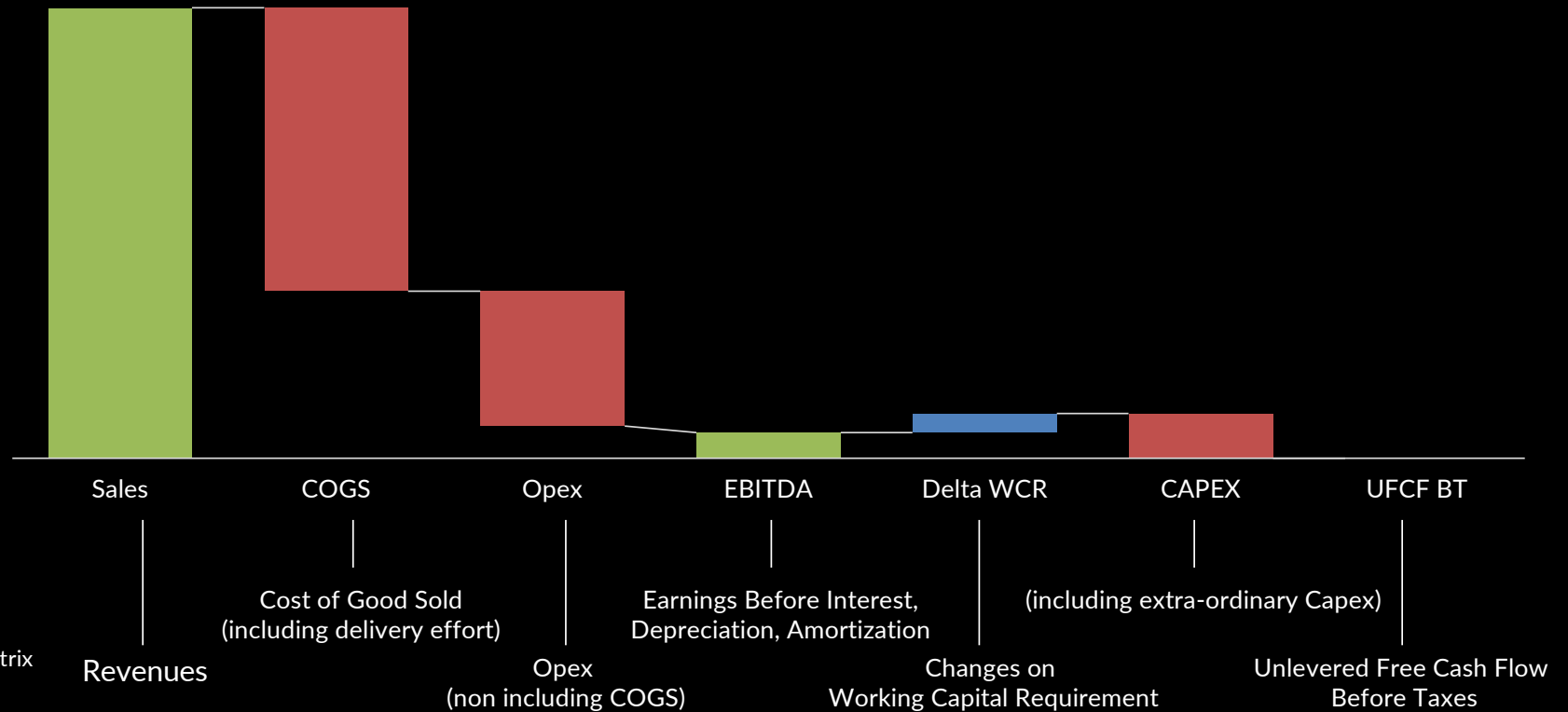
ADAPEX BUSINESS KPI - 2023E

Operational KPI @ market segment level

■ Increase ■ Decrease ■ Total

Self-funded Market Innovation

Profitable business with extra-ordinary investment levels in 2023 (Capex+Opex) for new product launch in Q1 2024



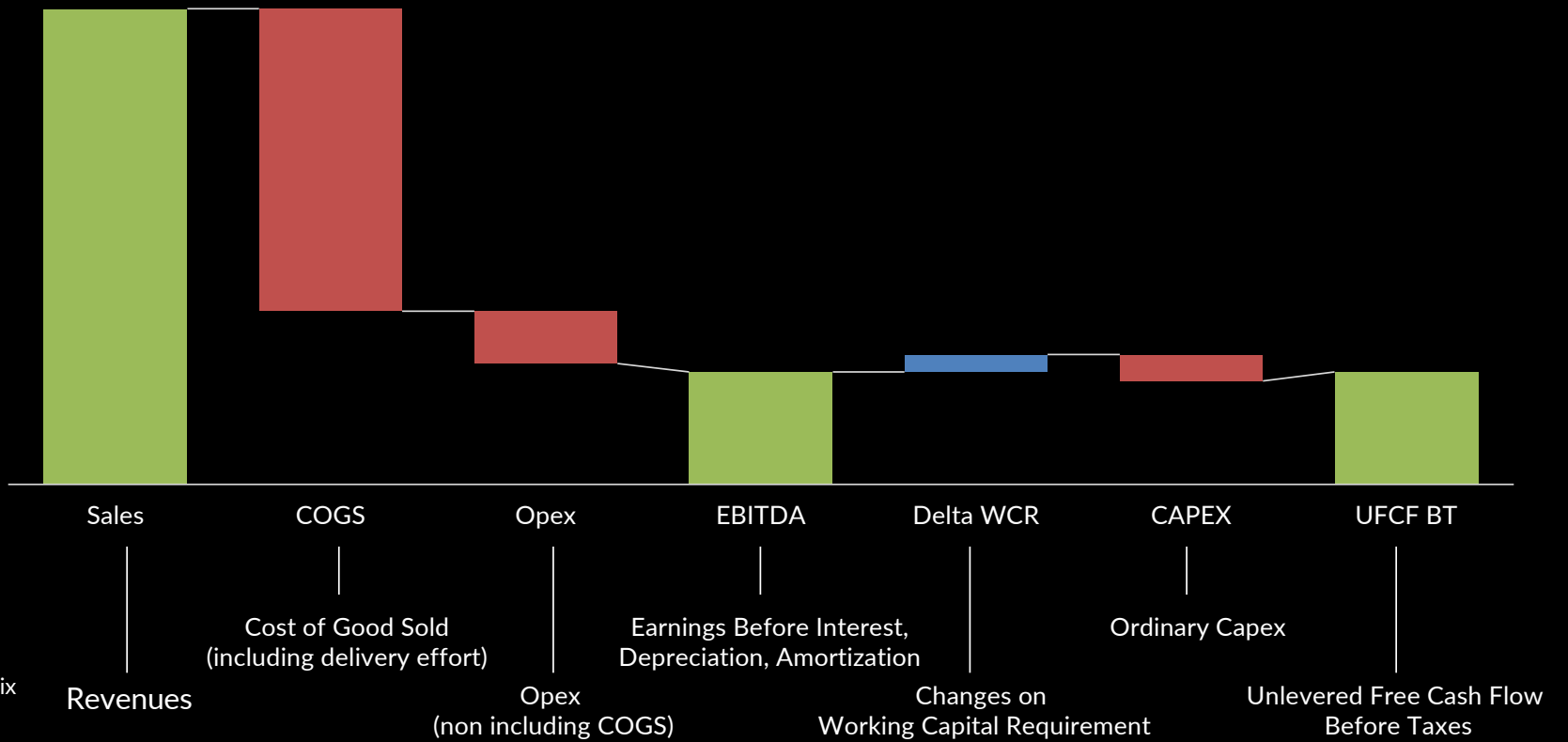
Note: Manpower support from Datrix Group not included in this chart

BYTEK BUSINESS KPI - 2023E

Operational KPI @ market segment level

■ Increase ■ Decrease ■ Total

Rising Star
Cash generating business with new product development cycle started in Q4 -2023



Note: Manpower support from Datrix Group not included in this chart

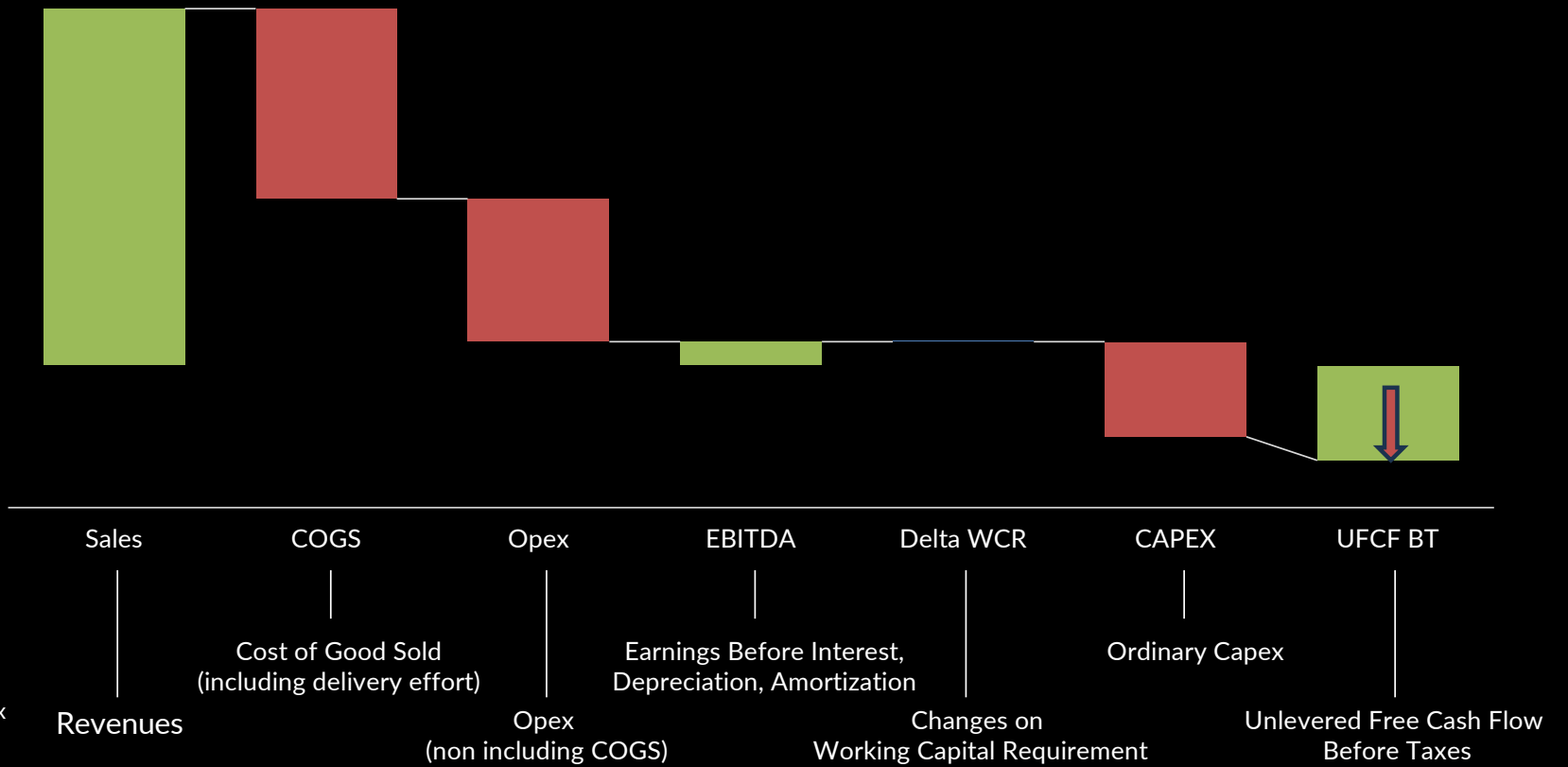
ARAMIX BUSINESS KPI - 2023E

Operational KPI @ market segment level

■ Increase
 ■ Decrease
 ■ Total

Investment

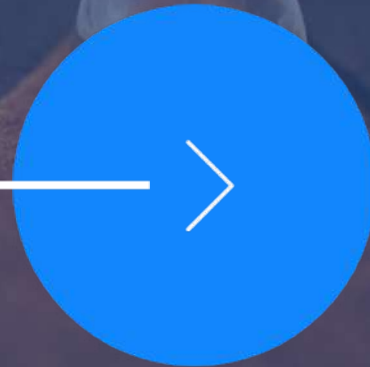
Late-stage investment in market validation phase, poised to be self-financing in 2024



Note: Manpower support from Datrix Group not included in this chart

Appendix III

Consolidated results 1H2023



STRATEGIC KIPs ACHIEVEMENTS – 1H2023

7.0 €

REVENUES (MLN)

7,1 € in 1H2022

- Data Monetization Revenues **+73%**
- ML Model Serving Revenues **+81%**

+29% YoY organic growth on a like-for-like basis and with a new revenue strategy**37%**

FIRST 10 CLIENTS ON TOTAL REVENUES

52% in 1H2022**67%**

RECURRING REVENUES*

72% in 1H2022**55%**

INTERNATIONAL REVENUES

32% in 1H2022**1.5 €**

R&D INVESTMENTS

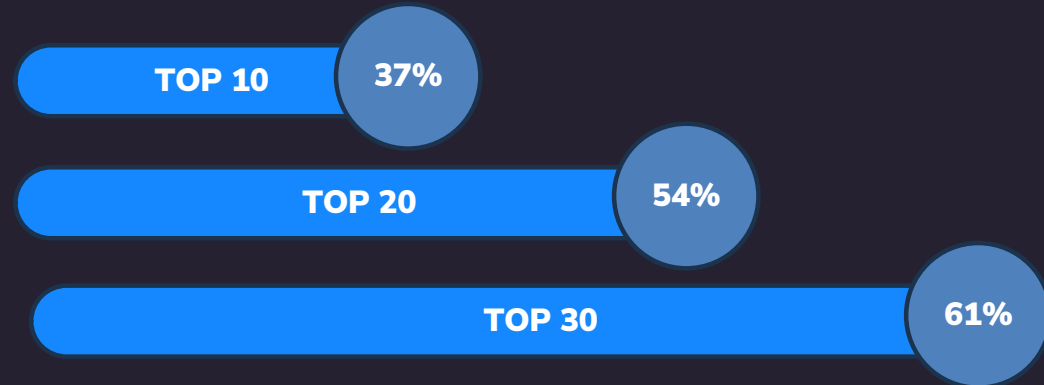
The 2023 growth and financial strategy is focused on increasing higher-margin revenues

*affected by new revenue strategy

TURNOVER HIGHLIGHTS - 1H2023

7.0 €

REVENUES (MLN)



21%

CHURN RATE

affected by new revenue strategy



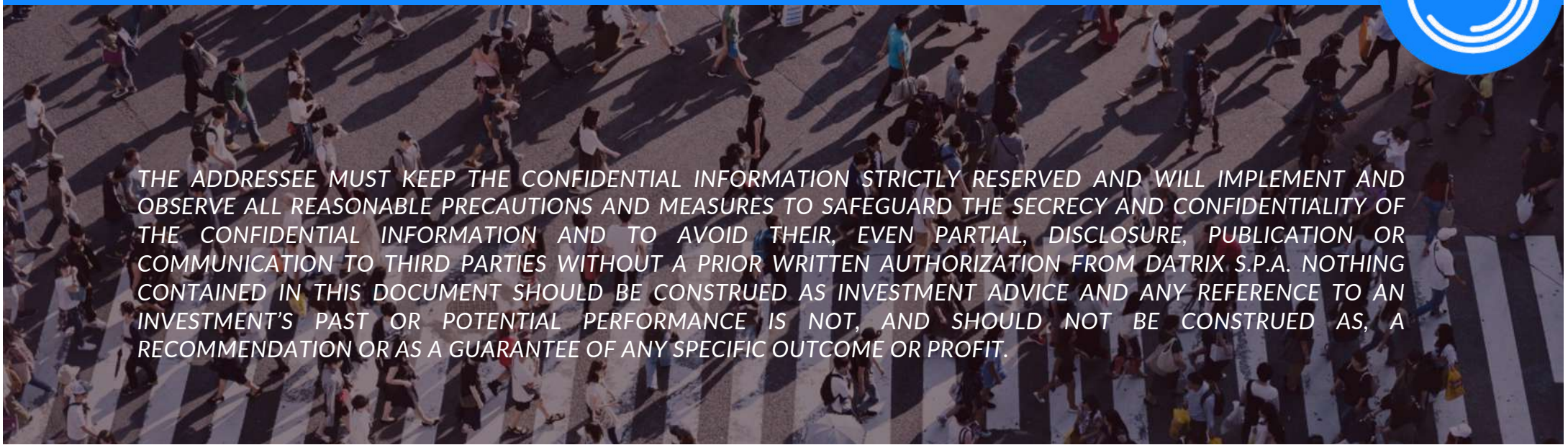
HIGHLIGHTS- H12023

	1H2023	1H2022
EBITDA (MLN)	-0.8 € (-12%)	-0.9 € (-13%)
CONSOLIDATED NET RESULTS (MLN)	-2.5 €	-1,6 €
	Does not consider deferred taxes (+0,5 Euro mln)	
NET FINANCIAL POSITION (MLN)	+3.5 €	+5.3€
	* Burn rate reduction of about 20% vs 1H2022	

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