

Informazione Regolamentata n. 20237-27-2024	Data/Ora Inizio Diffusione 4 Giugno 2024 10:29:20	Euronext Growth Milan
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Societa' : DATRIX

Identificativo Informazione  
Regolamentata : 191721

Utenza - Referente : DATRIXNSS01 - GIUSEPPE VENEZIA

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Oggetto : Datrix Group\_PR\_Mondadori agreement -  
Closing

*Testo del comunicato*

Vedi allegato



## TWO-YEAR AGREEMENT WORTH APPROXIMATELY €1M FINALISED BETWEEN DATRIX GROUP AND DIRECT CHANNEL TO INNOVATE THE PUBLISHING MARKET

**Milan, 4 June 2024** - Further to the announcement made on 16 May 2024 **Datrix S.p.A.** ('**Datrix**' or the '**Company**'), a company listed on Euronext Growth Milan (ISIN code IT00054683), the parent company of an international group that develops Artificial Intelligence solutions and applications to accelerate the data-driven growth of companies through highly specialised tech companies, announces that on 31 May, 2024 was finalised the strategic agreement with Direct Channel S.p.A. ('**Direct Channel**'), a subsidiary of Mondadori Media, part of the Mondadori Group.

The closing of the deal with Direct Channel of the Mondadori Group marks a pivotal moment in Datrix's mission to promote the concrete application of AI-based technologies to business, transforming data into value with a positive and tangible impact for customers, improving user engagement and increasing business performance.

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### ABOUT DATRIX

*Datrix is an international Group listed on Euronext Growth Milan that develops Artificial Intelligence solutions and applications to accelerate data-driven growth of companies through highly specialized tech companies in vertical markets.*

*The Group is active with AI-Based solutions **in 2 business areas: AI for Data Monetization** (to maximize growth opportunities in the Martech, AdTech and FinTech sectors by transforming data into tangible value) and **AI for Industrial/Business Processes** (to optimize the efficiency of industrial and business processes including e.g. power plants, transportation infrastructure, manufacturing and logistics processes).*

*Since 2019 Datrix has also accelerated its growth path through acquisitions in Italy and abroad. The following **brands are now part of the Datrix Group**: Adapex, Aramix, ByTek, FinScience.*

*Datrix is also a technology partner of international consortia for important R&D projects (funded by the European Union and Italy) based on Artificial Intelligence algorithms in Lifescience/Healthcare, Social Well.being, Cybersecurity.*

*Datrix operates in Italy, the United States and UAE.*

*Read more at [datrixgroup.com](http://datrixgroup.com).*



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