Teleborsa: distribution and commercial use strictly prohibited

datrix
Embrace the AI challenge

INVESTMENT PRESENTATION

MEDIOBANCA 7th ITALIAN MID CAP CONFERENCE

29 January 2025

Teleborsa: distribution and commercial use strictly prohibited

emarket sdir storage CERTIFIED

DATRIX VISION AND MISSION

Datrix is the leading **AI-powered ecosystem** of vertical software SMEs

VISION: leading systemic impact across strategic sectors in Italy and the EU by acquiring vertical, mission-critical software SMEs and boosting their growth through applied AI.

MISSION: To disseminate transformative AI technologies through innovative software companies, unlocking their potential to help specific industries maximize **productivity, efficiency, and business expansion.**

Teleborsa: distribution and commercial use strictly prohibited

DATRIX AT A GLANCE

Disruptive Technological Assets

- **100+** machine learning models, modules, tools and products for Applied AI
- **Proprietary system** to scout, map and select relevant niche software SMEs

World-Class Human Capital

- Former **Google executives** with over 20 years of experience in digital transformation
- Serial **entrepreneurs and innovators** with a track record of successful ventures
- Tech Teams with backgrounds from **cutting-edge global tech companies**

1H2024F Key Financials

€7,8M
Revenue

-€0,1M
EBITDA

67%
Recurring Revenues
(% on Total Revenues)

60%
International Revenues
(% on Total Revenues)

Scientific Excellence

- **Prof Enrico Zio** – Top 2% most influential scientists worldwide* – as **Scientific Director**
- **1.200+** publications in international scientific journals
- **64%** of the team holds PhDs in science and technology

Stanford University

Geographical Presence

ITALY
Milan (HQ)

USA
New York

UAE
Dubai

International R&D Network

- Network of **50+ universities and prestigious R&D centers** worldwide, working together to drive innovation

Teleborsa: distribution and commercial use strictly prohibited

KEY MILESTONES

	2019 - 2020	2021	2023	2024
Capital	• Constitution of Datrix Group. • Raised ~**€2.5m of equity** from a venture capital firm and a family office.	• Raised ~**€2.5m of equity** from industrial partners. • IPO on Milan Stock Exchange ~**€15m of equity.**		
M&A	• **2** Successful M&As. ByTek marketing, paperlit	• **1** Successful M&A enabling the entrance in the **US market.** adapex THE ADTECH OF DATRIX	• **1** Successful M&A. ARAMIS reliable innovation	• M&A Pipeline under **advanced evaluation.**
Technology	• Creation of a **central repository** for proprietary tech assets.	• Development of **clustering**, **entity recognition** and **forecasting** advanced models.	• Deployed vertical **Gen-AI applications and AI models** to optimize **industrial processes** (predictive maintenance, risk mitigation).	• Launch of AI solutions for **marketing optimization** (Audience AI) and **effective energy management** (Enermind).
Clients	• Built a **robust portfolio** of large companies and brands.	• **Expanded internationally**, diversifying with global clients.	• Increased **recurring revenues**, focused on **high-value clients**, and entered the **UAE market**.	• Surpassed **300 clients** in the portfolio (served through the Group Companies)

KEY NUMBERS

4
Group Companies

~100
Employees

~€30M
In funding for disruptive R&D innovation projects

Teleborsa: distribution and commercial use strictly prohibited

A SCALABLE MODEL FOR GO-TO-MARKET

Datrix's strategic goals are to:

- expand the AI-powered ecosystem by identifying, acquiring and revitalising vertical software SMEs,
- drive a systemic impact in selected strategic sectors in Italy and EU, unleashed by AI Applications.

Acquisition and Revamping of Vertical Software SMEs

Datrix proactively **scouts, maps, and acquires** vertical software SMEs operating in niche markets or **hyper-specialized segments.**

Once acquired, Datrix **infuses these companies with AI capabilities**, driving a profound genetic transformation and **accelerating their adoption of AI.**

AI-Powered Vertical Applications to serve 2 Main Goals

AI infusion enables Datrix's companies to deliver empowered solutions that address two key objectives:

1. Process Optimization:
Maximizing operational efficiency, productivity, and the sustainability of industrial and business processes.

2. Business Expansion:
Activating data to enhance market engagement and unlock growth opportunities.

Solving Real-World Business and Productivity Challenges

Datrix companies' applications help organizations solve their complex **specific challenges** by harnessing the power of AI, tailored to their **unique needs, constraints and data.**

Some Examples:

- *Energy efficiency,*
- *Waste reduction,*
- *Logistics optimization,*
- *Quality control automation,*
- *Risk mitigation.*

- *New client acquisition,*
- *Market expansion,*
- *Product and service optimization,*
- *New business models,*
- *Better client retention*

Impact on Strategic Sectors

Datrix's ultimate goal is to **accelerate AI adoption across 5 key sectors**, maximizing **productivity and sustainable growth**

Utilities
Production – Procurement – Distribution - Retail

Healthcare
Research - National Health Service - Pharma

Financial Services
Bank - Insurances

Manufacturing
Industrial Automation

Distribution and Logistics
Wholesale – Retail - Transportation

Teleborsa: distribution and commercial use strictly prohibited

PROPRIETARY TECH STACK FOR AI INFUSION

Through a proprietary and comprehensive tech stack, Datrix empowers and sustain its Software SMEs ecosystem in its mission to support a safe and successful business transformation.

The AI Infusion Tech-Stack consists of

100+ proprietary AI models, modules, tools, frameworks

AI INFUSION LIBRARY

- Predictive Analysis
- Federated Learning System
- Hyperspectral Imaging Analysis
- Behavior Analysis
- Impact Analysis
- Anomaly Detection
- Multi-modal Generative AI System
- MS Reliability Algorithms
- Identity Resolution
- Entity Extraction
- Pattern Detection
- Trends Forecast
- Semantic Analysis
- Hyper-clustering Models
- Topics Analysis

VERTICAL APPLICATIONS

Financial Services
- Risk Scoring
- Claim Processing
- Know Your Customer
- Robo Analytics Advisory

Utilities
- Energy Accounting
- Detection Analysis
- Predictive Maintenance
- Grid Distribution

Healthcare
- Medical & Pharma R&D
- Pathology Detection
- Predictive Maintenance
- Energy Efficiency

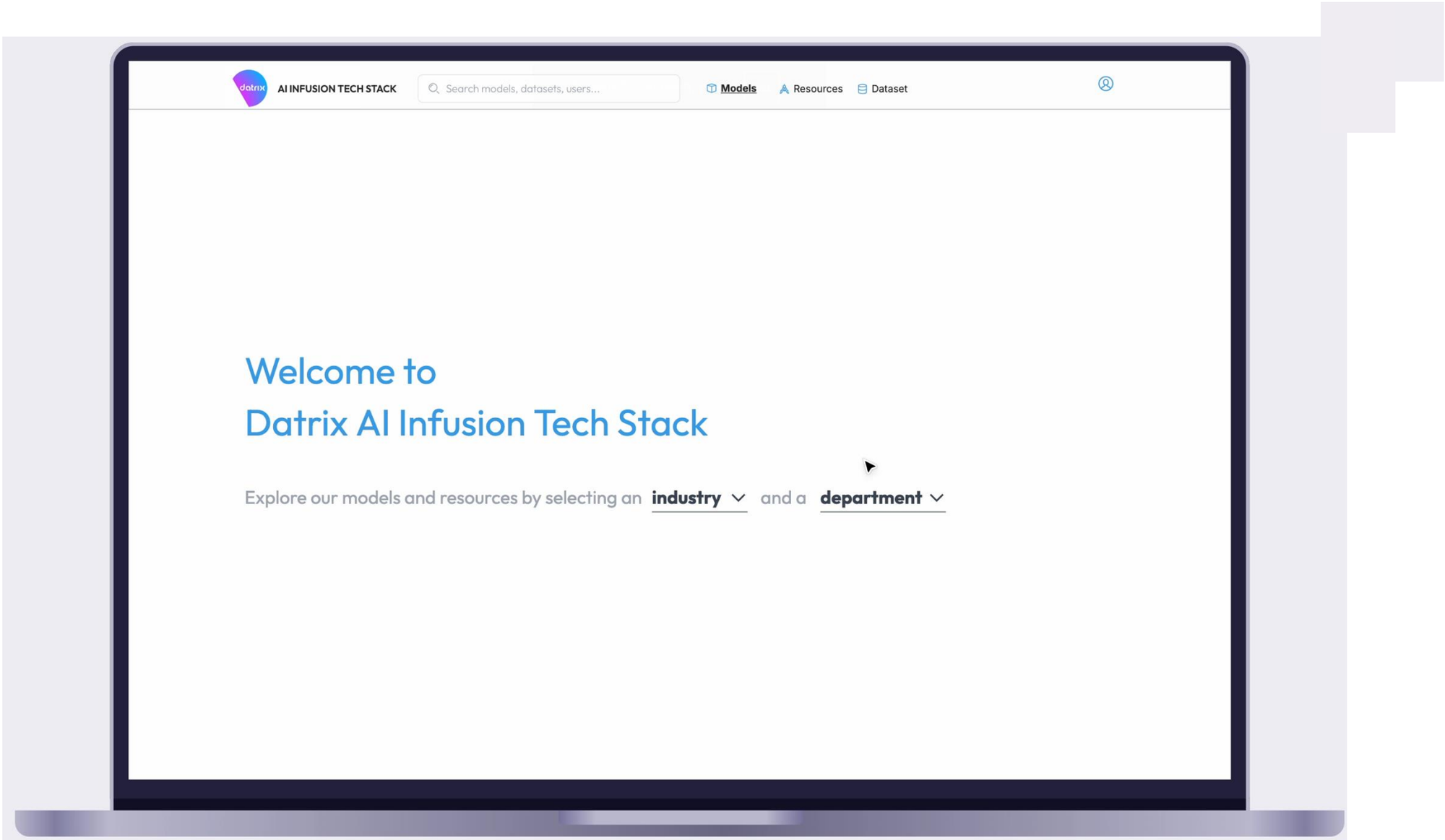
Manufacturing
- APS/MES/WMS
- Quality Assurance
- Predictive Maintenance
- Inventory Management

Distribution and Logistics
- Audience Activation
- Demand Forecasting
- Data Enrichment
- Inventory Management

Teleborsa: distribution and commercial use strictly prohibited

PROPRIETARY TECH STACK FOR AI INFUSION

Datrix’s AI Infusion tech stack repository is designed with a user-first approach, making it accessible, and packed with all the resources to leverage AI-infused technology effectively.



Teleborsa: distribution and commercial use strictly prohibited

THE AI MARKET EXPANSION

The global AI market is experiencing exponential growth, driven by increasing adoption across various industries.

$1.81 Trillion

The projected value of the global AI market by 2030, with a CAGR of 37.3%.

38% CAGR in Funding

The growth rate of funding rounds for AI companies since 2010.

85% Executive Adoption

The percentage of executives planning to increase AI investments through 2025, with 73% viewing AI as critical to their strategy.

Sources: AI Valuation Multiple 2024 (Aventis Advisors), 2024 AI Business Predictions (PWC)

Teleborsa: distribution and commercial use strictly prohibited

AI's value is maximized when applied to vertical contexts, solving specific issues.

The growing adoption of AI in specific sectors like, finance, industrial processes, healthcare and ecommerce demonstrates this trend, with AI startups in these areas achieving higher valuations and more substantial growth.

Vertical AI applications in specific niche sectors are projected to **grow by 30-40% annually over the next 5 years.**

This specialization is driven by the need for tailored solutions that address unique industry challenges.

Sources: AI 1Q 2024 (Aventis Advisors), Beyond the Hype, Capturing the potential of AI and Gen AI (McKinsey)

Teleborsa: distribution and commercial use strictly prohibited

STRATEGIC AREAS FOR AI LEADERSHIP IN EUROPE

The AI revolution is creating an unprecedented market opportunity in Europe. As global competition intensifies, European nations are taking strategic steps to safeguard their technological future. Governments are focusing on **3 critical areas** to foster AI innovation while ensuring security and autonomy.

EUROPE
aims to create a competitive and independent AI ecosystem.

REGULATIONS
Governments across Europe are implementing robust AI regulations to ensure that AI development aligns with ethical standards, data protection laws, and transparency.

PROTECTION
In response to increasing competition from global tech giants, EU states are enacting policies to protect strategic AI companies from foreign acquisitions.

ACCELERATION
National and EU-level strategies are focused on accelerating AI adoption by offering incentives, subsidies, and investments in AI research and development.

DATRIX's
Strategy aligns perfectly with Europe's AI agenda.
Through the acquisition of Vertical Software SMEs it:

- **GUARANTEES** AI adoption in the 5 strategic sectors, safeguarding their competitiveness, autonomy, and security
- **ENSURES** the expansion and growth of its ecosystem through AI infusion
- **PREVENTS** foreign acquisitions
- **FACILITATES** international markets entry
- **ENHANCES** Europe's global market presence
- **CREATES** autonomous systemic alternatives to tech giants

Teleborsa: distribution and commercial use strictly prohibited

WE DON'T JUMP ON TO THE BANDWAGON OF THE GLOBAL OR EVEN NATIONAL LLM ARM RACE

OUR FOCUS IS SOLVING MISSION-CRITICAL CHALLENGES THROUGH APPLIED AI SOFTWARE PRODUCTS

Large Language Models (LLMs) are designed to **automate text or multimodal-related content**.

In a B2B setting, except for content-driven operations, consumer interactions and other few narrow cases, **LLM alone is UNFIT to tackle business challenges.**

An in-depth understanding of specific business processes, practices, culture, regulations, as well as access to non-public numbers and data, **proprietary models and algorithms** are key to elevate competitiveness and productivity of the key industries of our European Economy.

Gen AI Foundational Models can potentially address primarily **B2C, G2C** use cases with **unclear viable business models** at scale yet.

Teleborsa: distribution and commercial use strictly prohibited

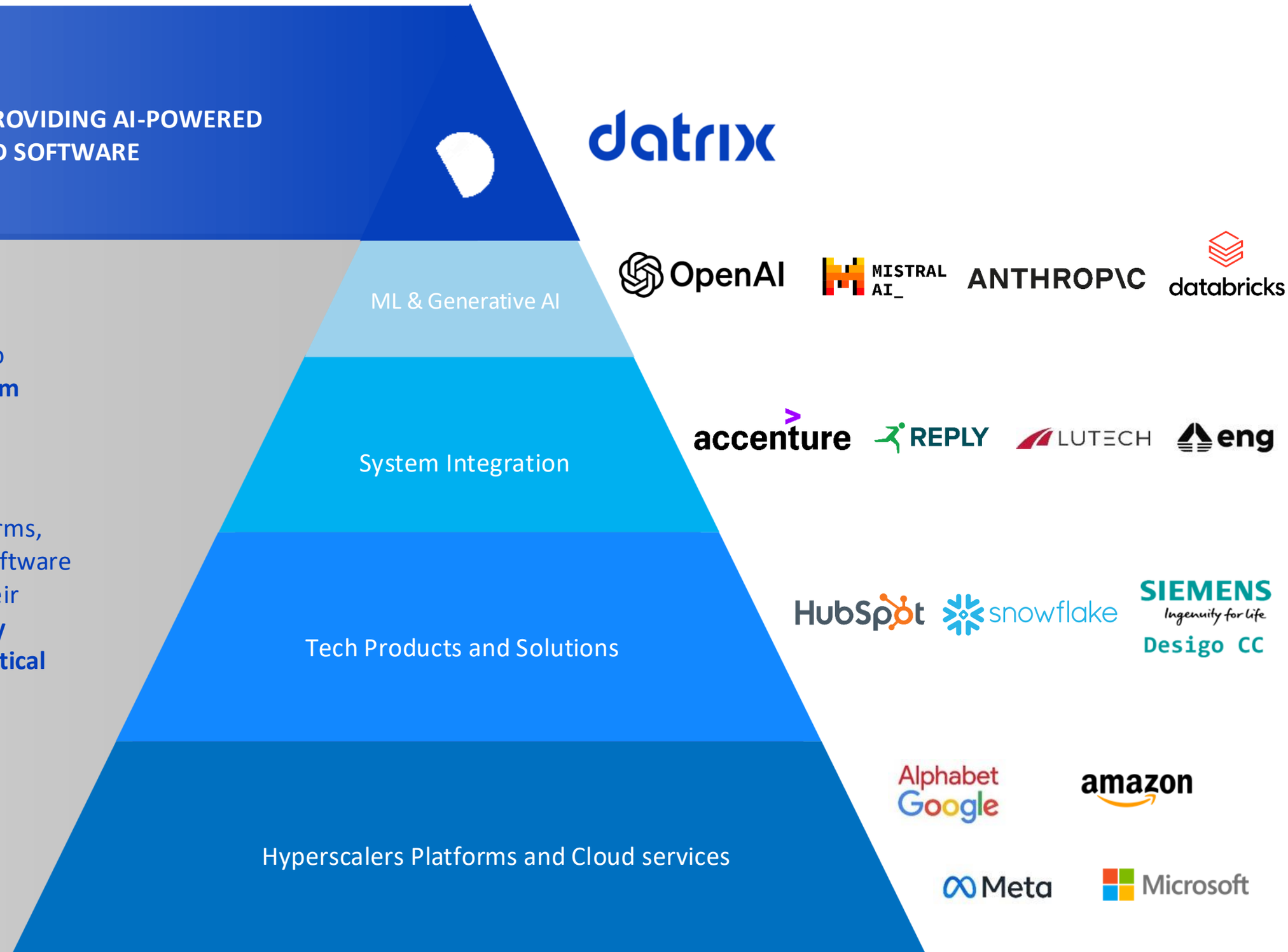
UNTOUCHED BY COMPETITION: LEADING THE WAY IN VERTICAL AI APPLICATIONS

Datrix doesn't compete with tech giants and system integrators focused on horizontal AI applications, IT stack, and infrastructure. Instead**, Datrix creates synergies** by complementing their capabilities with **specialized AI vertical solutions.**

DATRIX COMPANIES PROVIDING AI-POWERED SPECIALIZED SOFTWARE

These incumbent players represent opportunities to collaborate in an **ecosystem increasingly in need of AI vertical applications.**

By leveraging their platforms, Datrix can distribute its software more effectively, using their reach as a **complementary launchpad for its own vertical growth.**

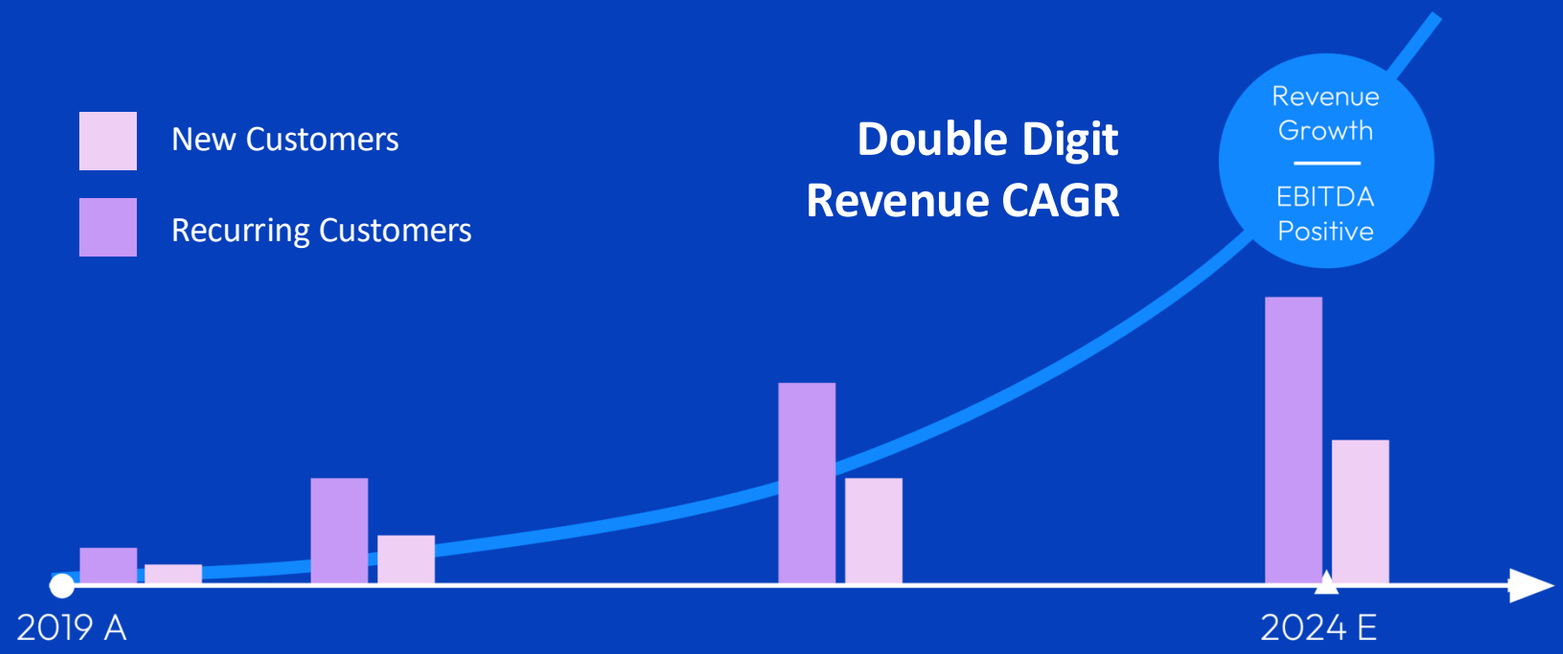


Teleborsa: distribution and commercial use strictly prohibited

PROVEN TRACK RECORD WITH RECURRING REVENUE SOFWARE MODELS

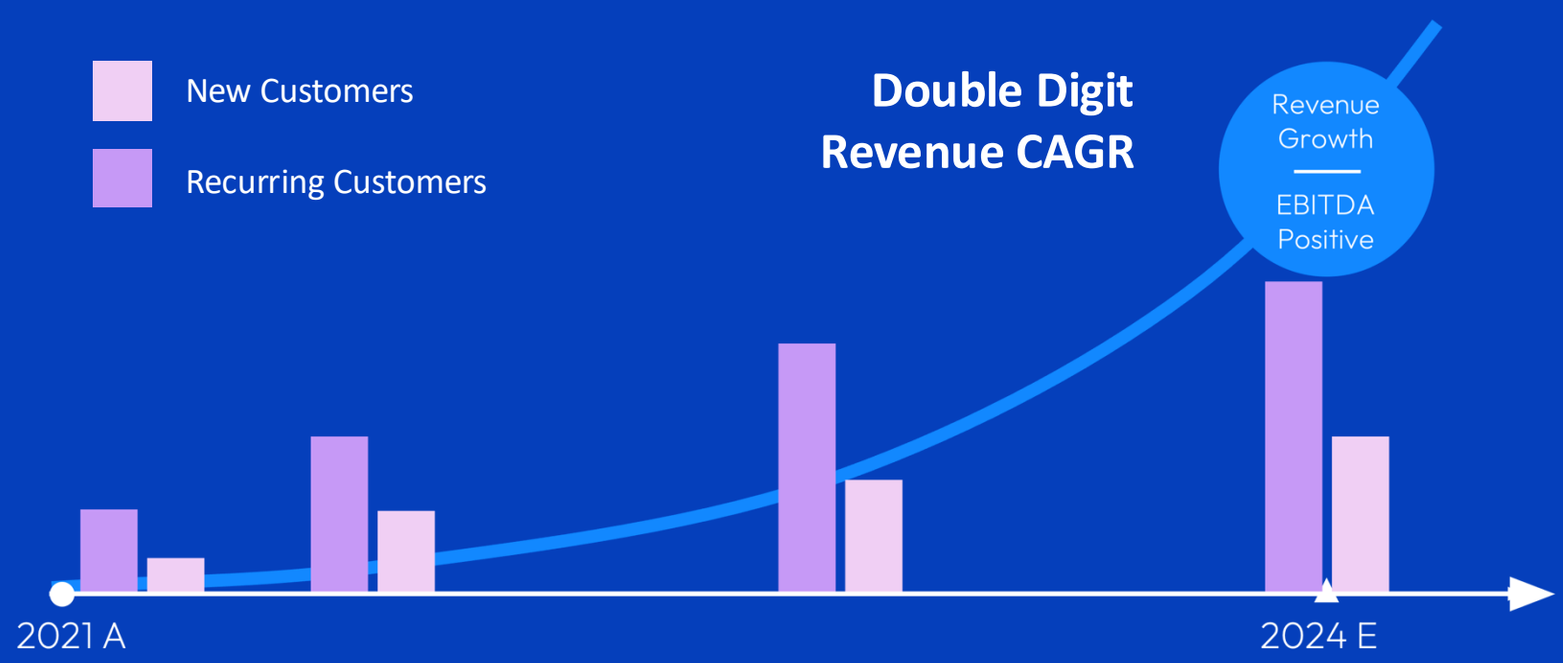
bytek
THE MARTECH OF DATRIX

ByTek is an innovative MarTech company that leverages cutting-edge AI applications to transform marketing operations, and boost measurable results.



adapex
THE ADTECH OF DATRIX

Adapex is a pioneering US-based AdTech company, led by a female founding team, that excels in maximizing ad revenues for publishers, app developers, and retailers.



Teleborsa: distribution and commercial use strictly prohibited

Annex I
1H24 Consolidated Results

Teleborsa: distribution and commercial use strictly prohibited

STRATEGIC KPI's ACHIEVEMENTS – 1H2024

7.8 €
REVENUES (MLN)

7.0 € MLN in 1H2023

7.6 €
CORE BUSINESS REVENUES (MLN)

+15% YoY
6.6 € MLN in 1H2023

67%
RECURRING REVENUES

64% in 1H2023

60%
REVENUES FROM INTERNATIONAL CLIENTS

55% in 1H2023

30 k/€
AVERAGE REVENUE PER CLIENT

+60% YoY

Teleborsa: distribution and commercial use strictly prohibited

HIGHLIGHTS

Total Revenues	**7.8 Mil.€**
Recurring Revenues	**5.1 Mil.€**
Number of served Clients	**> 250** 39% foreign
Team	**96**
Data Monetization	**+13% YoY**
AdTech Revenues	***+26% YoY***
AI for Industrial & Business Processes Revenues	**+38% YoY**
R&D Investments	**1.3 Mil.€** **1,5 Mil.€ in 1H2023**

Teleborsa: distribution and commercial use strictly prohibited

HIGHLIGHTS

	1H2024	1H2023
EBITDA (MLN)	**-0.1 € (-2%)**	**-0.8 € (-12%)**
CONSOLIDATED NET RESULTS (MLN)	**-1.5 € (-19%)**	**-2.5 € (-36%)**
NET FINANCIAL POSITION / CASH AVAILABLE (MLN)	**+0.4 €**	**+2.4 €**

The trend of the NFP was impacted by: i) the dynamics of WC - which were influenced by the seasonality of the business; ii) R&D investments; iii) the payment made to partners involved in the “Better” research project

Teleborsa: distribution and commercial use strictly prohibited

Annex II
Business Update

Teleborsa: distribution and commercial use strictly prohibited

BUSINESS ACHIEVEMENTS 2H2024

PRODUCT:

Released a new software version featuring:

- Autonomous portfolio creation capabilities.
- Gen-AI to unveil connections between themes and companies.
- Faster report generation with commentary for deeper insights

MARCOMM:

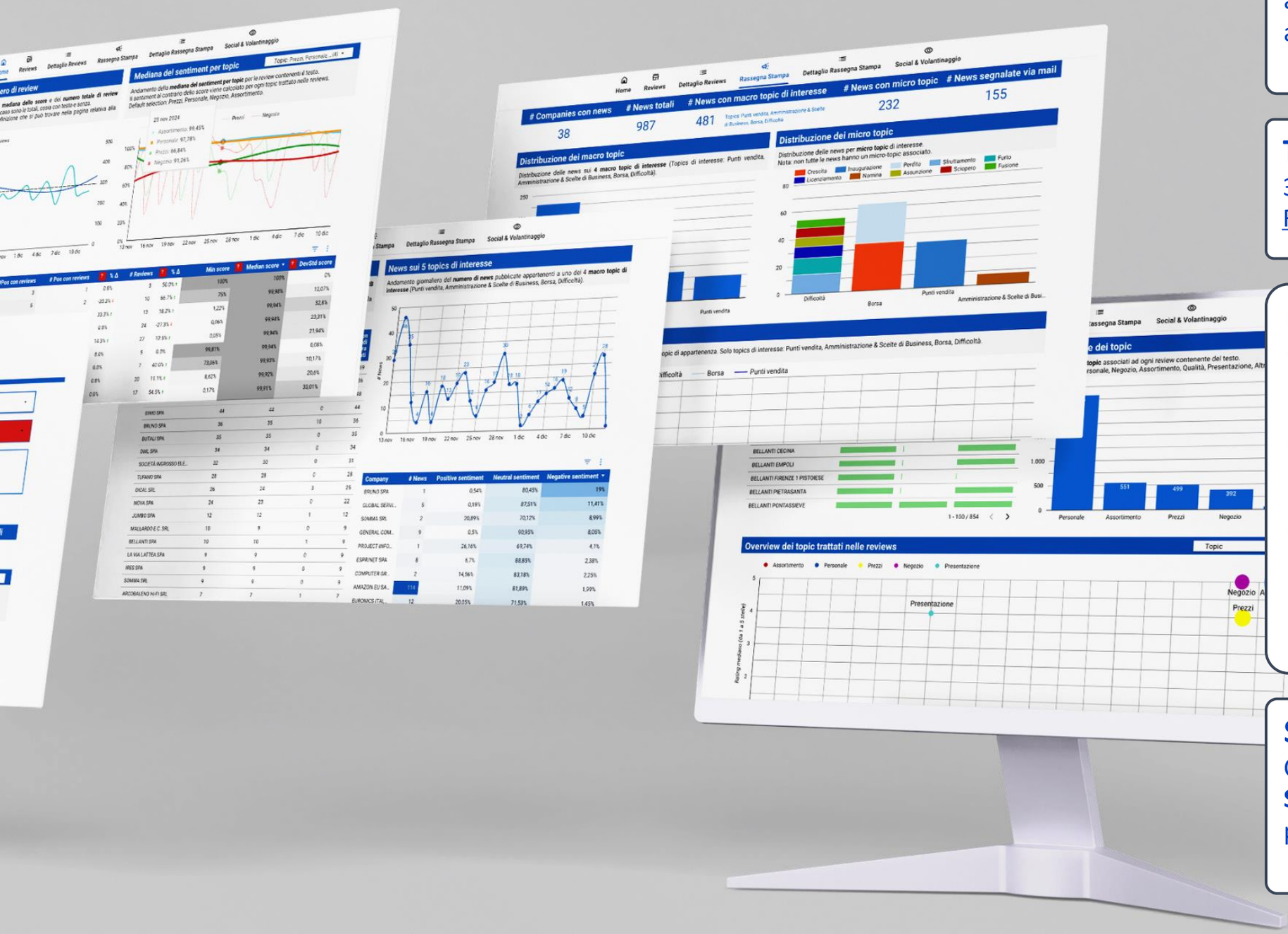
Launch of a new website and refreshed brand identity.

GO-TO-MARKET:

- Achieved **250+** daily outreach contacts,
- identified **50** high-potential prospects in Dubai for partner-led pitches,
- engaged with Google to list the software in their Finance Marketplace category

Teleborsa: distribution and commercial use strictly prohibited

BUSINESS ACHIEVEMENTS 2H2024



IN A NUTSHELL

3rdEYE is a solution that harnesses AI and alternative data to identify, analyze, and mitigate risks tied to third parties.

TARGET

3rdEYE is designed for Risk managers and Risk directors.

CORE FEATURES

- **Real-Time Risk Profiling** to help prioritize critical partners for monitoring.
- **ESG Risk Assessment** to ensure third-party partnerships adhere to sustainability and ethical standards.
- **Certified and licensed (art. 134 TULPS)** to create online risk profiles, ensuring full compliance with public safety laws.

SALES

Currently used and sponsored by **Samsung and Iveco Group**, with proposals extended to Mediaset Group

Teleborsa: distribution and commercial use strictly prohibited

Thank You

datrix
Embrace the AI challenge