



Sustainable AI solutions for Business Growth

Corporate Presentation

.....
September 2022



Disclaimer

Information, data, prices, and any and all other economic, commercial and/or management information (the so called “Confidential Information”) contained in the following pages are strictly private and confidential and – together with all trademarks, designs and names - are the exclusive property of Datrix S.p.A.

Confidential Information contained in the following pages are for the exclusive and personal use of the addressee, where not otherwise specified, and are shared only for the purposes agreed with Datrix S.p.A. Any reproduction, disclosure, use, transmission and dissemination of Confidential Information to third parties without a prior written authorization of Datrix S.p.A. is strictly prohibited. The addressee must keep the Confidential Information strictly reserved and will implement and observe all reasonable precautions and measures to safeguard the secrecy and confidentiality of the Confidential Information and to avoid their, even partial, disclosure, publication or communication to third parties without a prior written authorization from Datrix S.p.A. Nothing contained in this document should be construed as investment advice and any reference to an investment’s past or potential performance is not, and should not be construed as, a recommendation or as a guarantee of any specific outcome or profit.





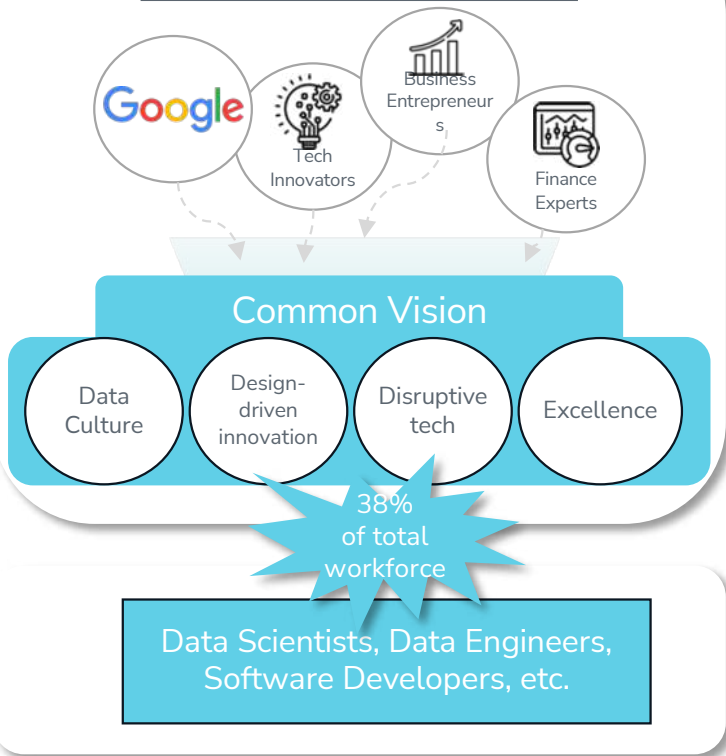
OVERVIEW



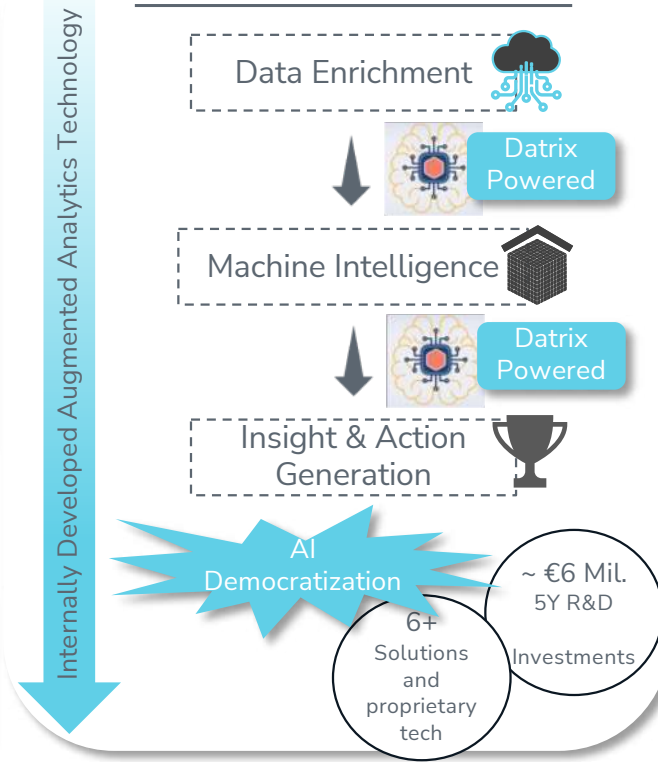
Matrix applies transparent
Artificial Intelligence to data to
drive action and measurability



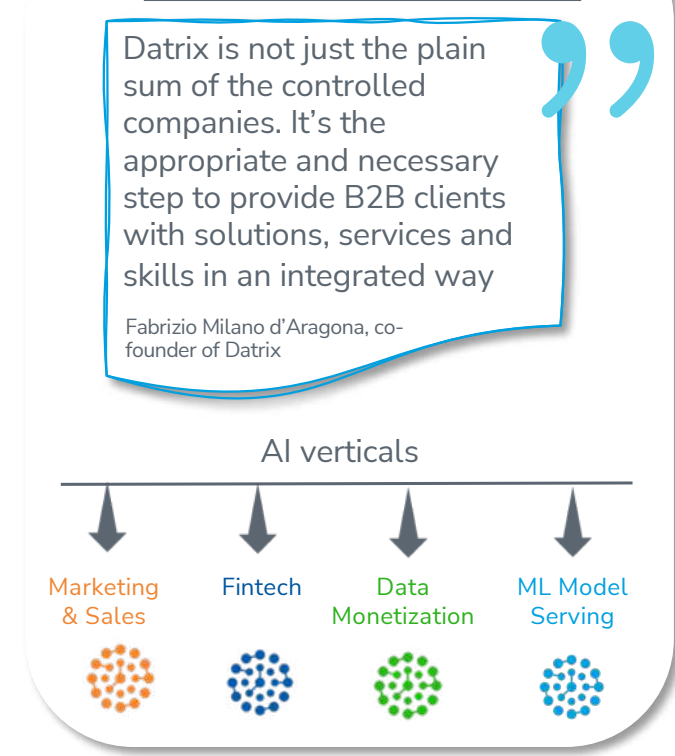
Management quality



Technological soul



Solutions driven approach



2010

Initial investment from founders to start the business



2019

2 Successful M&A



2021

2,4M€ Equity from industrial partners



2021

IPO on Euronext Growth



2017

1,3M€ Equity

2018

0,7M€ Equity



Angel investors

2020

2,4M€ Equity from venture capitalist & Family Office

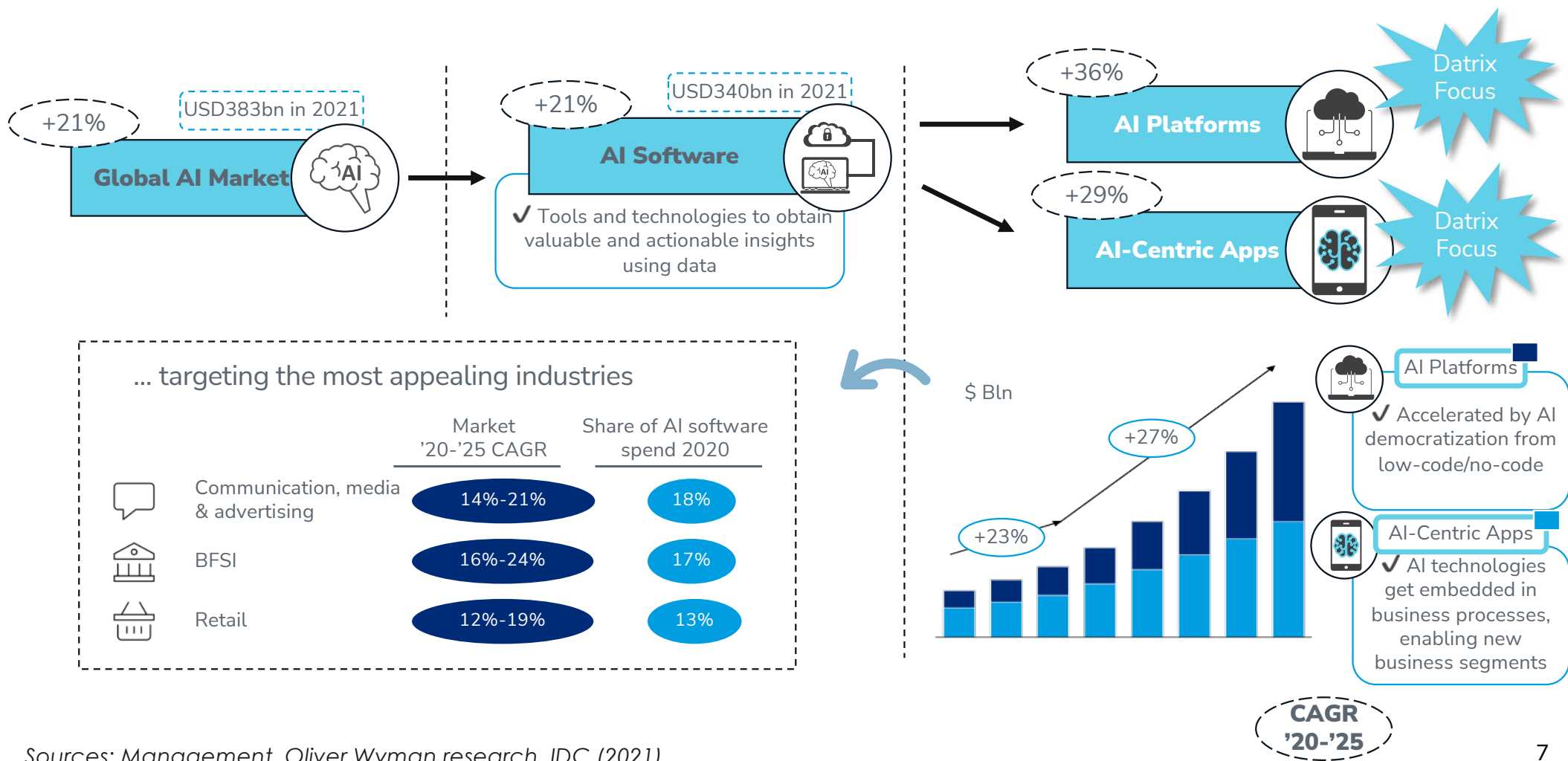


2021

1 Successful M&A



Market: Datrix focuses on the fastest growing niches in the AI landscape

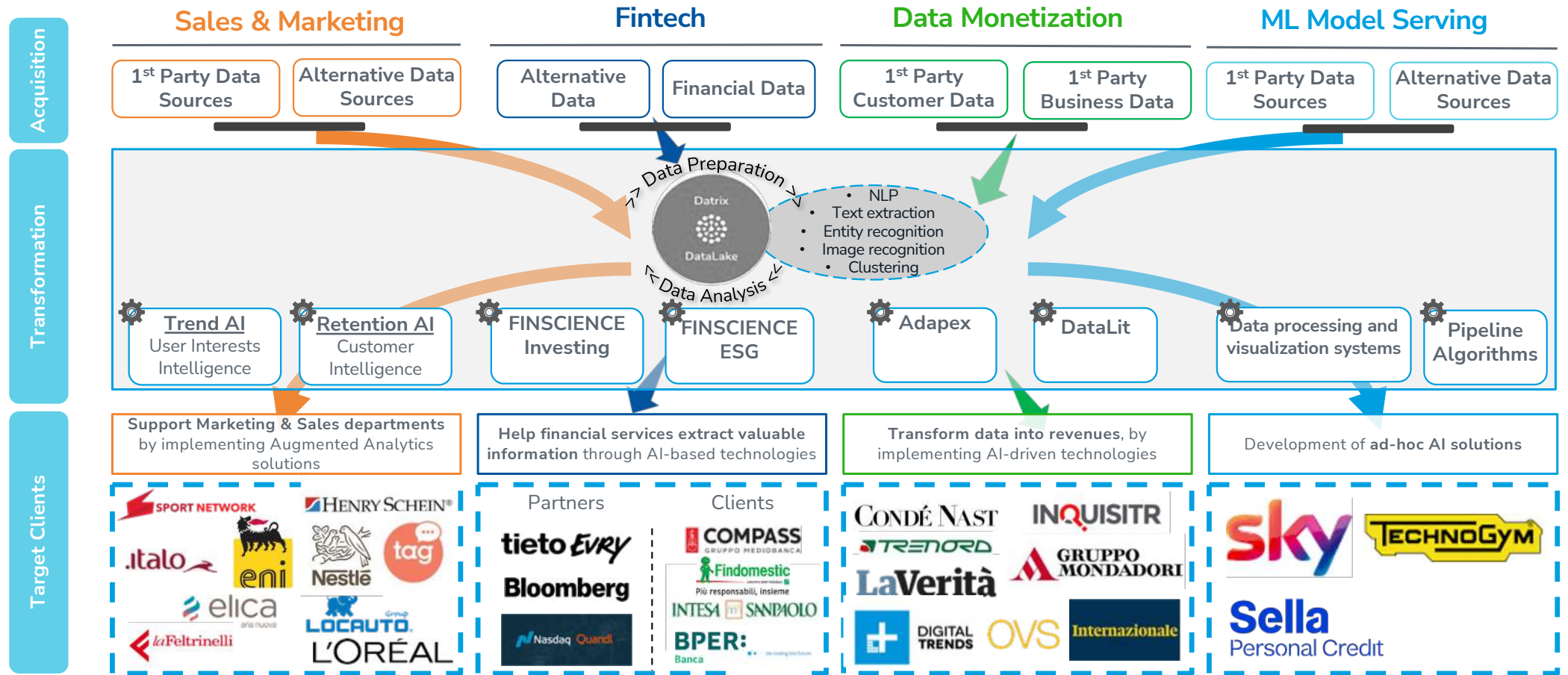


Sources: Management, Oliver Wyman research, IDC (2021)



PROPOSITION & SOLUTIONS

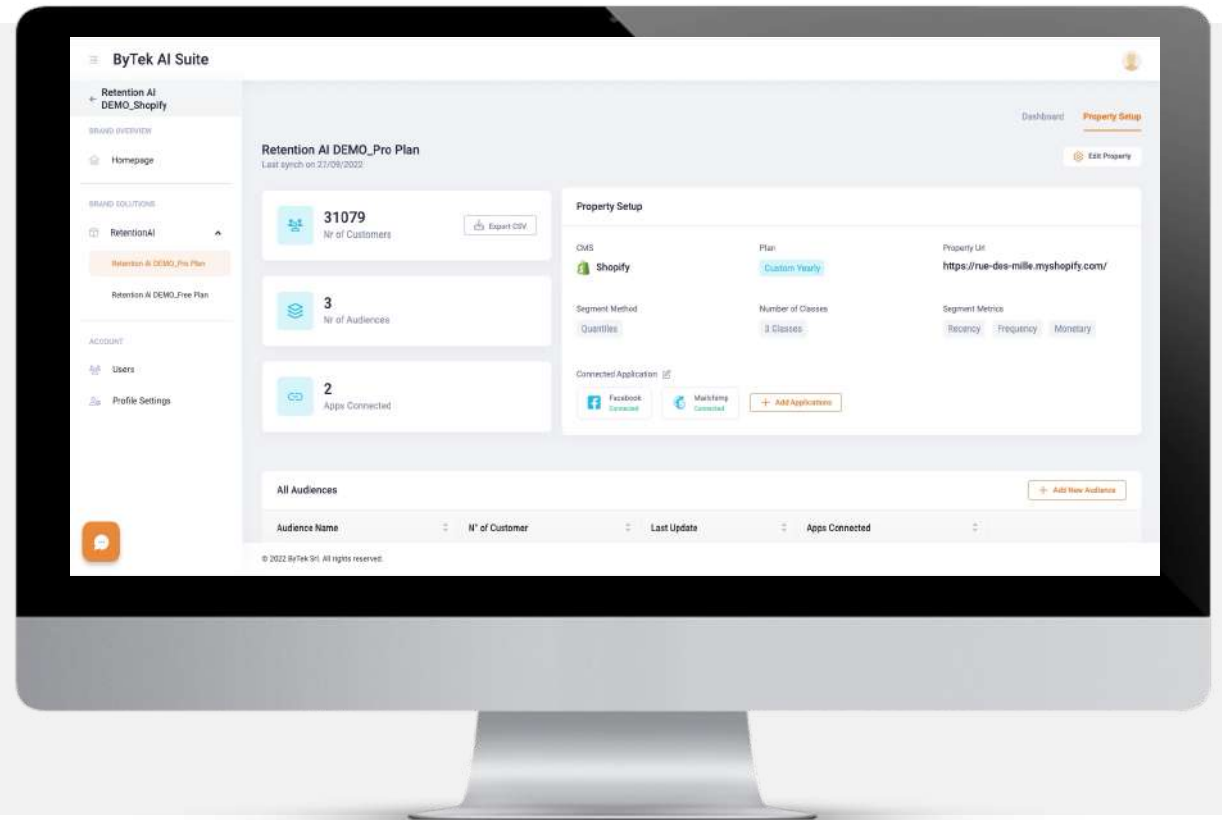
Process



Solutions: Trend AI, Retention AI, ReleVanty

Main features & characteristics:

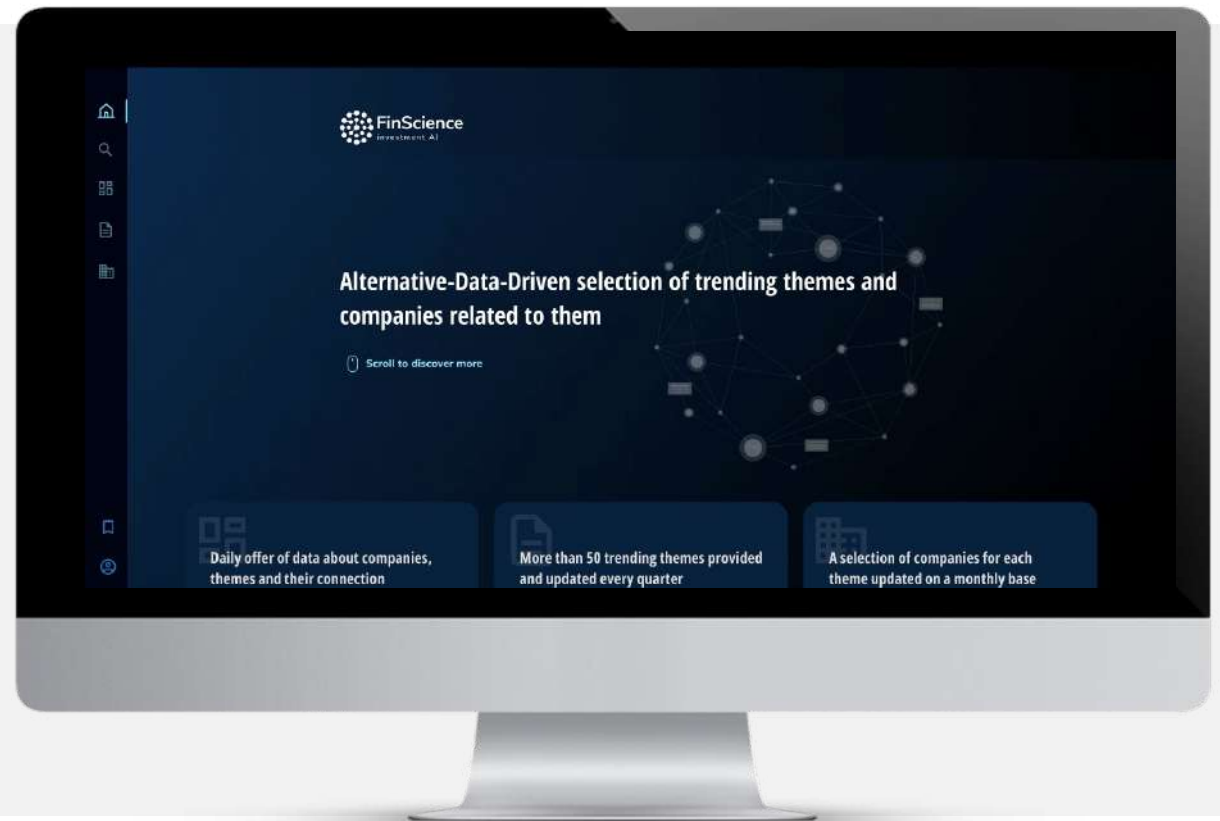
- 13 Mil Search Queries analyzed
- Real-Time Trend Detection
- Users Search-Intent Detection
- Benchmark and share of voice analysis
- 4 Level Customers Life-Time-Value Segmentation
- Intelligent/Dynamic RFM Analysis
- AI-driven Anomaly Detection



Solution: Thematic Investing AI

Main features & characteristics:

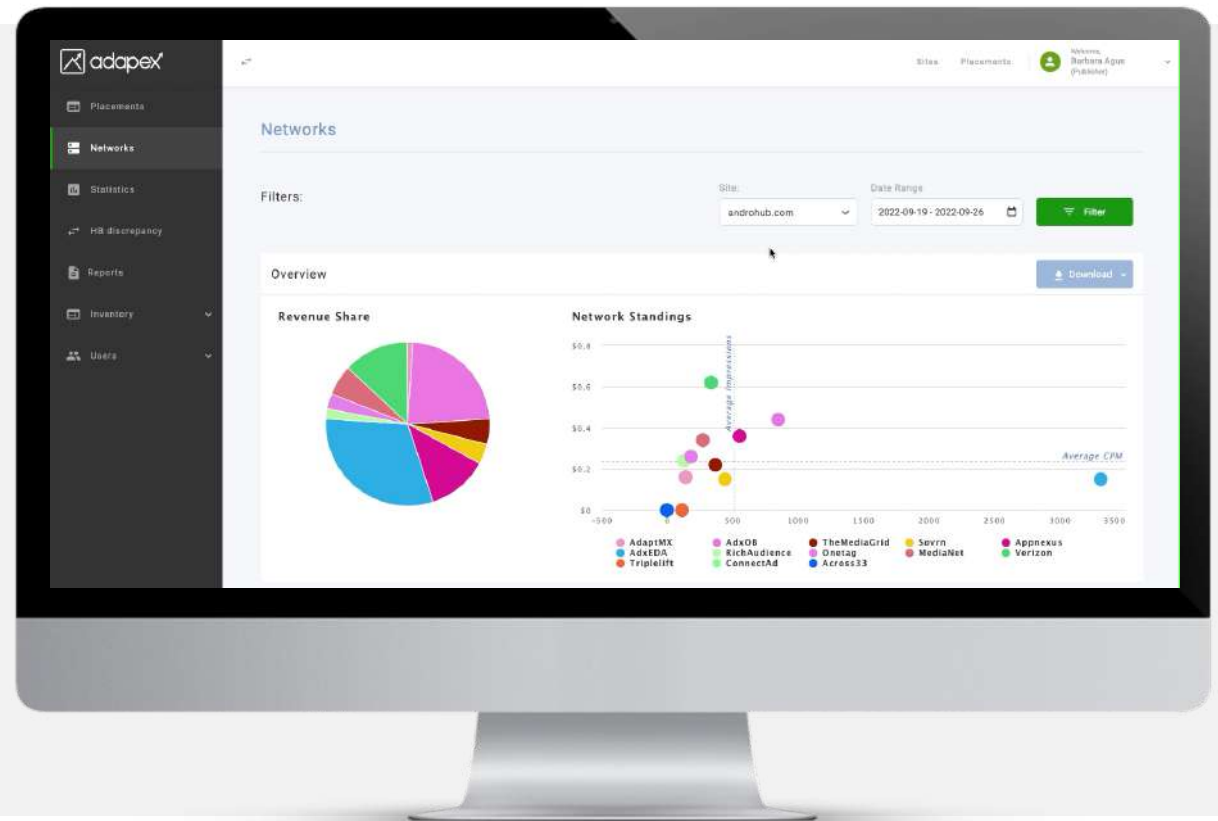
- +1 Mil. Contents on daily basis
- Non-conventional data sources
- AI-based Thematic Trends Detection & Companies Selection
- Proprietary Alternative Digital Metrics and sub-metrics
- Theme deep-dive analysis from human experts



Solution: Adapex

Main features & characteristics:

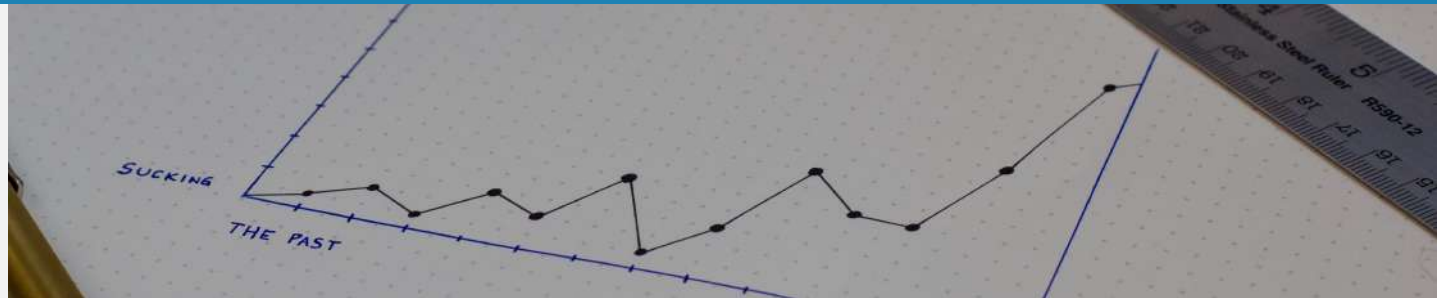
- AI-based Header Bidder Solution
- Proprietary performance, reporting and analytics suite
- Premium Google AdX and AdX EBDA
- Real time decision making power





GROWTH STRATEGY

ORGANIC GROWTH



M&A



**MARKET
DIVERSIFICATION**





**MULTI-CHANNEL
DISTRIBUTION
STRATEGY**



DIRECT SALES: the goal is to position Datrix cross-area solutions to mid-large enterprises through an highly qualified sales force.



INSIDE SALES: the goal is to position specific Datrix solutions to SMBs through remote sales teams.



PARTNERSHIP PROGRAM: the goal is to identify selected external partners enabling scalable and international distribution of Datrix solutions.

**M&A
DRIVERS**

MARKET INTEGRATION

*Accelerate access to new customers,
new markets, new targets*



TECH INTEGRATION

*Accelerate tech and product
pipeline development*



During 2022, Datrix Group has fast-tracked its **M&A strategy** approaching and attracting several innovative target companies in order to:

- create industrial synergies,
- combine competences, methodologies and technologies to develop more disruptive innovation,
- enhance existing business models, and inventing new ones more quickly and effectively,
- accelerate profitable, scalable and sustainable growth in a unique «product-led» entrepreneurial ecosystem.

DATRIX:

AI-based scalable solutions
Access to market and capital
Deep knowledge about data management (US /EU)
Dedicated support through central functions - product, marketing, sales, hr, finance, tech & data -
International presence (US/EU)

2+2 = 5

TARGET COMPANIES:

Organizational Agility
Continuous new ideas
Industry focused
Potentially rapid growth
Challenge the status quo

Among its strategic goals, Datrix Group wants to accelerate its presence in USA leveraging **industrial synergies** and **integrated USPs**

ACHIEVEMENT

INTEGRATION OF ADAPEX

Data Monetization solution for publishers, retailers and apps producers

Increased Customers on US Market

ACHIEVEMENT

CUSTOMER ACQUISITION

Closed international deals with global operators

Eg, Leader in Pharma industry, Worldwide digital media publishing company

ACHIEVEMENT

DISTRIBUTION PARTNERSHIP

Closed distribution partnerships to: deliver thematic data to retail /institutional investors

IN PROGRESS

Integrate companies with growing business in the US market



H1 2022 RESULTS & BUSINESS UPDATE

+48%

Revenues
€7.1M. (Adapex €1.2M.) vs €4.8M.
in H1 2021

68% Italy

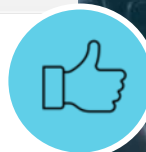
32% Abroad



72%

from **66%** in FY2021

Recurring Revenues
€4.9M. vs €2.8M. in H1 2021 (+79% YoY)



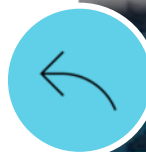
-€0.9 M.

EBITDA
-13% EBITDA Margin (-16% in H1 2021; -0.8€ in
H1 2021)



-€1.6 M.

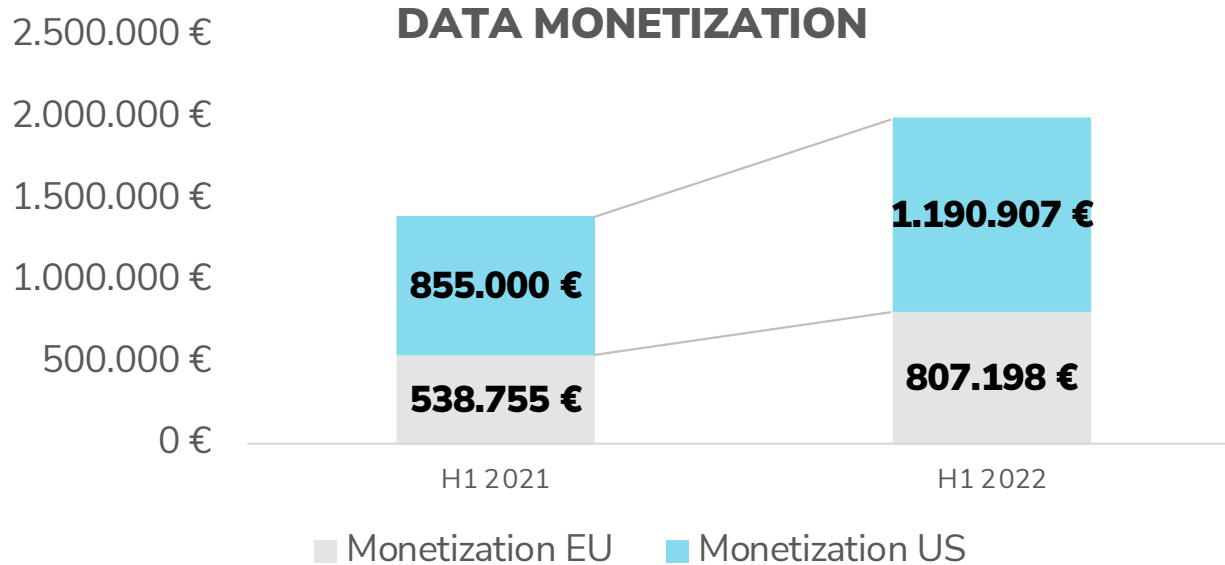
Consolidated net result (-1.2 M. in
H1 2021)



€8.4 M.

Cash Available (€10.4M. FY 2021)





	H1 2021	H1 2022	YoY
Data Monetization	1.393.755 €	1.998.104 €	43%
Monetization EU	538.755 €	807.198 €	50%
Monetization US	855.000 €	1.190.907 €	39%

Data monetization revenues +43% (Proforma)

EU revenues from AdTech solutions +337%

The «Data Monetization» business area has completed the full integration between the **USA and EU teams** that created and boosted industrial, organizational and commercial synergies and in particular throughout:



LEADERSHIP & CONTAMINATION

- Debra Fleenor is in charge of the Data Monetization Area
- Sharing best practises and skills
- Adapex leadership is proved by many international awards



PRODUCT & R&D

- Centralized R&D department to scale-up
- Innovating product roadmaps for serving new/top tiers



PRODUCT & GTM

- Accessing to new markets and opportunities
- Amplifying the monetization potentials through new data, capabilities formats & partnerships (eg. Mobile, CTV, Web3, etc.)



The Drum Awards

Best Overall Programmatic Tech
Best Adops Team
Best Tech for Programmatic



Top Women in Media



Best AdTech Platform & Best Publisher Platform



**Marketing &
Sales**

66% of total
Revenue

€4.5 M.
Revenues

18% Growth vs
H1 2021



**Data
Monetization**

29% of total
Revenue

€2.0 M.
Revenues

271% Growth vs
H1 2021



**ML Model
Serving**

4% of total
Revenue

€0.3 M.
Revenues

31% Growth vs
H1 2021



Fintech

1% of total
Revenue

€0.1 M.
Revenues

186% Growth vs
H1 2021

In H1 2022, the Group has already raised EU/Italian fundings for **more than € 1,1 MLN** to bring disruptive innovation in different application areas through 4 R&D projects:

BIOMEDICAL

Project CONcISE: €260K
in 3 & a half year

Develop low-cost, non-invasive, highly reliable and accurate AI based pre-screening solutions for breast cancer, thyroid cancer and ischemia diagnosis.



**Fabrizio Milano
d'Aragona**
CEO

CYBERSECURITY

**Project CS-Aware Next:
€424K** in 3 years

Generate higher protection against cyberattacks evolving a dynamic AI-based solution that collect, combine and analyse internal data (server logs) and external data (social media, vertical cybersecurity forums, and NEW datasets related to the supply chains)

AI ATTACKS

**Project CybersecH:
€98K** in 1 years

Create an innovative machine-Learning-Hardening solution to tackle Artificial-Intelligence-Attacks (A.I.A.) aimed to mislead the ML algorithms

AI FOR VISUAL IMPAIRMENT

**Project OpenEYE:
€350K** in 1 & a half year

Develop an AI-based platform that allows people with visual impairments to listen to written content on paper through Amazon Echo and Google

«We are playing an increasingly leading role in Europe as evidenced by important awards, including financial, for our Research & Development activities, which allows us to develop and consolidate technologies and knowledge that we then apply to the business»

> Accelerating Revenue Growth in H2 across all Business Areas & in all sectors in line with Datrix seasonality

> International Revenue

- Strong growth expected of more than 70%
- Data Monetization EMEA Revenue Growth leveraging Adapex integration

> Cross selling Revenue: increase of clients requiring multi-category services

> Datrix recurring Revenue increase > 70% of total Revenue (already on track in H1 2022)

> EBITDA expected to recover in H2 2022; H1 2022 EBITDA impacted by significant investment to support the growth mainly concentrated in first part of the year in particular:

- Expanding Sales and R&D teams across all Business Areas (more then 20 people in H1 2022)
- Marketing & Communications expenses (lead generation activities)
- R&D New Product development

> Significant M&A deals on stage with focus mainly in the US Market (at least one deal expected to be closed within Q1 2023)



Appendix 1 – Other Financial Information & Governance

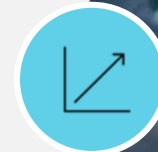
Profit&Loss	30/06/2022	30/06/2021 Reported	30/06/2021 Pro-forma
Revenues from sales and services	6.817.548	4.553.537	5.408.537
R&D Grants	249.106	205.887	205.887
Total operating revenues	7.066.654	4.759.424	5.614.424
Increases in fixed assets	1.483.921	636.979	636.979
Other revenues	15.429	-	-
Total value of production	8.566.004	5.396.403	6.251.403
Cost of raw materials, consumables and merchandise	- 16.214	- 9.813	- 9.813
Cost of services	- 5.941.730	- 3.639.842	- 4.043.842
Cost of rents and leases	- 199.673	- 135.647	- 147.647
Personnel costs	- 3.277.024	- 2.331.022	- 2.472.022
Other operating expenses	- 73.593	- 28.152	- 57.152
Total operating costs	- 9.508.233	- 6.144.476	- 6.730.476
EBITDA Adjusted	- 942.229	- 748.073	- 479.073
% on revenues	-13%	-16%	-9%
Extraordinary items	59.214	-	-
EBITDA	- 883.015	- 748.073	- 479.073
% on revenues	-59,5%	-117,4%	-75,2%
Amortizations and depreciations	- 1.327.001	- 722.557	- 915.557
Difference between production value and costs	- 2.210.016	- 1.470.630	- 1.394.630
% on revenues	-31,3%	-30,9%	-24,8%
Financial Income (Expenses)	131.646	- 33.381	33.381
Adjustments to the value of current financial assets	- 20.941	-	-
Pre-tax profit (loss)	- 2.099.311	- 1.504.011	- 1.428.011
% on revenues	-29,7%	-31,6%	-25,4%
Income taxes, current, deferred and prepaid	547.306	348.727	348.727
Profit (loss) for the year	- 1.552.005	- 1.155.284	- 1.079.284
% on revenues	-22,0%	-24,3%	-19,2%
Minorities result	-	-	-
Consolidated profit (loss)	- 1.552.005	- 1.155.284	- 1.079.284

Cash Flow Statement	30/06/2022	30/06/2021 Reported
Pre-tax profit (loss)	- 2.099.311	- 1.504.011
Non cash items	1.432.130	879.175
Change in working capital	- 136.423	- 210.540
Other changes	- 68.257	- 32.854
Cash flow from operating activities	- 871.861	- 868.230
Cash flow from investing activities	- 3.002.081	- 793.977
Capital increases	606.633	2.500.000
Change in financial liabilities	- 349.210	796.680
Equity investments	-	- 137.174
Cash flow from financial activities	257.423	3.159.506
Cash flow of the year	- 3.616.519	1.497.299
Initial available cash	14.009.456	1.968.960
Year end available cash	10.392.937	3.466.259

Balance Sheet	30/06/2022	31/12/2021
Intangible Assets	11.586.911	10.853.461
Tangible Assets	142.290	79.076
Financial Assets	262.539	262.539
Total Fixed Assets	11.991.740	11.195.076
Trade Receivables	6.904.225	6.351.010
Tax Receivables	1.214.940	952.624
Deferred and prepaid Taxes	2.550.582	1.976.010
Other receivables	25.329	64.288
Total Receivables	10.695.076	9.343.932
Current financial assets	1.269.621	-
Deposit accounts	10.392.473	14.008.919
Cash on hand	464	537
Total cash and cash equivalent	11.662.558	14.009.456
Total Current Assets	22.357.634	23.353.388
Accruals and Prepayments	710.693	156.991
TOTAL ASSETS	35.060.067	34.705.455
Share Capital	165.580	163.674
Reserves	23.980.086	23.377.032
Retained earnings (losses)	- 4.061.290	- 1.645.854
Current earnings (losses)	- 1.552.005	- 2.415.462
Minorities	-	-
Total consolidated net equity	18.532.371	19.479.390
Provision for taxes, even deferred	378.628	384.559
Financial derivative liabilities	78	626
Other provisions	577.645	529.755
Total provisions	956.351	914.940
Employees' termination benefit provision	659.478	566.708
Shareholders' financing	374.487	-
Financial liabilities	2.410.400	2.759.610
Trade Payables	6.677.657	5.777.407
Tax Payables	633.645	720.608
Payables to social security and welfare institutions	375.460	354.005
Other payables	3.162.998	3.106.986
Total Payables	13.634.647	12.718.616
Accruals and Deferrals	1.277.220	1.025.801
TOTAL LIABILITIES	35.060.067	34.705.455

+26%

Revenues
€7.1M. (Adapex €1.2 M.) vs €5.6M.
(Adapex €0,9 M.) in H1 2021*



72%

Recurring Revenues
(67% in H1 2021)



-€0.9 M.

EBITDA
-13% EBITDA Margin (-9% in H1 2021; -0.5€ in
H1 2021)



-€1.6 M.

Consolidated net result (-1.1 M. in H1
2021)



€1.6 M.

R&D Investments



*including Adapex from January 1° 2021



2022 H1 Revenues by Business Area VS 2021 H1 (Proforma):



Marketing & Sales

66% of total Revenue

€4.5 M. Revenues

18% Growth vs H1 2021



Data Monetization

29% of total Revenue

€2.0 M. Revenues

43% Growth vs H1 2021



ML Model Serving

4% of total Revenue

€0.3 M. Revenues

31% Growth vs H1 2021



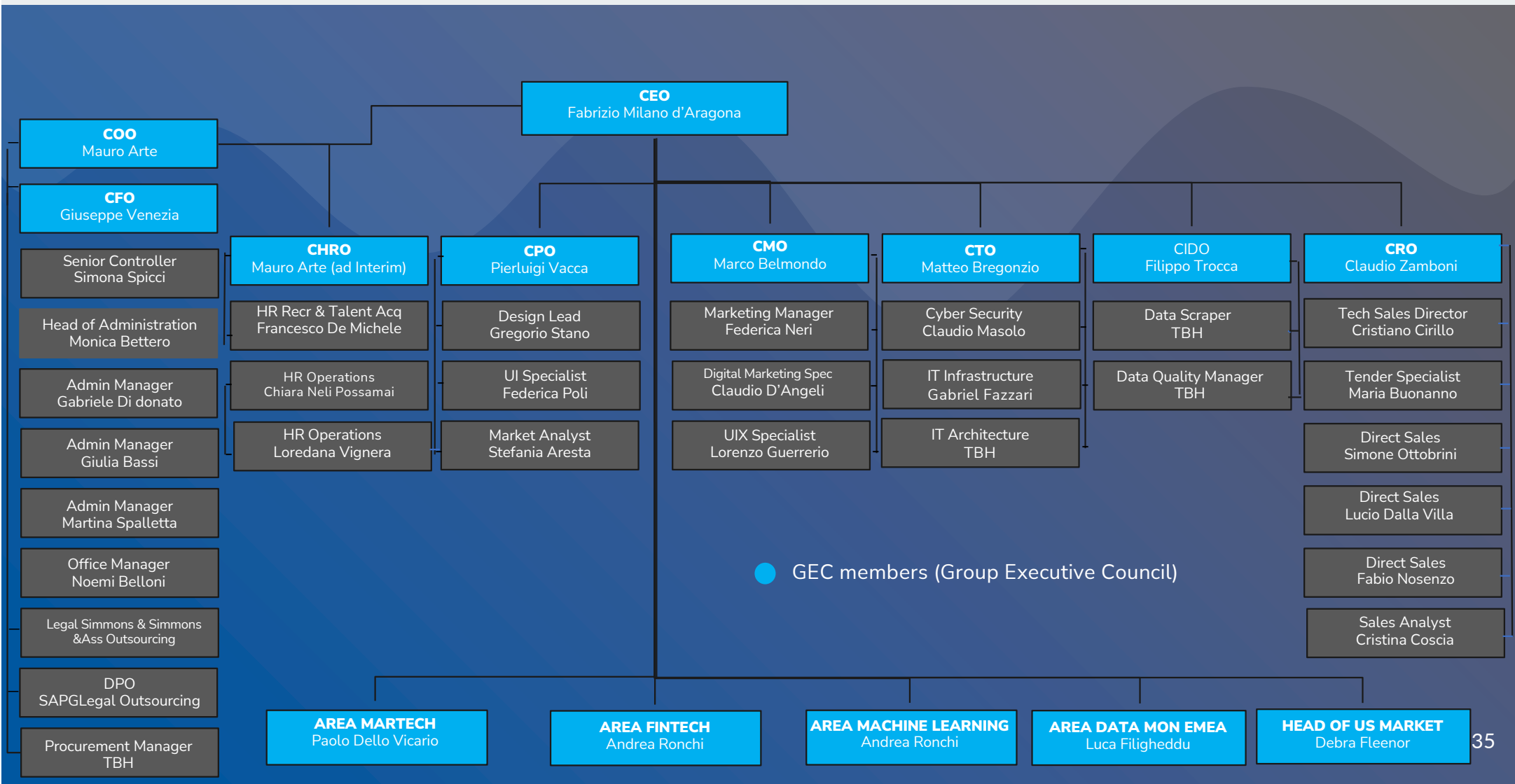
Fintech

1% of total Revenue

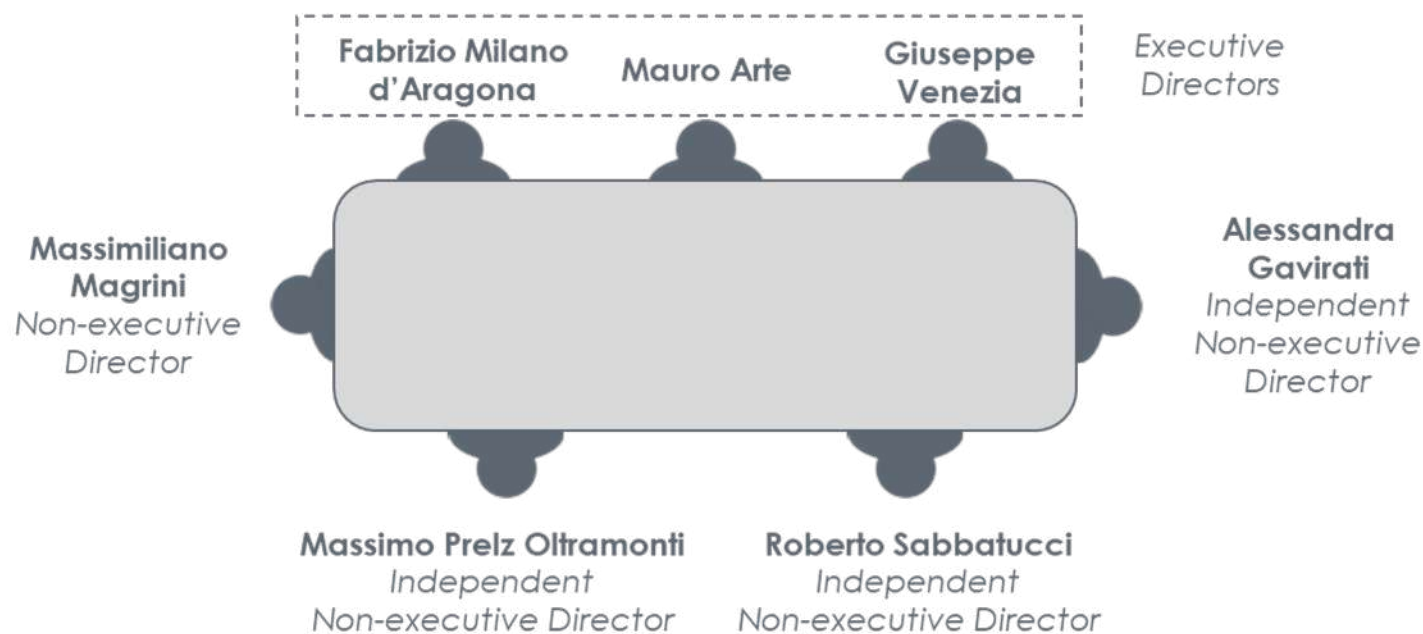
€0.1 M. expected Revenue

186% Growth vs H1 2021

Highly managerialized company with a well articulated organization



Board of Directors



Board of Statutory Auditors

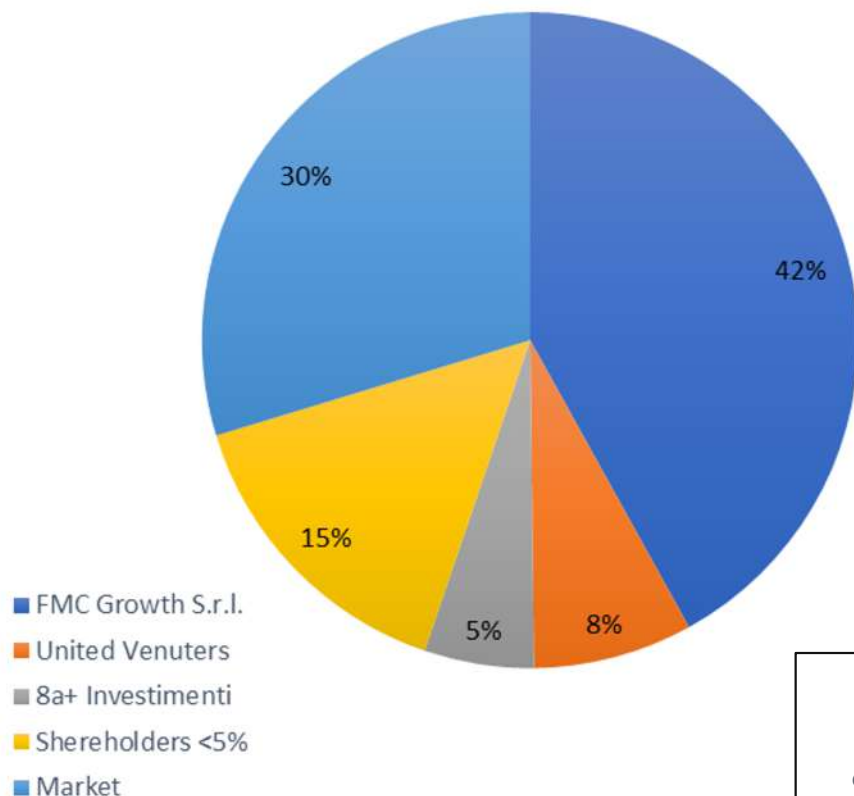
Manuela Giorgetti
Chairman

Marcello Ferraguzzi
Statutory Auditor

Roberto Sorci
Statutory Auditor

Independent Auditor





FMC Shareholders

Fabrizio Milano d'Aragona

Mauro Arte

Claudio Zamboni

FMC shares have multiple voting rights

In July 2022, Datrix launched a shares buy back programme. Following the purchases made until September 22nd , Datrix holds a total of no. 19,500 treasury shares, equal to 0.10% of the share capital.



Appendix 2 – Highlights 2021



of Clients served

370

36% foreign (+23% compared to 2020)



Proforma Revenues

13.2 M€

Including Adapex US from January 1st 2021 of which 27% abroad



Proforma Recurring Revenues

66%

57% in 2020



Cash available to support the growth

10.4 M€



Successful acquisitions

1

Enabling Internationalization on US Market (3 acquisitions since 2019)



New Information analysed daily

+7 Mln



R&D Investment

2.0 M€



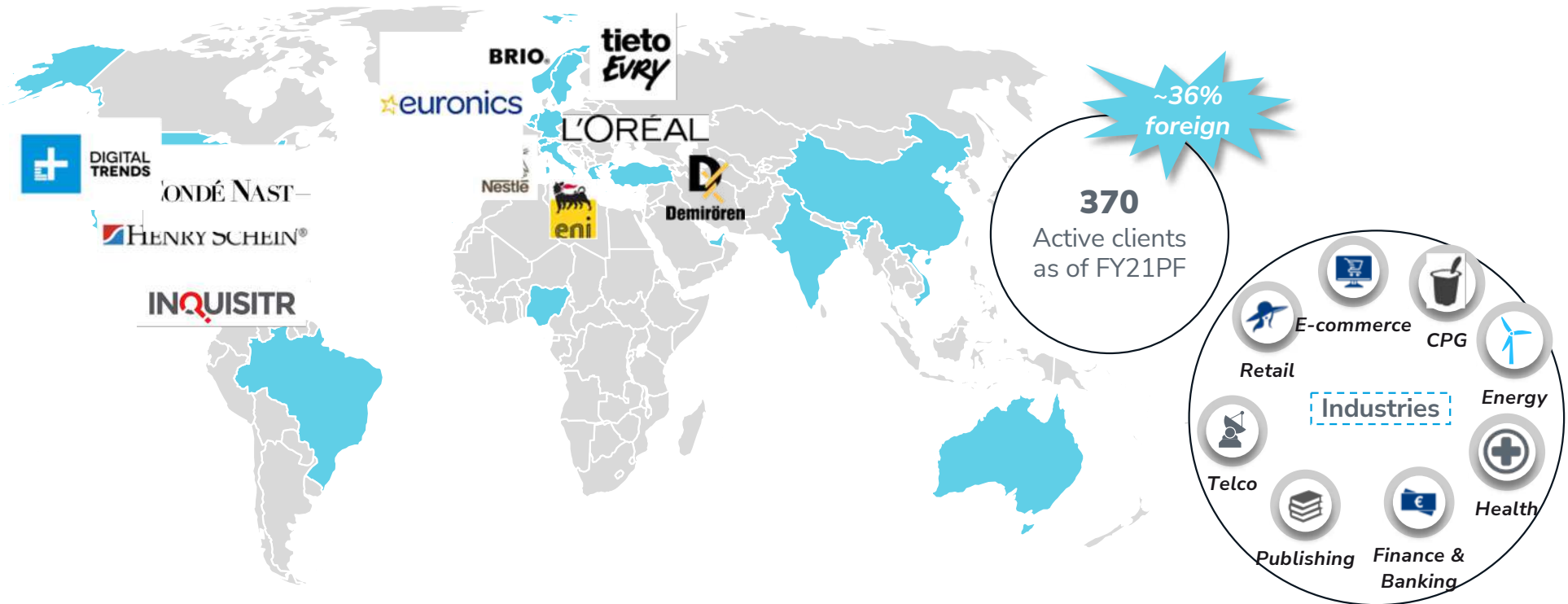
Number of Employees

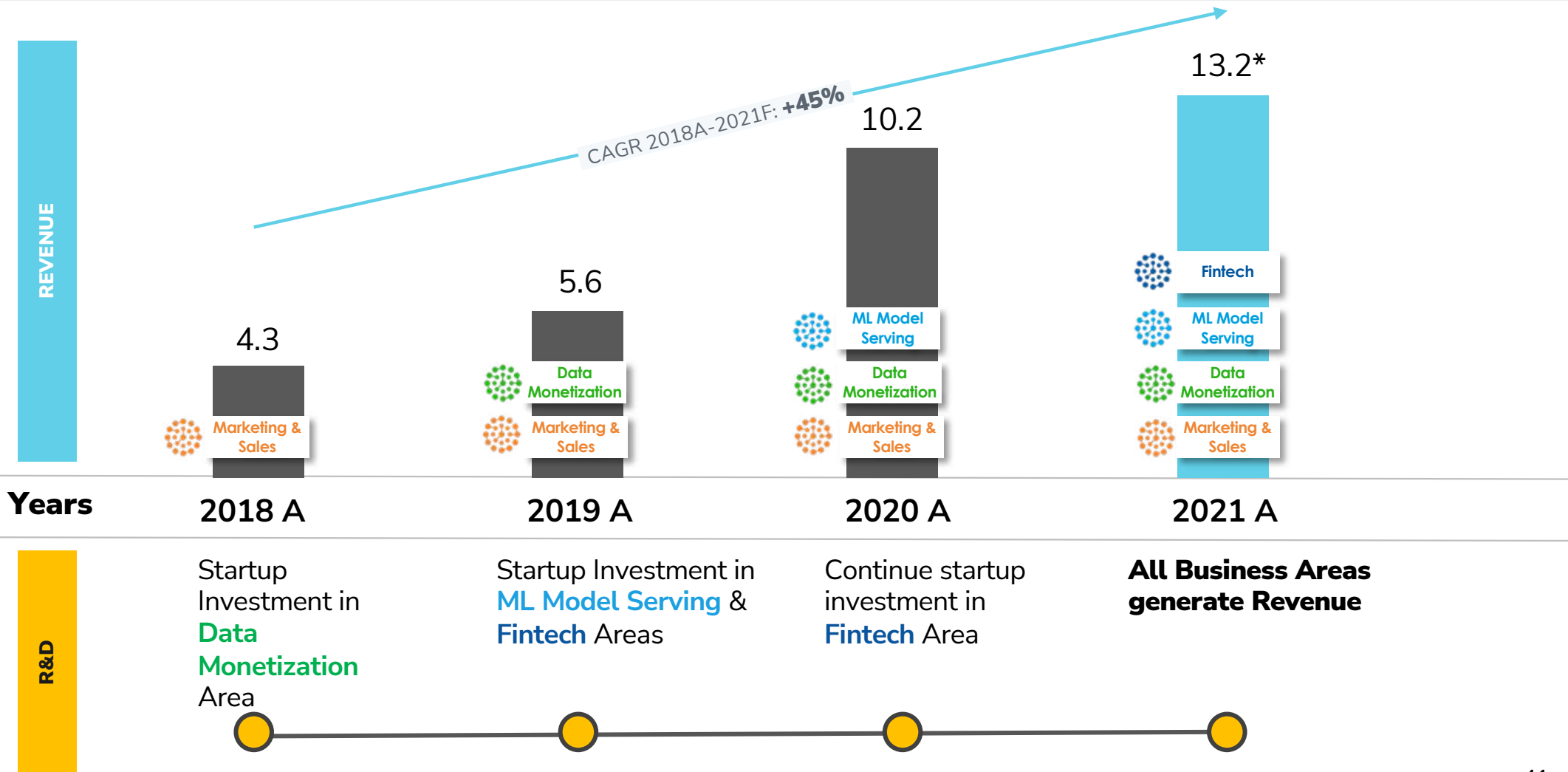
115



listed on the Stock Market Euronext Growth segment

3/12/2021





Notes: * 2018 A: only 3rdPlace Srl; 2019 A: 3rdPlace Srl and Finscience Srl, 2020 A: 3rdPlace Srl, Finscience Srl, ByTek Srl, PaperLit Srl; 2021 F: includes Adapex acquisition as if consolidated from 1st Jan.2021



Thank you

Contacts:

Investor Relations: Giuseppe Venezia, tel. +39 0276281064 - ir@datrixgroup.com

Investor Relations Consultant: Francesca Cocco (Lerxi Consulting) - ir@datrixgroup.com



datrix

AI SOLUTIONS GROUP