



datrrix

AI SOLUTIONS GROUP

Sustainable AI solutions for Business Growth

Corporate Presentation

May 2022



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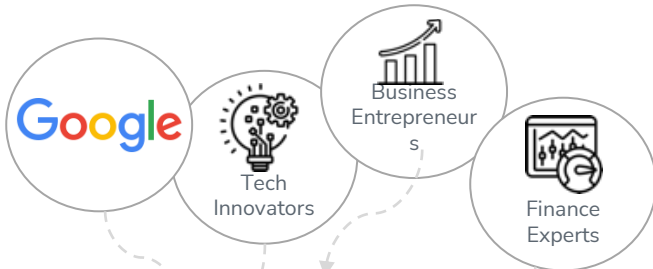
OVERVIEW



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



Management quality



Common Vision

- Data Culture
- Design-driven innovation
- Disruptive tech
- Excellence

38% R&D

44

Developers

71

Other Employees at YE21A

115

Workforce

Technological soul

Data Enrichment



Datrix Powered

Machine Intelligence



Datrix Powered

Insight & Action Generation



AI Democratization

6+ Solutions and proprietary tech

~ €6 Mil. 5Y R&D Investments

Internally Developed Augmented Analytics Technology

Solutions driven approach

Datrix is not just the plain sum of the controlled companies. It's the appropriate and necessary step to provide B2B clients with solutions, services and skills in an integrated way

Fabrizio Milano d'Aragona, co-founder of Datrix

AI verticals

Marketing & Sales

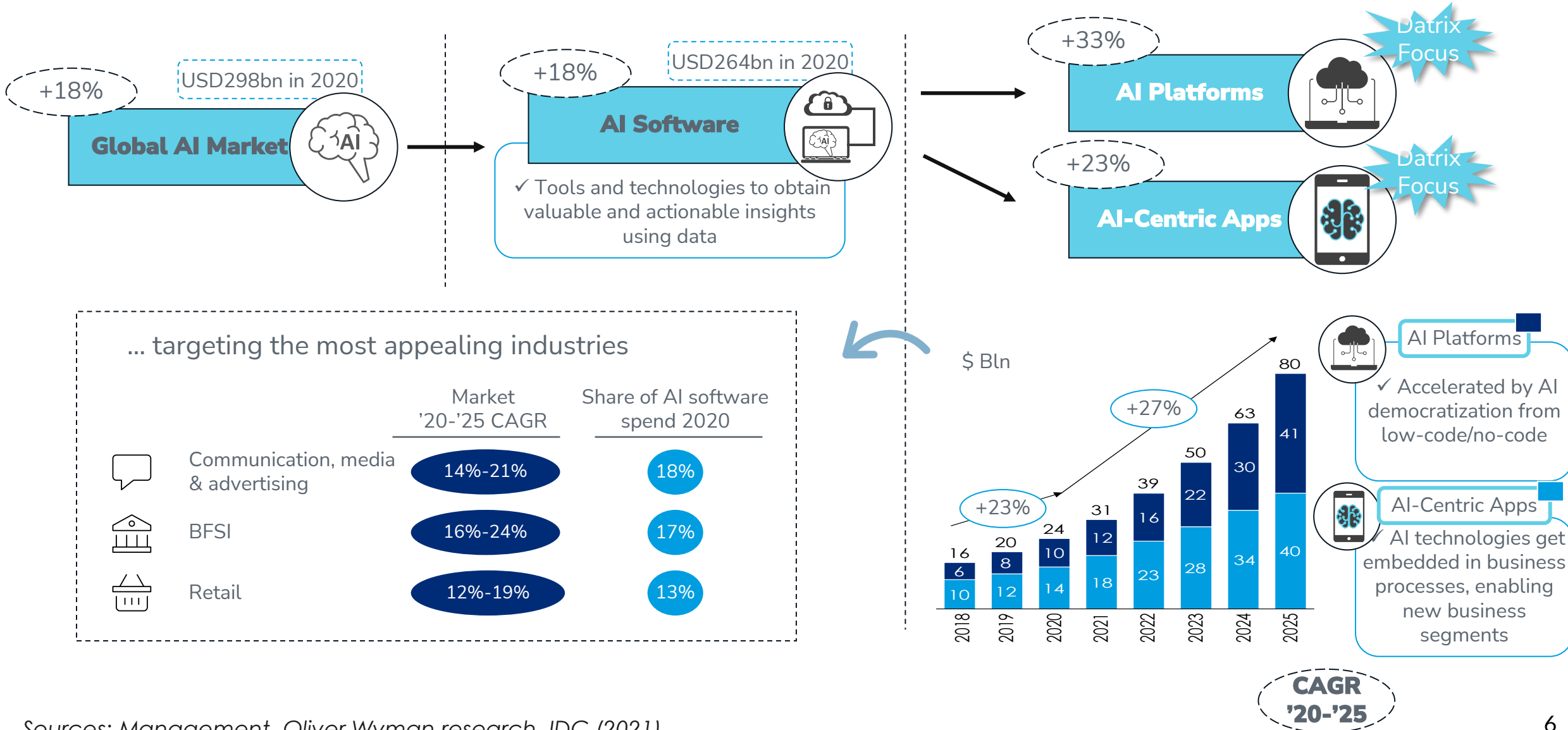
Fintech

Data Monetization

ML Model Serving



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

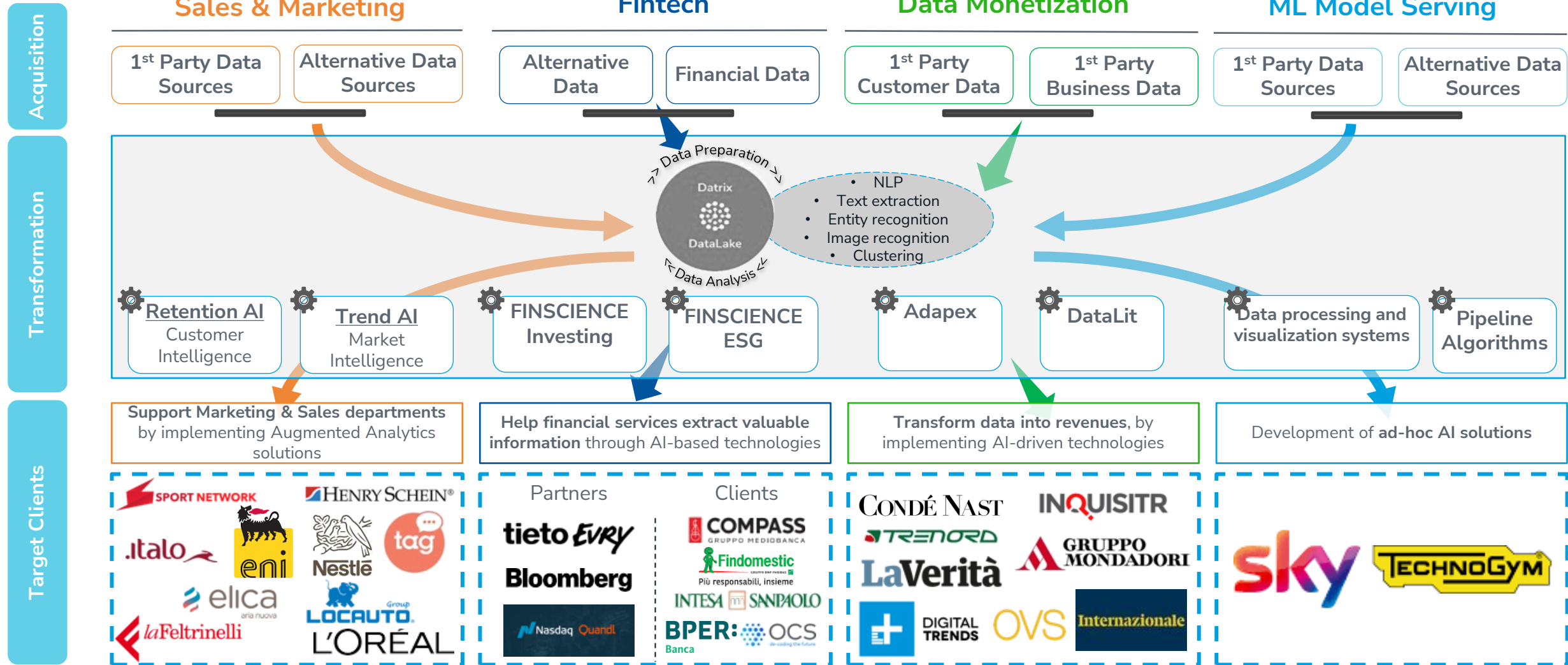


Sources: Management, Oliver Wyman research, IDC (2021)



PROPOSITION & SOLUTIONS

Process



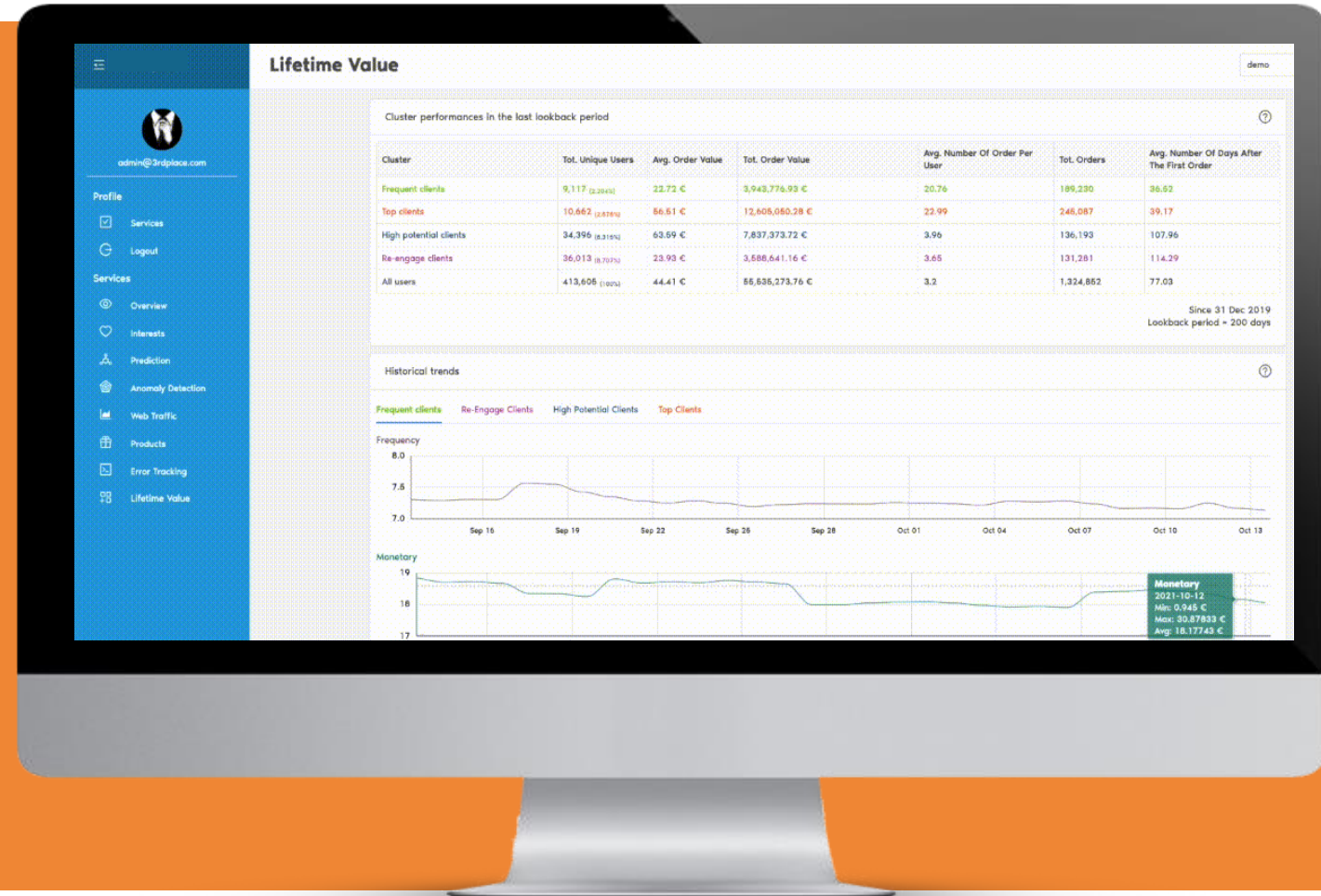
Solutions: Trend AI, Market AI, Retention AI, ReleVanty

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

Revenue Model:

- Servware System: set –up fee +recurring fee / performance fee



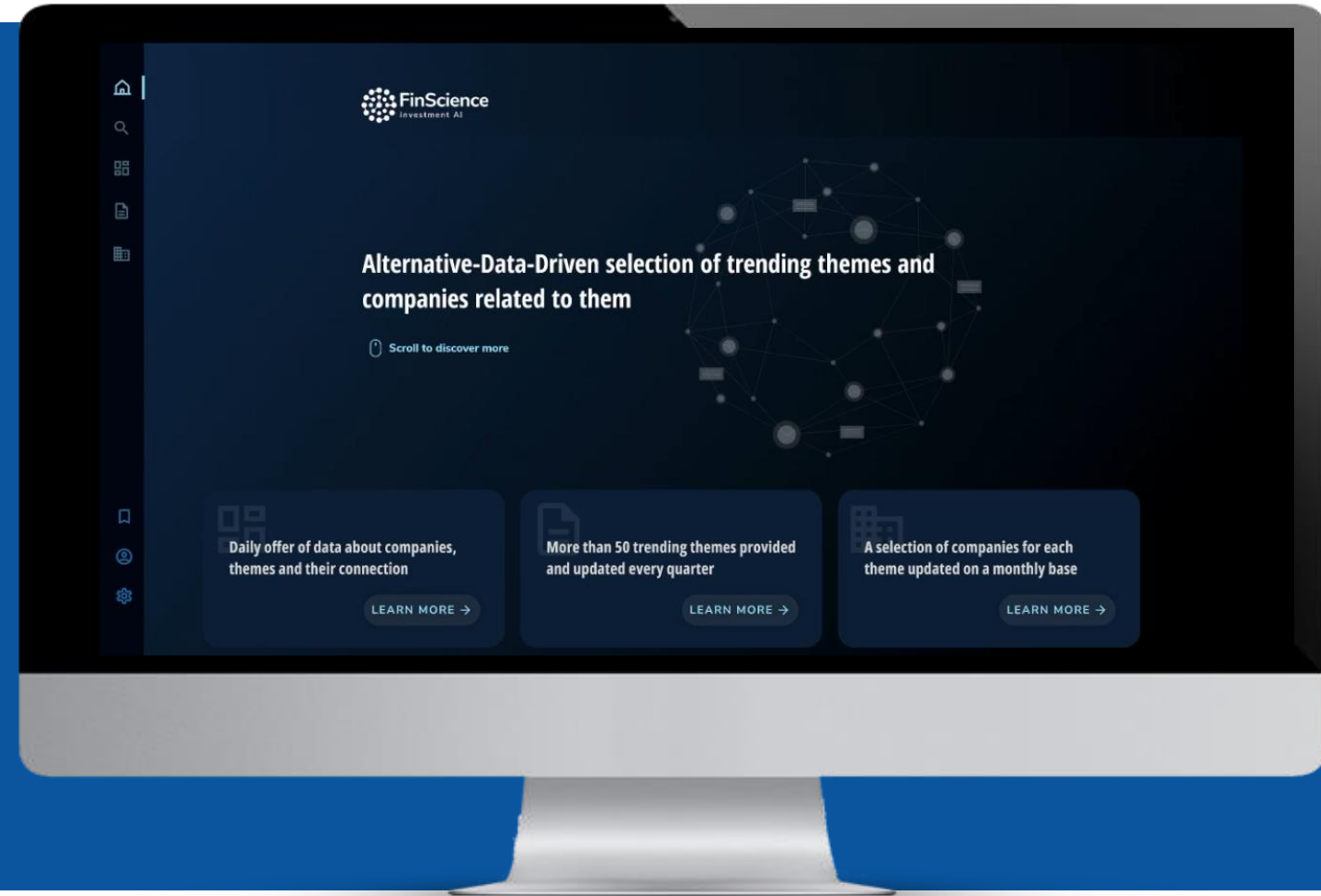
Solution: Thematic Investing AI

Main features & characteristics:

- +1 Mil. Contents on daily basis
- Non-conventional data sources
- AI-based Thematic Trends Detection & Companies Selection
- Proprietary Alternative Digital Metrics [1] and sub-metrics [2]
- Theme deep-dive analysis from human experts

Revenue Model:

- Servware System: set –up fee +recurring fee / performance fee



[1] Theme Potential, Theme Attractiveness, ESG Score, Sentiment

[2] News Coverage, Social Buzz, Web Searches Trend, Number of Users/Employees Reviews, Amount of VC Investments, etc.) 10

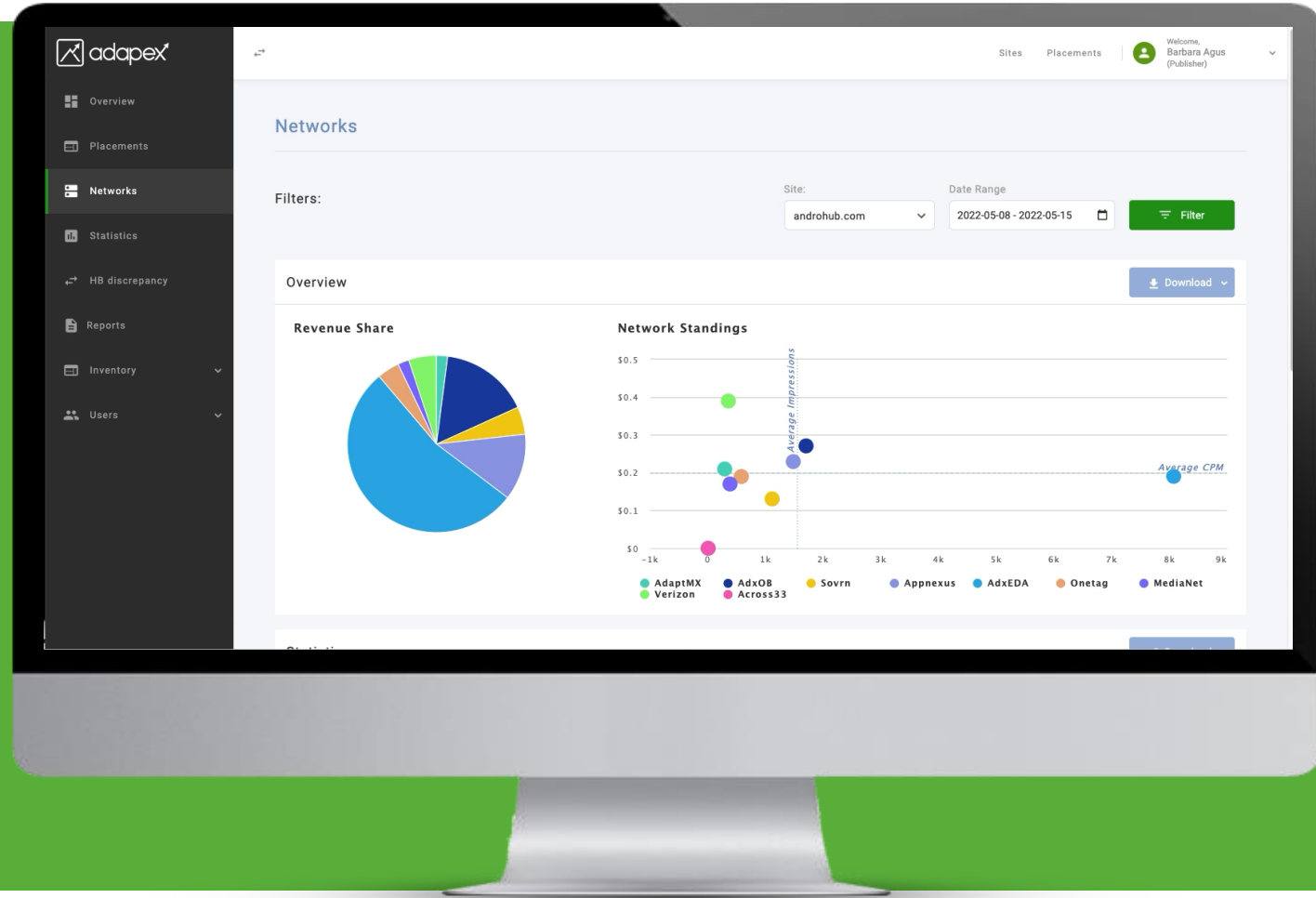
Solution: Adapex

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

Revenue Model:

- Servware System: revenue sharing / recurring fee





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€



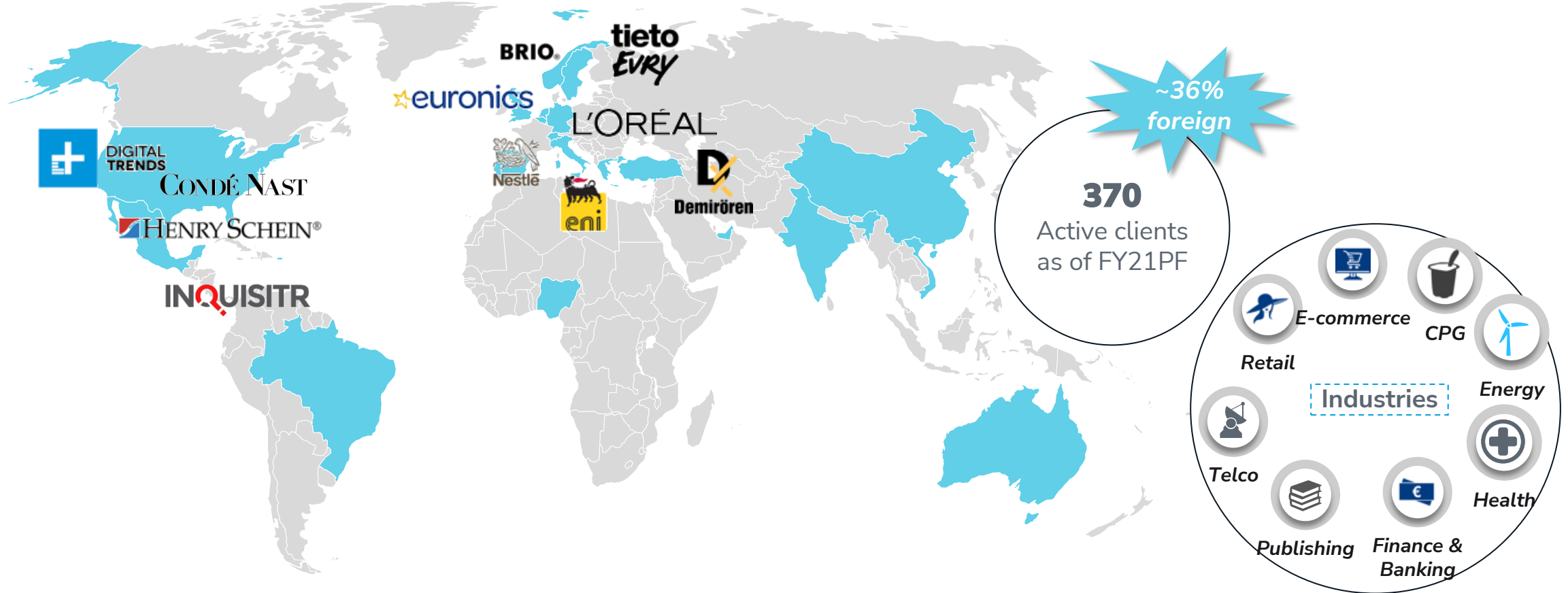
Number of Employees

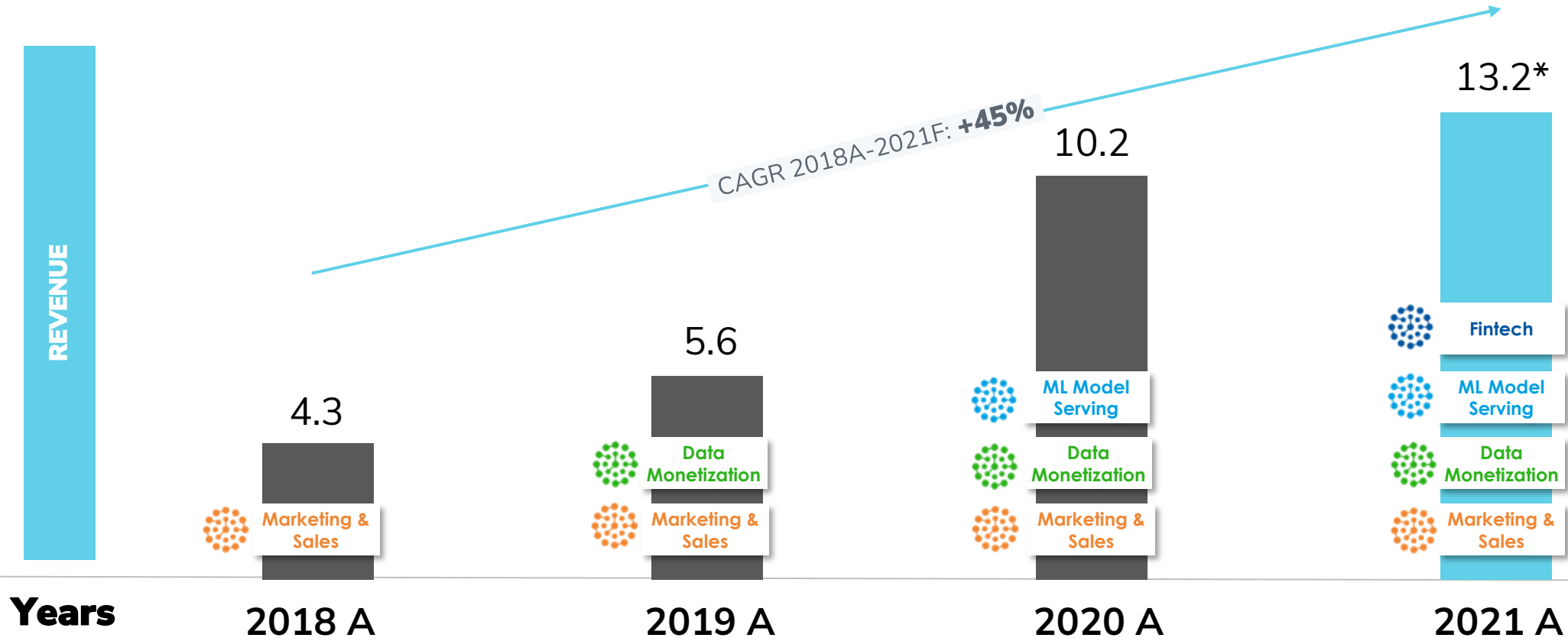
115



listed on the Stock Market Euronext Growth segment

3/12/2021







GROWTH STRATEGY



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.

2 M&A APPROACHES

#1 MARKET INTEGRATION

Accelerate access to new customers, new markets, new targets



#2 TECH INTEGRATION

Accelerate tech and product pipeline development



Target Type

Scale-up Proposition

Keys to success

Sales & Marketing

Fintech

Data Monetization

ML Model Serving

E-commerce platforms

New generation CRM

Adtech providers

Brand intelligence



Transferring to the target's clients the solutions of Datrrix's Marketing & Sales

B2B trading platforms

B2C trading platforms

Financial data providers

ESG data providers



Transferring to the target's clients the solutions of Datrrix's Fintech Services

Data monetization platforms

Vertical digital properties

Monetization networks



Transferring to the target's clients the solutions of Datrrix's Data Monetization

Industry 4.0 facilitators



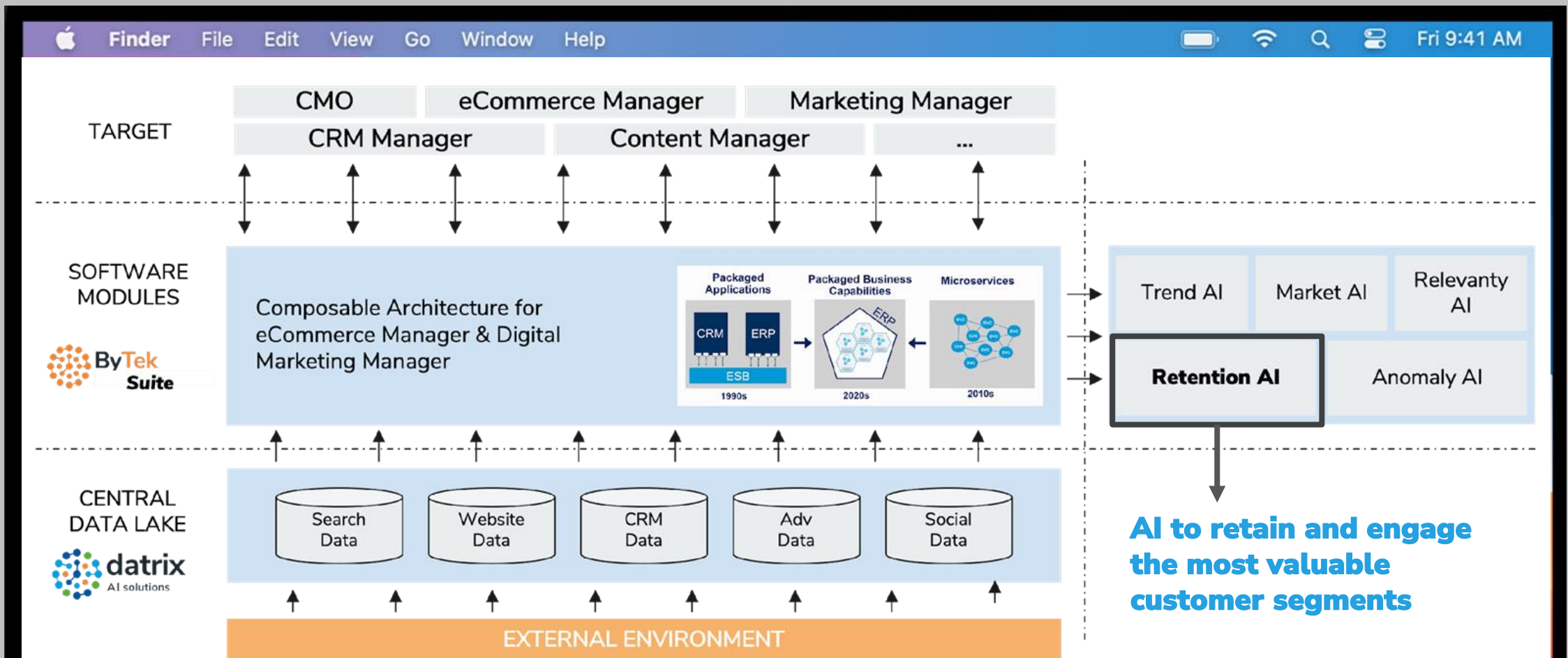
Applying quickly Datrrix technology layers to the target solutions

Acquired clients should have a **high propensity to adopt Datrrix solutions and productized services**

Target companies should have a **granular client base**

The integration of the **Adority technology** within the composable architecture of **ByTek AI Suite** accelerate the development of a specific module - **Retention AI** - to maximize customers loyalty for companies of every dimension.

In particular, Retention AI leverages machine learning to identify **high-value/risk customer segments** (based on **Recency, Frequency and Monetary** criteria), enabling personalized marketing actions.





FY2021 RESULTS & 2022 BUSINESS UPDATE

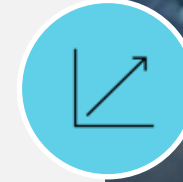
+46.8%

Revenues
€13.2M.* vs €9.0M. in 2020

*including Adapex from January 1° 2021

73.8% Italy

26.2% Abroad



66%

Recurring Revenues
57% in 2020



+23%

Growth of Served Clients
370 total clients in 2021 - 36% from abroad



€2.1 M.

Adapex 2021 Revenues
+70% YoY growth

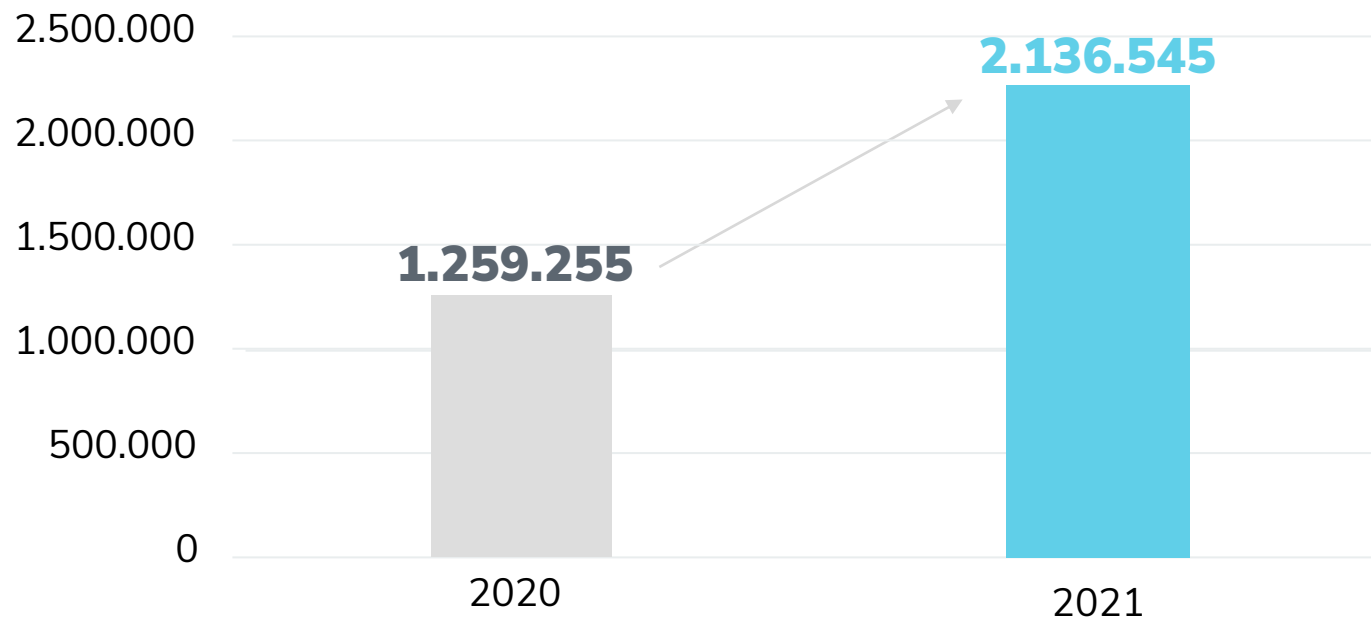


-€0.6 M.

EBITDA
-4,3% EBITDA Margin (-7,5% in 2020)



Adapex Revenue (€)



70% YoY

€14K

Avg Revenue per Publisher
(+11% YoY)

	2021	2020	YoY
# Networks	67	60	10,45%
# Publishers	150	98	53,06%

Retention Rate Networks		72%	
Retention Rate Publishers		74%	



**Marketing &
Sales**

71% of total
Revenue

€9.0 M.
Revenues

21% Growth vs
2020



**Data
Monetization**

25% of total
Revenue

€3.2 M.
Revenues

285% Growth vs
2020



**ML Model
Serving**

2% of total
Revenue

€0.3 M.
Revenues

24% Growth vs
2020



Fintech

2% of total
Revenue

€0.2 M. expected
Revenue

197% Growth vs
2020



NEW

Data analysis & customer intelligence

NEW

AI-based analysis and scoring of single point-of-sales through alternative data

NEW

Automation of onboarding process to request personal credit

RENEW

Contract value -> doubled
Data analysis & customer intelligence

RENEW

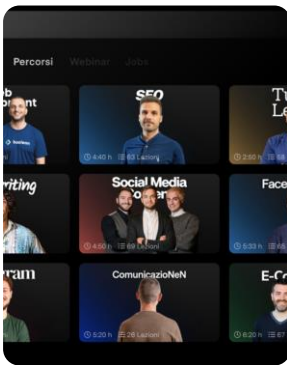
Added malta as new country
Data analysis & customer intelligence

RENEW

Martech solution to maximize revenue

RENEW


Renewal of all Brands
Data analysis & customer intelligence



Learnn

Closed in Q2


Martech solutions to acquire new business



ITA AIRWAYS

Under signature in Q2


ReleVanty



Venchi

Closed in Q2


Martech solutions to acquire new business



HENRY SCHEIN®

Under signature in Q2


Data analysis & customer intelligence



MAIS Family Office

Closed in Q2

Data Modeling to automate and digitalize Illiquid & Liquid Investments



VALNET

Under signature in Q2

Data Monetization of traffic on global network
60 mln. Monthly Visits

Just 3 months after the beginning of 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.

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



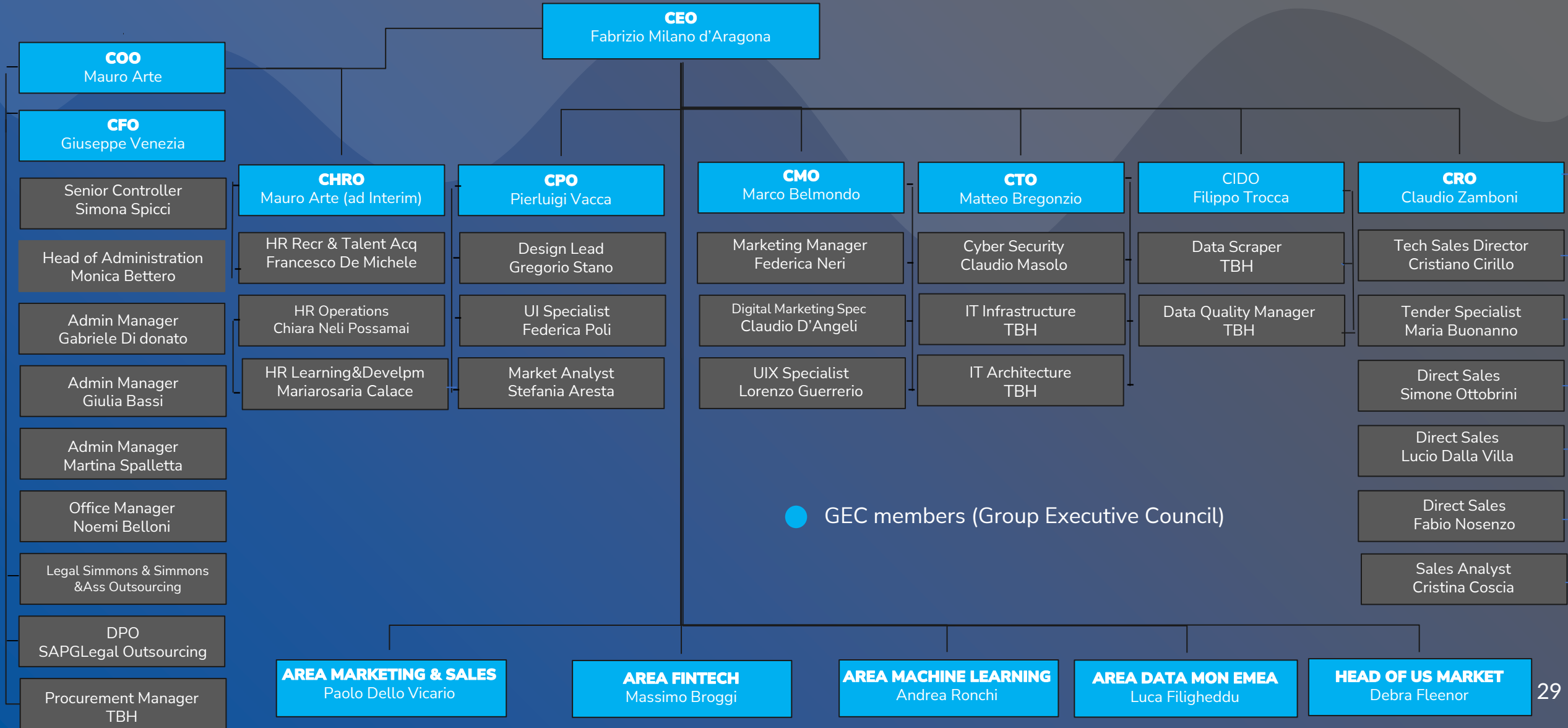
Fabrizio Milano d'Aragona
CEO

«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»



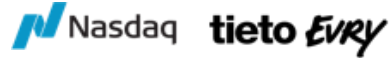
Appendix 1 – Org & Function Goals

Highly managerialized company with a well articulated organization



Achievements 2021

> **Activation of 2 international partnership (FinTech area):**



> **2021 Clients Acquisitions:**



> **57 closed partnership with International SSP (Data Monetization area)**



> **Consolidation of Google partnership (MarTech area):**



Goals 2022

> **Significant Revenue Growth across all Business Areas & in all sectors**

> **International Revenue**

- Increase +100% US revenue
- Data Monetization EMEA Revenue Growth

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

> **Datrix recurring Revenue increase** > 70% of total Revenue

> **Expanding Sales Team** across all Business Areas (+ 6 new hires)

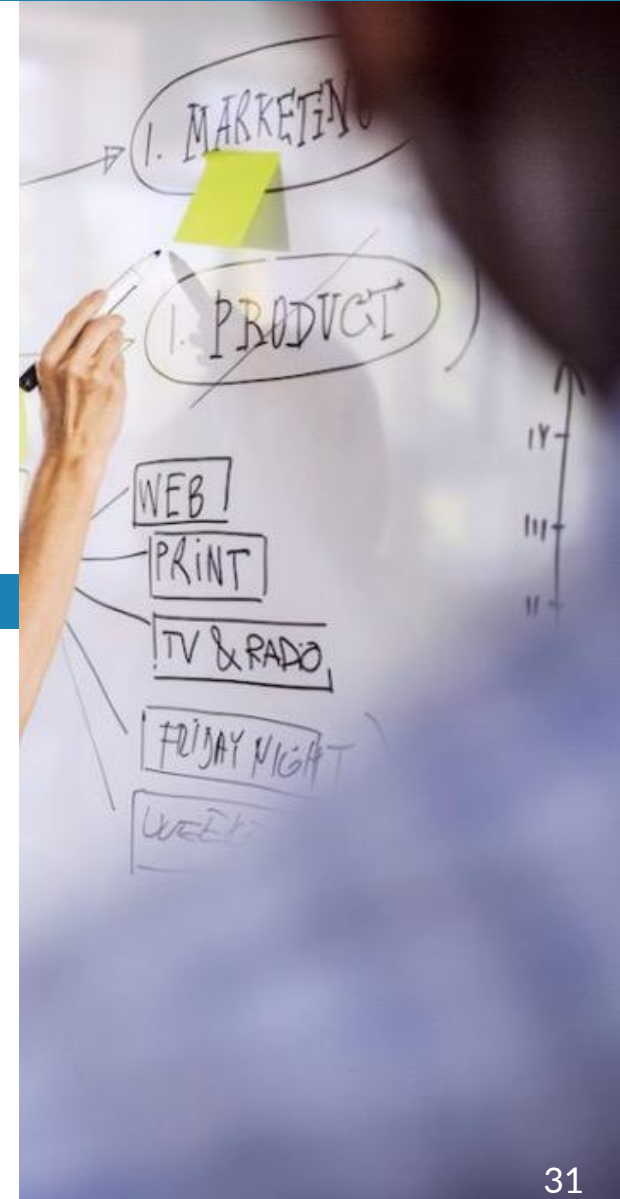


Achievements 2021

- > **Strategic positioning of the Datrix Group** related to AI solutions through proprietary events (Data Breakfast and Vertical Meeting), third-party events, media partnerships (eg. Sole24Ore), distributed contents on corporate owned website and social channel
- > **B2B Lead generation** selecting prospects with minimum Eur 10M Revenue
- > **Raised Awareness:** on financial prospects for stock exchange listing

Goals 2022

- > **Companies VS Business Area positioning:** strengthen the coordination in terms of positioning between Datrix Group, its Companies and their solutions
- > **Support single Business Areas Lead generation** (KPI: number of qualified meetings per single area through events, direct mailing and advertising)
- > **Dissemination for Sales activities** (KPI: number of articles, blog posts, case studies and proprietary/third-party events)
- > **Raise awareness on Datrix financial value:** (KPI: media articles)



Achievements 2021

> Support to strategy, design and go-to-market of the Group proprietary solutions. In particular:

- Market Analysis: international analysis on topics as: ESG, Thematic Investments, Data Modeling, Data Monetization and Martech
- User research and product-market-fit validation of every single Datrix Group solution
- Creation and organization of ad-hoc product team within the single business areas

Goals 2022

> **Support an end-to-end development process** (from business idea to Go-To-market) of new core product functionalities related to Martech and Fintech

> **Startup the US internationalization process** of Martech area solutions

> **Disruptive innovation:** support the development of R&D projects based on the application of advanced AI-based techniques in different industries/business areas/functions/services

> **Support Learning Organization and Knowledge Sharing practices** through centralized repository aimed to democratize product design and product marketing methodologies, documentations, researches and tools

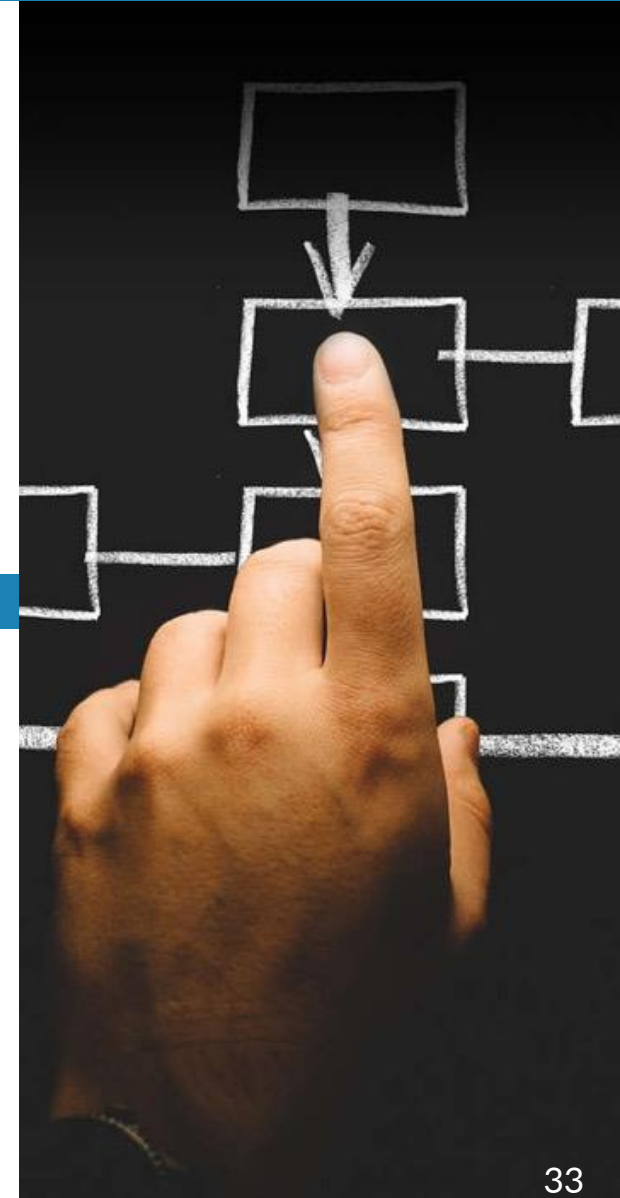


Achievements 2021
(HR)

- > **Staff Growth** (115 FTE in 2021) focus on Client Relationship / R&D / Tech Specialist/Corporate
- > **Building Employee Retention policy** to minimize turnover rate (15% in 2021 vs market benchmark = 30%)
- > **Talent Attraction:** Partnerships with the most important italian/international Universities to activate stage or tech internships: stageurs-to-hired conversion rate: 75%

Achievements 2021
(ORG)

- > **Execution of the Learning Organization framework** through strategy maps for all the Datrix business areas (Area Marketing&Sales -> completed); OKR's definitions on business Areas and Functions
- > **Building an organizational framework** to facilitate the interactions between business Areas vs Datrix Central Functions
- > **Creation of new support functions in Datrix:** CTO e CIDO (goals and responsibilities); execution of their support to business areas (ie. data monetization, machine learning)

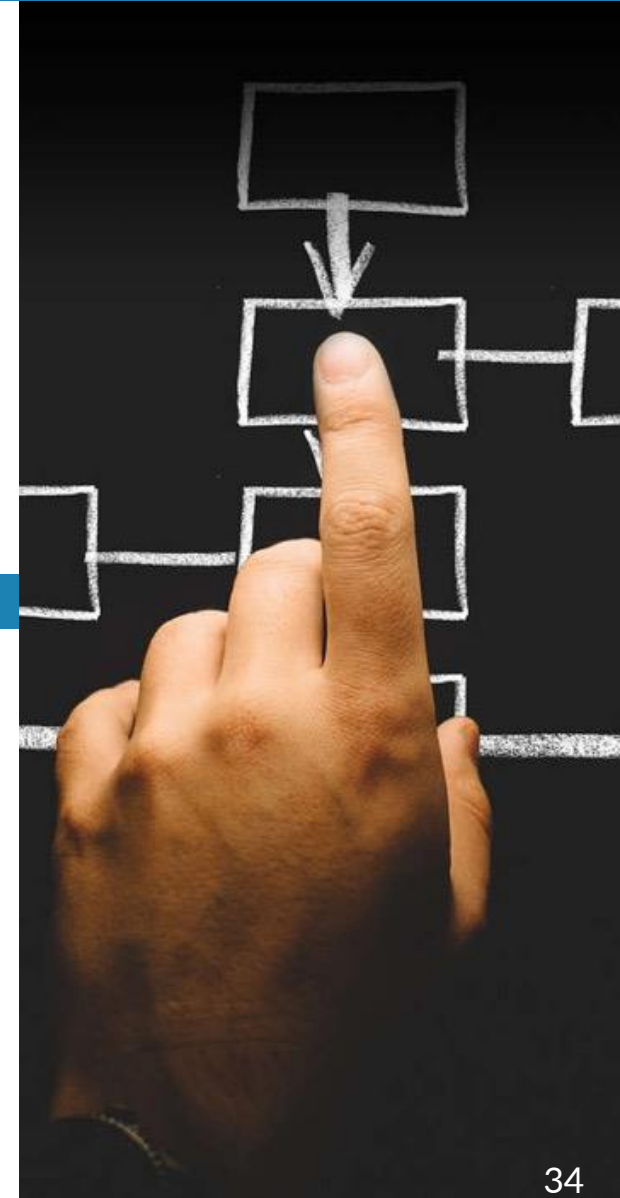


**Goals 2022
(HR)**

- > **Group Organic Growth** (expected FTE 140) with focus on Client Relationship / R&D / Tech Specialist / Corporate) + stimulate networking for hiring purposes
- > **New Owner** Machine Learning Model Serving Area (April 2022)
- > **Completion of Work Safety Plan** plus compliance with 231 regulation and ISO certification
- > **Employer Branding** and internal training plan

**Goals 2022
(ORG)**

- > **Team Ops Integration** Paperlit + Adapex for Data Monetization
- > **Completion strategy maps project** for all the Business Areas
- > **Completion of new corporate functions** (CTO & CIDO) and implementation of an organizational model/system in according to the Group strategic industrial plan (organizational design to support della internal/external growth)





Appendix 2 – Other Financial Information & Governance

	31/12/2021 Pro-forma	31/12/2020
Revenues from sales and services	12.702.291	8.577.133
R&D Grants	498.458	416.758
Total operating revenues	13.200.750	8.993.891
Increases in fixed assets	1.786.192	1.420.088
Other revenues	83.855	-
Total value of production	15.070.796	10.413.979
For raw, subsidiary materials, consumables and goods	- 20.890	18.854
For services	- 9.759.668	6.170.714
Rent and leased goods	- 319.590	270.606
Personnel costs	- 5.345.763	4.624.261
Other costs and operating charges	- 190.285	-
Total operating costs	- 15.636.196	- 11.084.435
EBITDA Adjusted	- 565.400	- 670.456
% on revenues	-4,3%	-7,5%
Extraordinary items	33.681	-
Amortizations and depreciations	- 2.102.504	1.054.678
Difference between production value and costs	- 2.634.223	- 1.855.591
% on revenues	-20,0%	-17,8%
Financial Income (Expenses)	- 49.713	1.592
Pre-tax profit (loss)	- 2.683.936	- 1.857.183
% on revenues	-20,3%	-20,6%
Income taxes, current, deferred and prepaid	586.444	495.601
Profit (loss) for the year	- 2.097.492	- 1.361.582
% on revenues	-15,9%	-15,1%
Minorities result	-	77.186
Consolidated profit (loss)	- 2.097.492	- 1.438.768

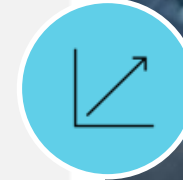
+27.8%

Revenues
€11.5M.* vs €9.0M. in 2020

*Including Adepex for 0.4 mln Euro consolidated from November 8th, 2021

85.3% Italy

14.7% Abroad



+24.7%

Organic Growth
€11.2M. vs €9.0M. in 2020



60%

Recurring Revenues
57% in 2020



20%

Growth of Served Clients
360 total clients in 2021 - 34% from abroad



-€1.1 M.

EBITDA
-9,6% EBITDA Margin (-7,5% in 2020)



115

Clients acquired in 2021



48%

TOP 10 Clients in 2021
(vs 58% in 2020)



66%

Retention rate vs 57% in 2020



21.5%

Non Italian Customers



€37K

Avg Revenue per Customer
+23% YoY



* Adapex not included



Marketing & Sales

82% of total Revenue

€9.0 M. Revenues

21% Growth vs 2020



Data Monetization

13% of total Revenue

€1.5 M. Revenues

77% Growth vs 2020



ML Model Serving

3% of total Revenue

€0.3 M. Revenues

24% Growth vs 2020



Fintech

2% of total Revenue

€0.2 M. Revenues

197% Growth vs 2020

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

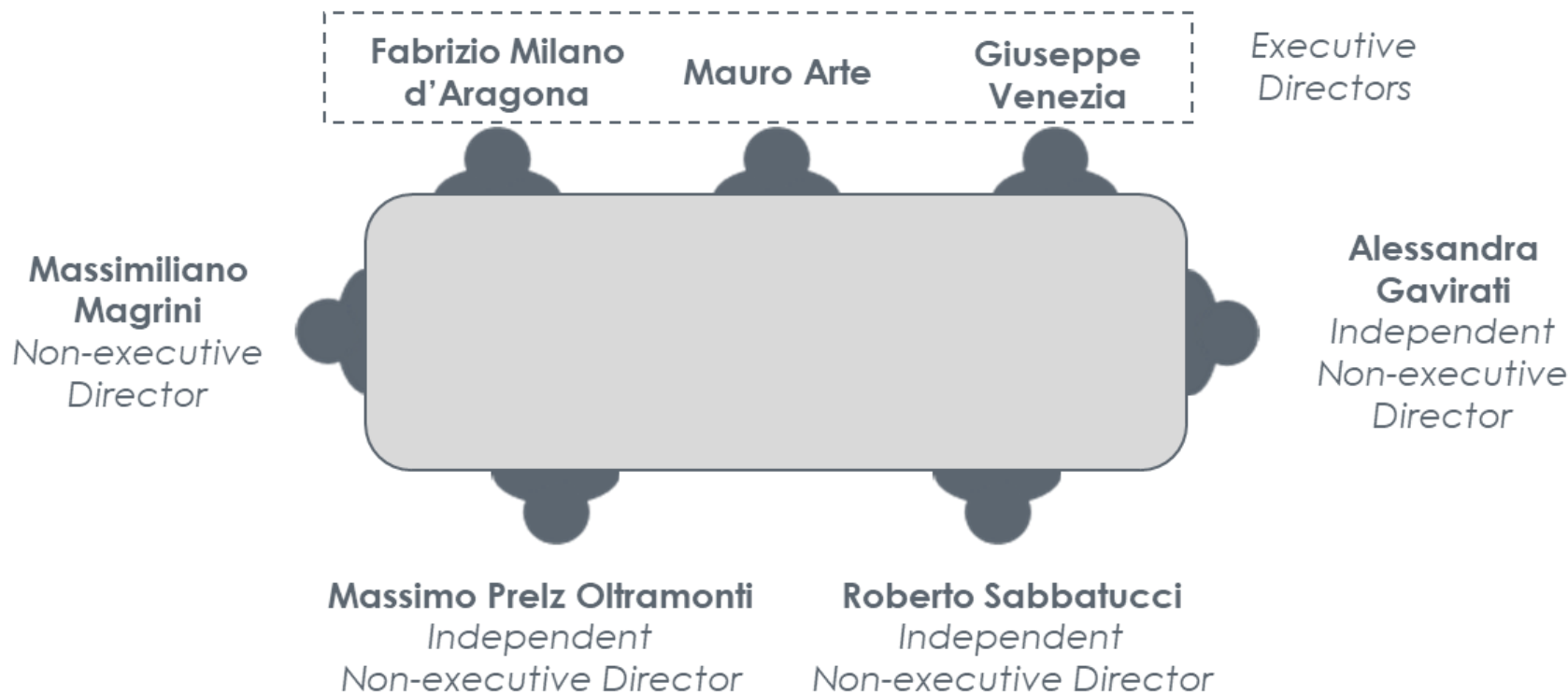


2021

1 Successful M&A



Board of Directors



Board of Statutory Auditors

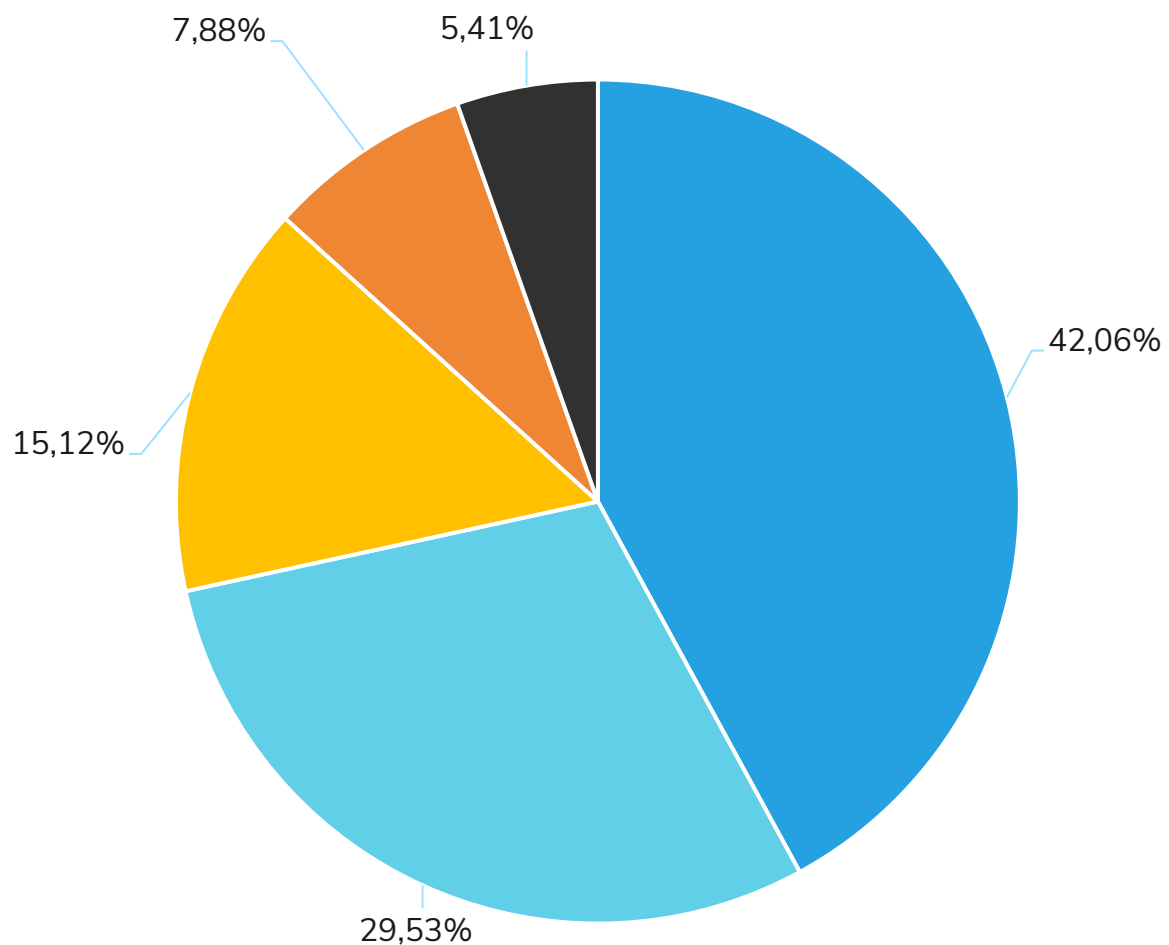
Manuela Giorgetti
Chairman

Marcello Ferraguzzi
Statutory Auditor

Roberto Sorci
Statutory Auditor

Independent Auditor





- FMC Growth Srl
- Market
- Shareholders < 5%
- United Ventures
- 8a+ Investimenti

FMC Shareholders

Fabrizio Milano d'Aragona

Mauro Arte

Claudio Zamboni

FMC shares have multiple voting rights



Thank you

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



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