



**datatrix**

AI SOLUTIONS GROUP

# Sustainable AI solutions for Business Growth

**Corporate Presentation**

April 2022



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# OVERVIEW



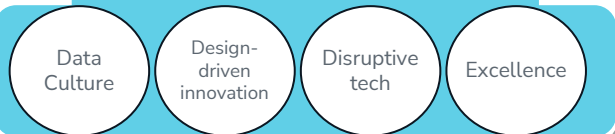
Datrix applies transparent  
Artificial Intelligence to data to  
drive action and measurability



## Management quality



### Common Vision



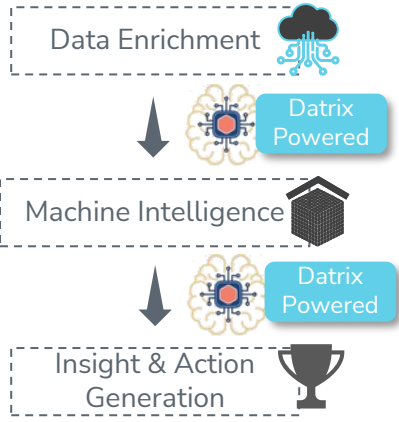
38% R&D

115 Workforce

44 Developers, 71 Other Employees at YE21A

## Technological soul

Internally Developed Augmented Analytics Technology



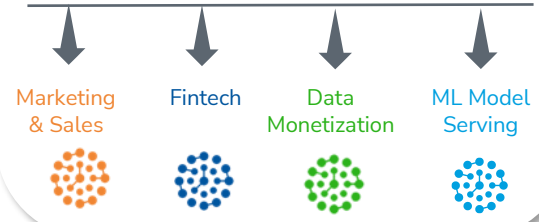
AI Democratization, 6+ Solutions and proprietary tech, ~€6 Mil. 5Y R&D Investments

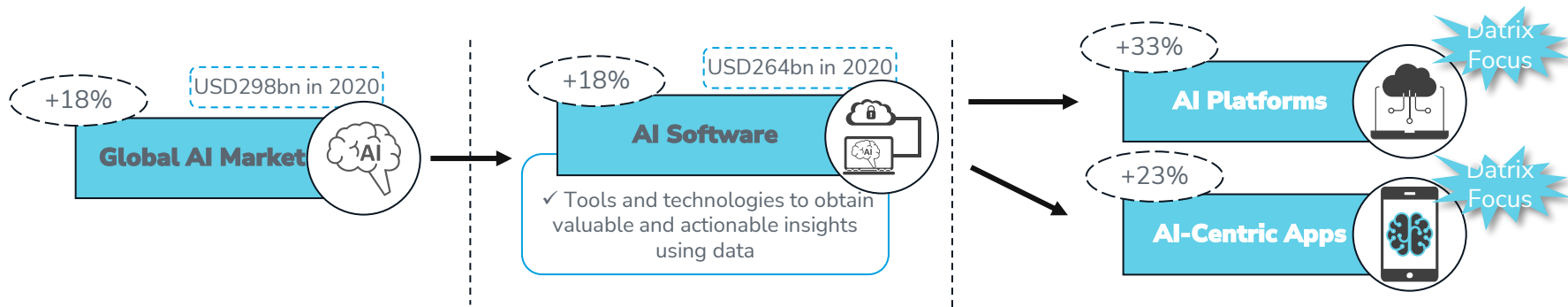
## Solutions driven approach

“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

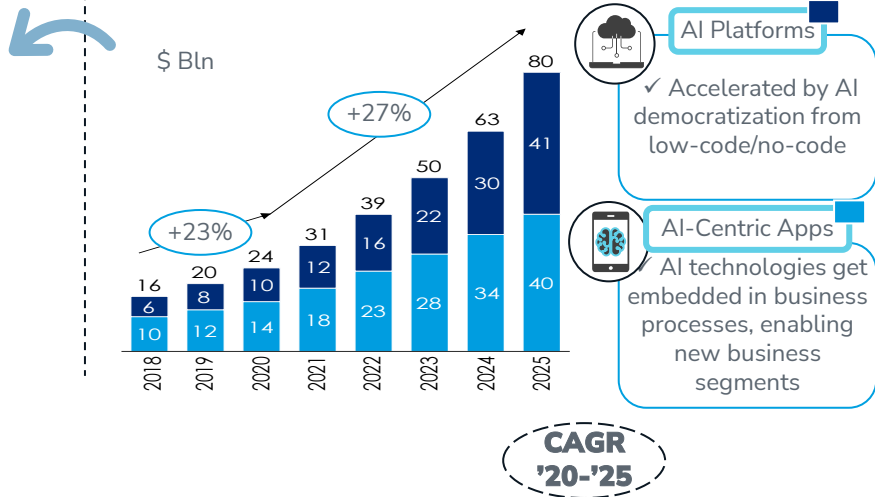
### AI verticals



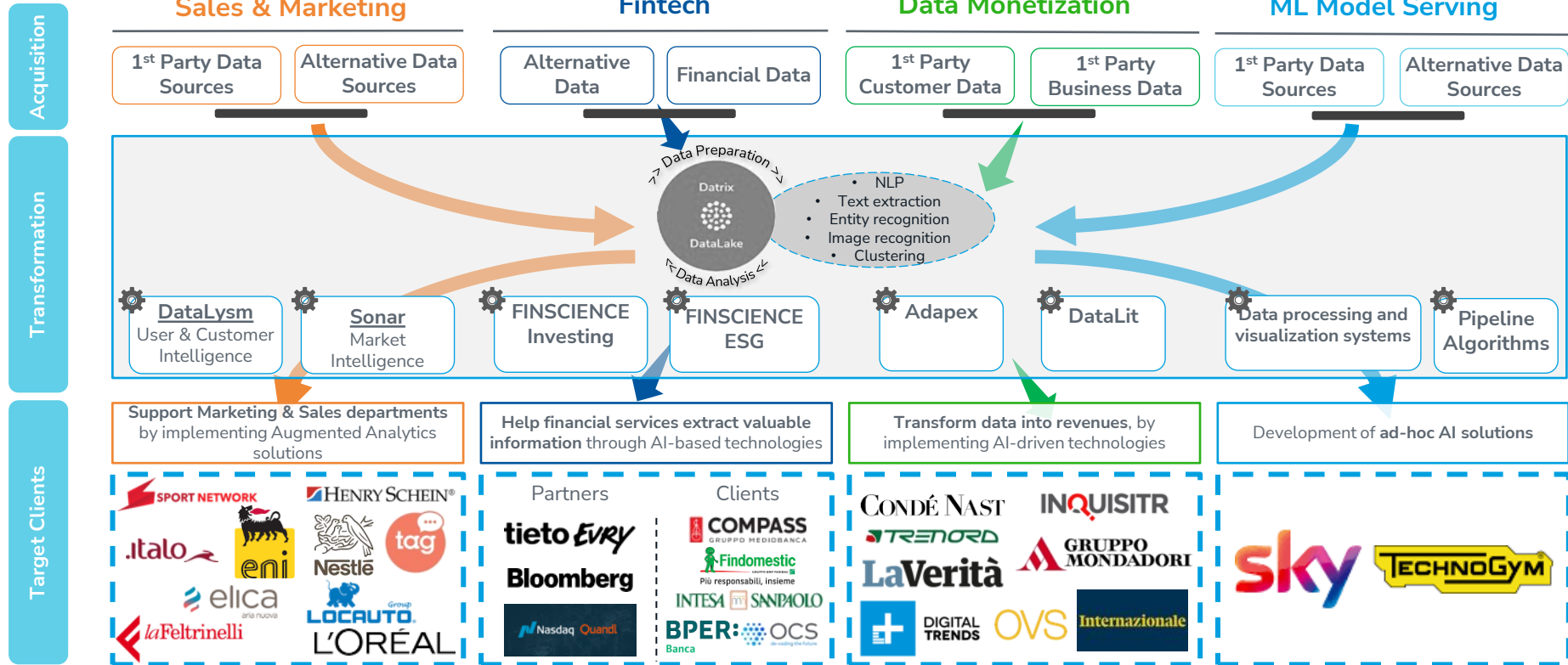


... targeting the most appealing industries

	Market '20-'25 CAGR	Share of AI software spend 2020
Communication, media & advertising	14%-21%	18%
BFSI	16%-24%	17%
Retail	12%-19%	13%



## Process





# of Clients  
served

**370**

36% abroad (+23% compared to  
2020)



Expected Proforma  
Revenue

**13.3 M€**

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



Expected Proforma  
Recurring Revenue

**66%**



Cash available to  
support the growth

**10.5 M€**



Successful  
acquisitions

**1**

Enabling Internationalization on US  
Market (3 acquisitions since 2019)



New Information  
analysed daily

**+7 Mln**



R&D Investment

**1.8 M€**



Number of  
Employees

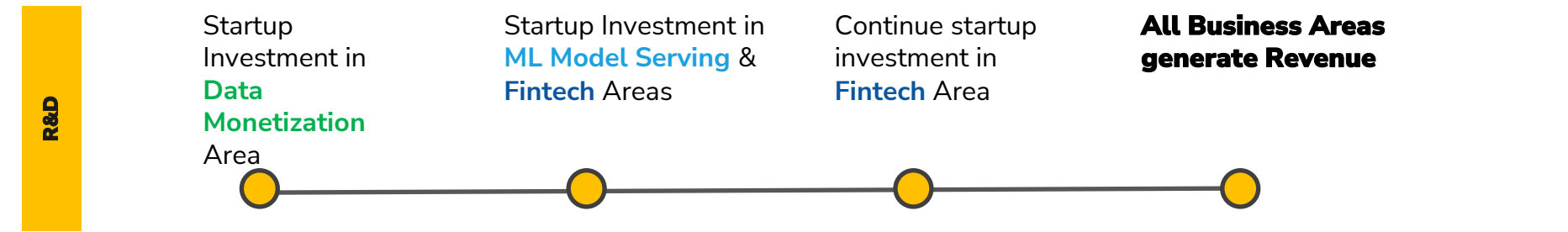
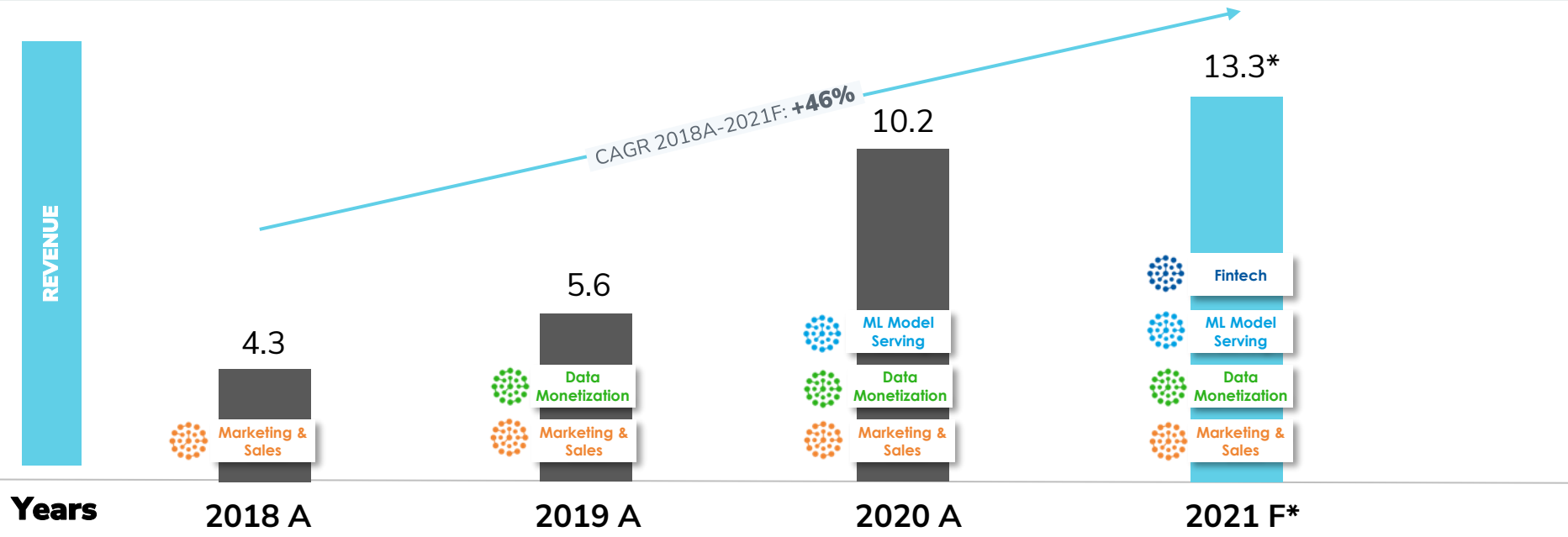
**115**



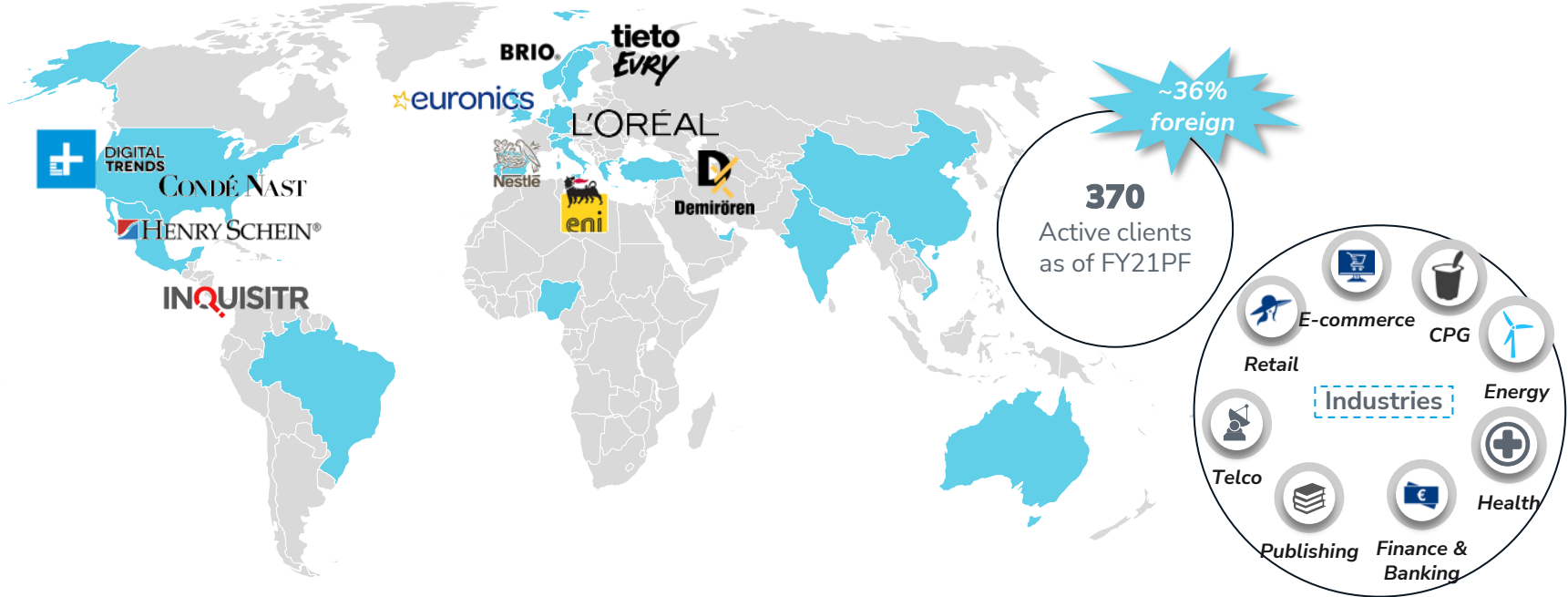
listed on the Stock  
Market Euronext  
Growth segment

**3/12/2021**

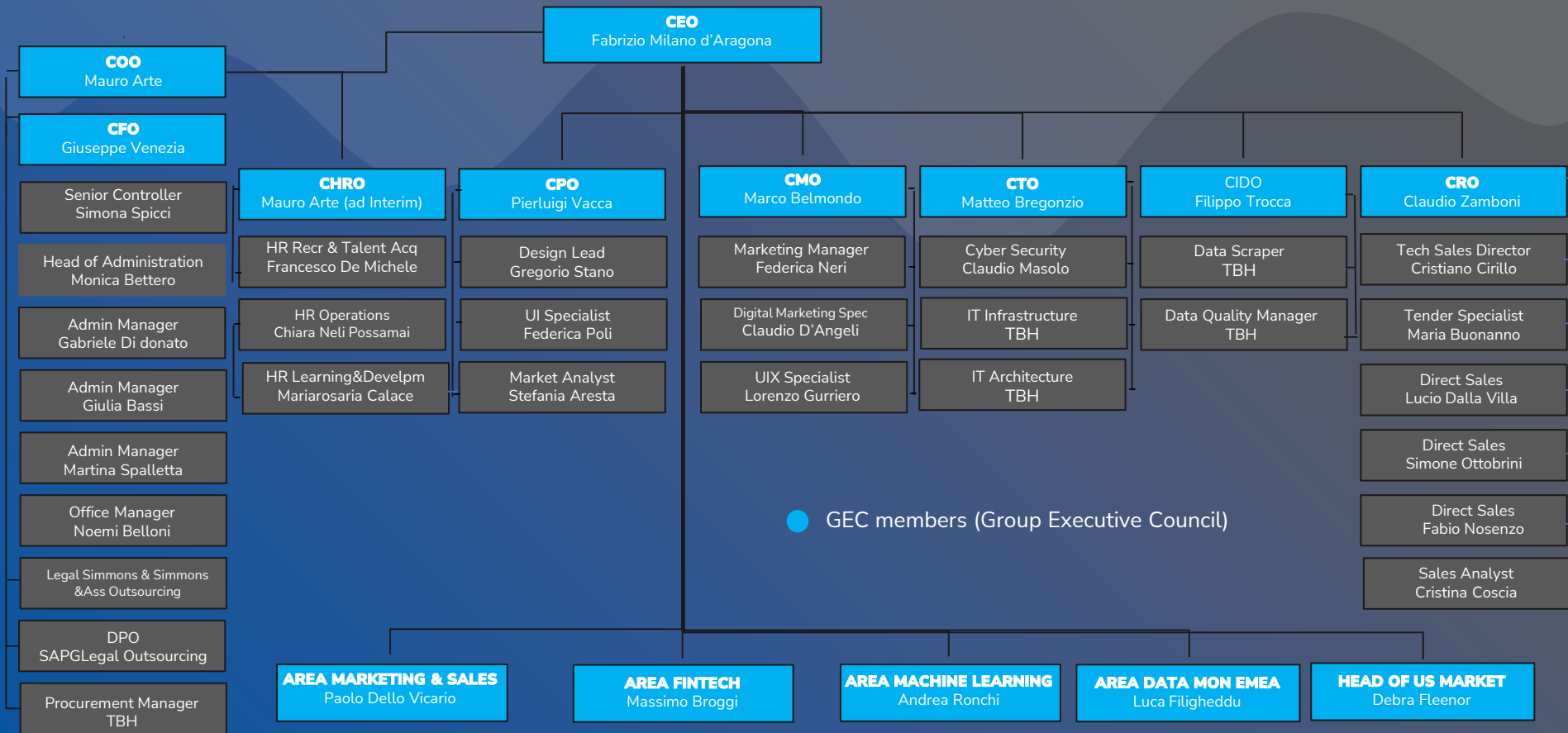




Notes: \* 2018 A: only 3rdPlace Srl; 2019 A: 3rdPlace Srl and Finscience Srl, 2020 A: 3rdPlace Srl, Finscience Srl, ByTek Srl, PaperLit Srl, Adapex; 2021 F: includes Adapex acquisition as if consolidated from 1st Jan 2021



# Highly managerialized company with a well articulated organization



**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

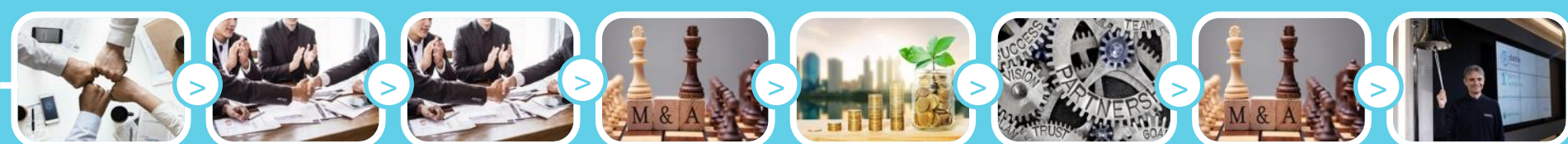
**2020**

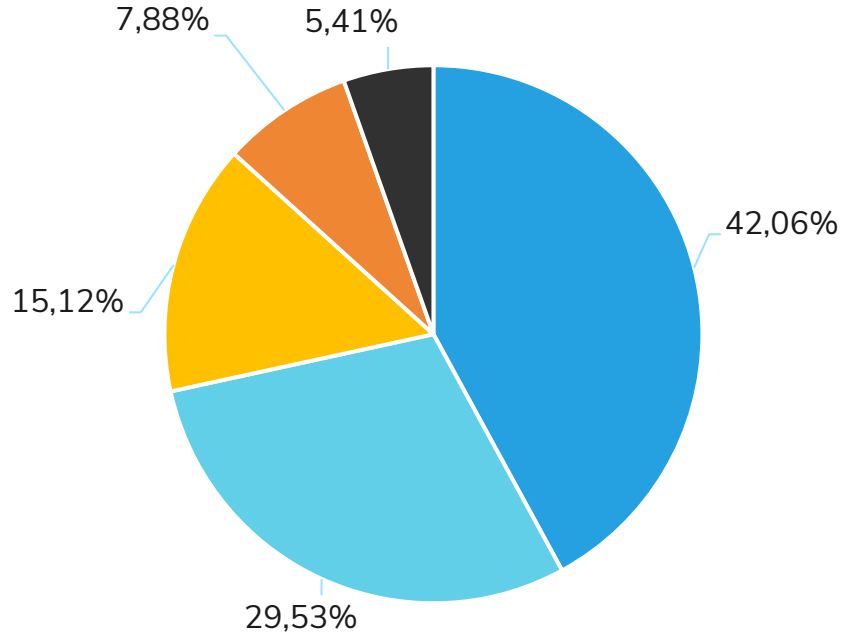
2,4M€ Equity from venture capitalist & Family Office



**2021**

1 Successful M&A





- 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



# **FY2021 Results**

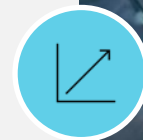
**+47.5%**

Expected Revenue  
€13.3M.\* vs €9.0M. in 2020

**73.1%** Italy

**26.9%** Abroad

\*including Adapex from January 1° 2021



**€2.25 M.**

2021E  
Adapex Revenue



**+23%**

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



**66%**

Recurring Revenue

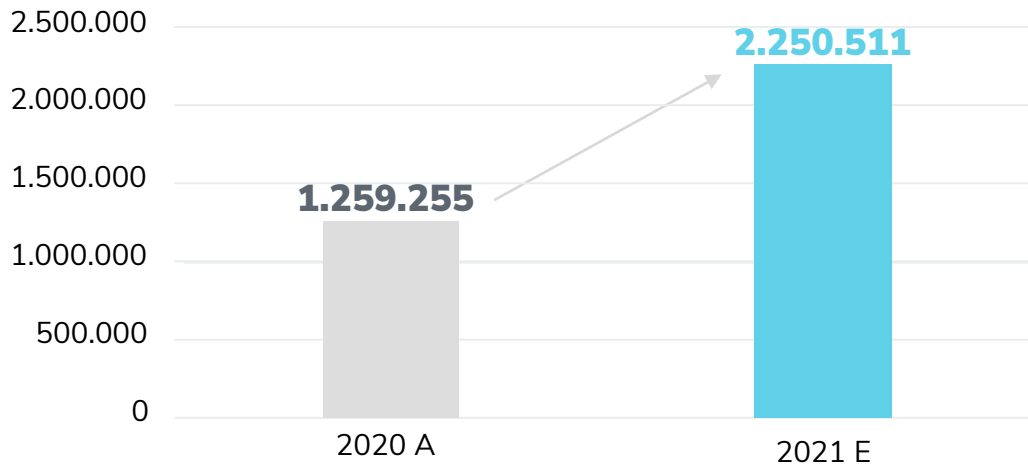


**€10.5 M.**

Cash available to support the  
growth



## Adapex Revenue (€)



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

Retention Rate Networks		<b>71,77%</b>	
Retention Rate Publishers		<b>72,55%</b>	

# 78.7% YoY

# €15K

Avg Revenue per Publisher  
(+17% YoY)





## Marketing & Sales

**71%** of total Revenue

**€9.0 M.** expected Revenue

**21%** Growth vs 2020



## Data Monetization

**25%** of total Revenue

**€3.3 M.** expected Revenue

**300%** Growth vs 2020



## ML Model Serving

**2%** of total Revenue

**€0.3 M.** expected Revenue

**24%** Growth vs 2020



## Fintech

**2%** of total Revenue

**€0.2 M.** expected Revenue

**197%** Growth vs 2020

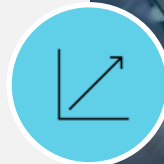
**+27.6%**

Expected Revenue  
€11.5M.\* vs €9.0M. in 2020

\*Including Adepex for 0.3mln Euro consolidated from November 8th, 2021

**85.9%** Italy

**14.1%** Abroad



**+24.2%**

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



**+20%**

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



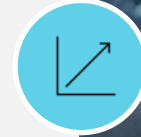
**60%**

Recurring Revenue



**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





**Marketing &  
Sales**

**82%** of total  
Revenue

**€9.0 M.** expected  
Revenue

**21%** Growth vs  
2020



**Data  
Monetization**

**13%** of total  
Revenue

**€1.5 M.** expected  
Revenue

**81%** Growth vs  
2020



**ML Model  
Serving**

**3%** of total  
Revenue

**€0.3 M.** expected  
Revenue

**24%** Growth vs  
2020



**Fintech**

**2%** of total  
Revenue

**€0.2 M.** expected  
Revenue

**197%** Growth vs  
2020

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»*

# Thank you

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