

## **DATRIX S.P.A.: €0.9MLN SOFT LOAN FROM SIMEST S.P.A. TO BYTEK AS PART OF MEASURES AIMED AT FOSTERING THE DIGITAL AND ECOLOGICAL TRANSITION OF SME'S**

Milan, September 27, 2024 - Datrrix S.p.A. ("Datrrix" or the "Company"), listed on Euronext Growth Milan (ISIN code IT00054683), at the head of an international AI-powered ecosystem, announces that its subsidiary ByTek Srl ("ByTek"), active in the development of products and solutions in the MarTech field, has obtained a soft loan from SIMEST S.p.A. ("Simest"), as part of measures aimed at fostering the Digital and Ecological Transition of SMEs.

The financing, totaling 0.9mln Euro, is provided by SIMEST with the aim of supporting the company in making investments for digital innovation to benefit competitiveness in international markets.

ByTek will use the new finance with the aim of further developing and distributing to an international clientele the Audience AI product, created for the analysis and enhancement of first-party data. Audience AI, which has already been adopted by prominent clients such as L'Oréal and Iper La grande i, among others, is an advanced platform that describes and predicts user and customer behavior, enhancing first-party data and automatically activating it in major marketing platforms.

The Audience AI platform enables companies to make the most of first-party data through several strategic pathways. On the one hand, it facilitates data monetization and data collaboration processes, enabling companies to generate new revenue streams or collaborate with external partners. On the other, it offers crucial support in performance-based media optimization, thanks to its ability to predict key metrics such as customer lifetime value and lead conversion probability. Audience AI leverages proprietary machine learning algorithms that analyze and aggregate hundreds of behavioral signals, enabling highly accurate segmentation and targeting.

**Paolo Dello Vicario, Co-Founder and Head of Data Monetization at Datrrix and CEO of ByTek, said,** *"Audience AI is particularly popular with evolved, high-growth customers who want to extract maximum value from their data. This prompts us to look with increasing interest at international markets. In particular, the UAE market is showing strong potential: thanks to the support of the Datrrix Group, the Audience Ai solution has found fertile ground in this market through strategic partnerships with Sharaf Future and Seed Group, which are already yielding excellent feedback. At the same time, we are embarking on a progressive exploration of the U.S. market, which we consider to be of fundamental importance for our future development."*

## ABOUT DATRIX

*Datrix is an international Group listed on Euronext Growth Milan at the head of an international AI-powered ecosystem.*

*The Group is active in 2 business areas with AI-based solutions: **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 processes and logistics).*

*The following brands are now part of the Datrix Group: **Adapex, Aramix, ByTek, FinScience**.*

*Datrix is also a technology **partner of more than 20 universities and international research centers** for major R&D projects (funded by the European Union and Italy) based on Artificial Intelligence algorithms in **Life Sciences/Health, Social Wellbeing, Cybersecurity**.*

*Datrix is headquartered in Italy and operates in Europe, the United States and the United Arab Emirates.*

*More information at [www.datrixgroup.com](http://www.datrixgroup.com)*

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