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Oggetto : Datrix Group Appoints Raquel Rosenthal as
CEO of Adapex to strengthen growth in the US
Data Monetization Market

Testo del comunicato

Vedi allegato

PRESS RELEASE

DATRIX GROUP

A COMPANY LISTED ON EURONEXT GROWTH MILAN, LEADING THE FIRST INTERNATIONAL AI-POWERED ECOSYSTEM OF VERTICAL SOFTWARE COMPANIES

APPOINTS

RAQUEL ROSENTHAL AS CEO OF ADAPEX TO STRENGTHEN GROWTH IN THE US DATA MONETIZATION MARKET

Milan, June 16th, 2025 – DATRIX S.P.A. ("Datrix" or the "Company"), a company listed on Euronext Growth Milan (ISIN code IT00054683), leading the first international AI-powered ecosystem of vertical software companies, **announces the appointment of RAQUEL ROSENTHAL as the new Chief Executive Officer of ADAPEX INC.**, a US-based company within the Datrix Group. Adapex Inc. offers a cutting-edge data monetization platform that leverages proprietary first-party data and artificial intelligence to maximize publishers' revenues across web, mobile, and connected TV. Specifically, through its proprietary technology, Adapex transforms publisher data into highly qualified audiences, purchased by brands, media agencies, and DSPs to achieve their marketing objectives.

With over twenty years of experience in the AdTech sector and a solid reputation as a strategic leader, Raquel Rosenthal brings to Adapex deep knowledge of the North American market, having held senior roles at international companies such as Digilant, an American marketing technology company, Roku (formerly DataXu), and DoubleClick. In her previous role as CEO at Digilant, she led the company's transformation, increasing revenues from \$12 to \$75 million.

Her appointment represents a fundamental step to accelerate Adapex's growth in the United States, one of the most strategic markets for the Datrix Group. Her experience in scaling highly innovative business models will also enable the strengthening of the Group's Data Monetization area through increasing synergy between Adapex and ByTek, two companies in the Datrix portfolio. The integration of offerings and technological synergies between the two companies will enable increasingly effective solutions for digital data valorization in the US market. A strategic collaboration that aims to consolidate Datrix's positioning as a reference player in data monetization internationally.

"I am excited to join the Datrix Group and lead Adapex into a new phase of growth. The evolution of Data Monetization, a market with very high potential in the US, today requires increasingly AI-based, data-driven, and performance-oriented solutions: in this context, Adapex has all the credentials to strengthen its role as a reference player in the North American market" **declared Raquel Rosenthal.**

"Raquel's entry into Adapex strengthens our presence in a key market like the United States and confirms Datrix's commitment to developing AI solutions for Data Monetization, which today represents the highest revenue area of our Group. With her leadership, Raquel will bring Adapex into a new phase of growth and foster synergies for

the distribution of software from other companies in our portfolio in the American market" commented Fabrizio Milano d'Aragona, CEO and Co-Founder of Datrix.

About Adapex

Adapex Inc. (<https://adapex.io/>), part of the Datrix Group, is an American company that offers Data Monetization solutions for digital publishers and AdTech operators. Thanks to an integrated and privacy-oriented approach, Adapex enables the valorization of first-party data through proprietary technologies, artificial intelligence, and a network of over 2,000 publishers, maximizing advertising performance.

About Datrix

Datrix is a Group listed on Euronext Growth Milan (ISIN code IT00054683), leading the first international ecosystem of vertical Artificial Intelligence software companies.

The Group is active with AI-Based solutions in 2 business areas: 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 in key sectors such as energy, manufacturing, finance, logistics, and transportation).

The Datrix Group today includes the brands: Adapex, Aramix, ByTek and Navla

Datrix is also a technology partner of over 20 universities and international research centers for important Research & Development projects (funded by the European Union and Italy) based on Artificial Intelligence algorithms in the fields of LifeScience/Health, Social Well Being, and Cybersecurity.

Datrix, with headquarters in Italy, operates in Europe, the United States, and the United Arab Emirates.

More info at www.datrixgroup.com

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