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Oggetto : Datrix: Navla supports Volkswagen in strengthening the Brand's digital relevance within the new online search ecosystem

Testo del comunicato

Please see attachment

COMUNICATO STAMPA



**Navla, part of Datrrix Group,
supports Volkswagen in strengthening the Brand's digital relevance within the new
online search ecosystem.**

Milan, May 6th, 2026 – Datrrix S.p.A. ("Datrrix" or the "Company"), listed on Euronext Growth Milan (ISIN code IT00054683), and leading the first international AI-powered ecosystem of vertical B2B software companies, announces that Navla, a business line of the Group, has entered into an agreement with Volkswagen to support the Brand in developing a strategy aimed at strengthening its relevance within the new ecosystem of digital search.

The collaboration takes shape in a context where the ways users discover and evaluate information are undergoing profound change. Search no longer happens exclusively through traditional engines, but is distributed across social platforms, video content, review environments and systems based on generative artificial intelligence. In this scenario, a brand's ability to be relevant across the different information contexts becomes a decisive factor in being found, understood and chosen by users.

The project involves the development of a data-driven approach to the brand's digital presence, aimed at strengthening its visibility and informational consistency across the various touchpoints of the search journey. In this context, Navla will apply advanced Dynamic Search Intelligence methodologies and technologies, which make it possible to analyze and interpret the evolution of users' search behaviors and of the different digital environments in which they take place. The goal is to make the brand's content and information increasingly consistent, accessible and authoritative in the new contexts of digital discovery.

“Being chosen by a prestigious brand like Volkswagen is a source of great pride for us,” comments Natalia Palmisano, Managing Director of Navla. “In a context where the product discovery journey is increasingly influenced by artificial intelligence and by the fragmentation of digital platforms, overseeing the key moments of consumers' search and evaluation becomes a strategic element for brands.”

Fabrizio Milano d'Aragona, CEO of Datrrix, added: “This collaboration confirms how the ability to interpret and leverage data has become a key factor in companies' competitiveness. The evolution of search and discovery, increasingly influenced by artificial intelligence, requires an integrated, data-driven approach to brands' digital presence. Through the expertise of our specialized companies, Datrrix supports businesses in turning this technological shift into a concrete opportunity for growth and value creation.”

Datrrix Group

Datrrix (<https://www.datrrixgroup.com/it/>) is a Group listed on Euronext Growth Milan that heads the first international ecosystem of vertical Artificial Intelligence software companies. The Group is active 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 transport). The Datrrix Group currently includes the brands: Adapex, Aramix, ByTek, and Navla. Datrrix is also a technological partner of over 20 international universities and research centers for important Research & Development projects (funded by the European Union and Italy) based on Artificial Intelligence algorithms in the areas of LifeScience/Health, Social Well Being, and Cybersecurity. Datrrix has its Headquarters in Italy and operates in Europe, the United States, and the United Arab Emirates. More info on <https://www.datrrixgroup.com/it/>

Navla

Navla (<https://navla.ai>) was born as the natural evolution of over ten years of innovation developed by Bytek, a company of the Datrrix Group, with the goal of helping companies fully leverage their information assets, simplifying complexity with strategic vision, precision, speed and impact. From the structuring of raw data to its activation in marketing and communication processes, Navla's mission is clear: simplify, innovate and build confidence in data-driven decisions.

Volkswagen

The Volkswagen Brand has a global presence and produces vehicles in 28 plants across 12 countries. In 2025, Volkswagen delivered approximately 4.7 million cars. These include bestsellers such as Polo, T-Roc, T-Cross, Golf, Tiguan and Passat, as well as the successful fully electric models of the ID. family. Last year it delivered approximately 382,000 electric vehicles to customers worldwide. Currently, around 170,000 people work at Volkswagen worldwide. With its BOOST 2030 strategy, the company is consistently advancing its development to become the most desirable brand for sustainable mobility.

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