



DOXEE: FUNDING OBTAINED FROM EMILIA-ROMAGNA REGION FOR €479,000

The funded project is part of the development of the data economy in enterprises

Modena, 28 June 28, 2023

Doxee (DOX: IM), a leading high-tech multinational company offering products in the areas of Customer Communications Management (CCM), Digital Customer Experience, and Paperless, announces that it has obtained funding provided by the call for research and experimental development projects promoted by the Emilia-Romagna region in the form of a non-repayable grant in the amount of €479,402.24, out of the Company's total expenditure of €1,010,784.19.

The funded project is part of the development of the *data economy* in enterprises and is aimed at further enhancing the Doxee Group's technology stack dedicated to video personalization. This will enable Doxee to offer new tools dedicated to the creation of personalized, real-time videos to creative agencies, martech companies, digital advisory companies, and publishers. Benefitting from this specifically is the Babelee platform, owned by Doxee Group company Babelee S.r.l., which is designed to enable publishers and communication agencies to easily create video content based on users' interests and behaviors, without the need for specialized skills or expertise.

The planned investments, supported in part by the contribution from the Emilia-Romagna region, will enable the Company to continue the technological development of the platform toward making the video production process more efficient, improving the usability of the platform, and meeting use cases in markets where transactional communication is less relevant, such as retail, high-end fashion, and third sector agencies.

Sergio Muratori Casali, CEO of Doxee, commented: "*Obtaining funding from the Emilia-Romagna region represents support for our constant commitment and attitude to research and technology development in order to offer innovative answers even in markets where the use of data is less prevalent than the creative approach. The continued technological development of the platform dedicated to self-service video production allows us to go exactly in this direction, expanding the markets where we want to operate and creating value for communication agencies, which will be able to promote their ability to enhance the available data and their creativity through the creation of videos to generate multiple emotional, memorable, and personalized experiences for the final recipients.*"

This press release is available at www.doxee.com and at www.1info.it

DOXEE

Doxee (DOX:IM – ISIN IT0005394413) is a multinational hi-tech company and a leading provider of products for Customer Communications Management (CCM), Digital Customer Experience and Dematerialization. Doxee offers innovative technology products based on Doxee's proprietary platform and delivered in cloud mode to over 200 Enterprise companies to ensure scalability, flexibility and reliability for mission-critical processes. Doxee products are a powerful tool for dynamic innovating communication strategies between the company and its customers, since they enable the creation of personalized and interactive relationships using digital machine learning and natural language processing technologies. For more than 10 years, the company has invested 13% of its revenues in Research & Development, with the goal of ensuring technological excellence and reliability. In addition to our constant commitment to R&D, Doxee promotes a working



environment where our young people highly educated and technologically skilled are the key to boost innovation from within. Doxee is an innovative SME headquartered in Modena, and offices located in Milan, Rome and Catanzaro, Italy, in Austria, Czech Republic, Slovak Republic and the United States.
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