

Creactives has been selected for “Innovation Pilot” by Shell

Verona, February 01, 2021. **Creactives Group S.p.A.** (“**Creactives Group**”) (ISIN IT0005408593 - ticker: **CREG**), an international company that develops **Artificial Intelligence** technologies to address real-life business problems in the Supply Chain, announces that Creactives S.p.A., the fully owned operating company, has been selected by Shell for “Innovation Pilot”, resulting as a winner of the challenge launched in collaboration between Shell and ScoutLab.

Shell was looking for a simple, scalable automation solution with low human touch that can help identify duplicate material records in ERP systems to avoid excess stock volumes, tied-up working capital and logistics waste. Its goal was to improve the time-consuming and expensive current process of identifying duplicate material records, also supported by legacy software.

[Creactives](#) as a winner of the challenge launched in collaboration between Shell and ScoutLab, will develop a pilot project aimed at sharing their problem solution fit with key Shell stakeholders.

This opportunity was possible thanks to [ScoutLab](#), the new open innovation program of [Digital Procurement World](#) (DPW), and his mission of empowering global procurement organisations to identify and execute collaborative innovation opportunities together with startups, scale-ups and tech innovation experts.

Following a successful pilot, there will be the possibility to scale the new solution across Shell and to share the case study at the Digital Procurement World (DPW), the most important event for procurement professionals, startups and tech leaders at the forefront of procurement innovation.

About Creactives Group

Creactives Group S.p.A. (“**Creactives Group**”) (ISIN IT0005408593 - ticker: **CREG**) is an international company that develops **Artificial Intelligence** technologies to address real-life business problems which are too complex to be solved through conventional approaches.

For more information please visit: www.creactivesgroup.com

Contact

Ing. Massimo Grosso, Investor Relator

Creactives Group S.p.A.

Piazzale Luigi Cadorna 6, 37126 Verona Italy

investor.relations@creactivesgroup.com