

## **A2A becomes a customer of Creactives**

Verona, March 2, 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 [A2A](#) became a new customer of Creactives S.p.A., the fully owned operating company, and decided to adopt TAM 4, the next generation of Material Master Data (MMD).

The A2A Group is the first Italian local utility company for revenues and margins and second Italian operator for installed electric capacity. With a turnover of ca. 7,3bn€ and more than 12.000 employees, the company is listed on the Italian Stock Exchange with a market capitalization of approximately 4,5bn€.

Creactives' product Technical Attributes Management (TAM) is an application part of the Master Data Suite. It is perfectly designed to manage material master data with the introduction of 'human-like' reasoning and, as a consequence, it eliminates the possibility of overstocking, saving money in the process. More info about TAM is available at the following [link](#).

### **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](http://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](mailto:investor.relations@creactivesgroup.com)