

**Creactives and Spend Matters organize a webinar with Vanessa Pepperell
(Grupo Santander) about “The procurement data nightmare:
what are you really prepared to do about it?”**

Verona, March 22, 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, will run a webinar in collaboration with [Spend Matters](#) titled “The Procurement Data Nightmare: what are you really prepared to do about it?” on Thursday, March 25 at 4 pm CET.

Many procurement organizations, especially multinational companies, are constantly grappling with data challenge nightmares and seeking advice on how to solve them.

The problem for procurement is that the companies are often asked to work with spend data that comes from both structured and unstructured origins and which is merged from various sources, including disparate IT systems from various regions. They then have to align it and somehow arrive at a global, single and accurate view to help them understand what is being spent where, when, how and with whom in order to help them deliver business value (not to mention savings).

Some of them have solved the problem thanks to a combination of organizational focus and the use of AI to finally fix the data problem and support increasingly impactful analytics with bottom-line results.

Pierre Mitchell (Chief Research Officer and Managing Director at Spend Matters), Vanessa Pepperell (COO & Global Strategy Director, Aquanima – Grupo Santander) and Adriano Garibotto (Chief Sales & Marketing Officer at Creactives) will explain how large corporations address the challenge and how to be inspired by them and in particular how to fix the most common nightmares in real day-to-day scenarios, like the effects of bad categorization, duplication, language barriers and disconnected systems, all leading to poor organizational visibility.

For registration and more information: <https://webinar.creactives.com/>

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

Creactives Group S.p.A.

Piazzale Luigi Cadorna 6, 37126 Verona

P.IVA/CF: 03853971202

www.creactivesgroup.com