

Change in the Board of Directors

Verona, July 6, 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 a change in its Board of Directors: Massimo Grosso, Shareholder, and Head of Investor Relations, appointed as new Director.

Today Giandomenico Sica resigned from his position of Director of Creactives Group S.p.A., and the Board of Directors of the company appointed Massimo Grosso as a new Director. Massimo Grosso, engineer (1st class Hons in Financial Engineering at Milan Polytechnic) and currently Head of Investor Relations of Creactives Group S.p.A., is an investor and advisor in high-tech companies. Among others, he supported as a strategic advisor the IPOs of MailUp, DHH, Piteco, Cyberoo, WIIT, Zaim Credit System, Tenax International, Igeamed as well as he managed two of the largest small-cap capital raising in 2021 in Euronext – Borsa Italiana for some 100M EUR so far. He is a former Vice-President at Société Générale, Executive Director at UBS Italia, Relationship Manager at Borsa Italiana (now Euronext).

Giandomenico Sica comments: *“One year ago we listed on the Vienna Stock Exchange, completing the process during the full lock-down, in a situation that has no precedent in the modern history. We were hit hard by the pandemic related to Covid-19 in 2019-2020, and I am very happy that we managed to recover a strong growth trend in 2020-2021. I am very grateful to my colleagues for the high-quality work they did and for the resilience they showed. In the last 12 months, the company acquired important brands like Shell, Santander, BorgWarner as new customers, increased substantially the amount of recurring (“Software as a Service”) revenue, and hired new senior people, thus making the management team and the organization stronger, ready for the next step in the growth of the business. I wish all the team the best for the future, I thank Paolo Gamberoni and all the entrepreneurs of Creactives for the trust and the pleasure of the cooperation during this year, and I congratulate Massimo Grosso for the new role. I am sure he is the right man, in the right place, at the right time”.*

Massimo Grosso comments: *“I am very happy to join Creactives Group S.p.A. as a new director of the company. This role is an evolution of the cooperation we started one year ago with the listing of the company on the Vienna Stock Exchange. In my new position, I will support Creactives Group S.p.A. not only with investor relations but with equity capital markets and corporate finance, taking care of the development of this area within the group, as well as linking the management and the sales force with large-cap target clients. I am looking forward to starting this new step forward in my cooperation with Creactives Group S.p.A. I thank Paolo Gamberoni and Adriano Garibotto for the proposal, which I gladly accepted, and Giandomenico Sica for the work he did so far, from the foundation of Balaban Technology SpA to the business combination with Creactives SpA and the support in the management of this post-pandemic year”.*

Paolo Gamberoni comments: *“I thank Giandomenico Sica for the trust in our entrepreneurial project – started with the investment of Balaban Technology S.p.A. in Creactives S.p.A. and the related business combination which gave birth to Creactives Group S.p.A – and the support he provided to us in this first year of our new adventure as a listed company. Without his contribution, the current reality of Creactives Group as a listed company would not have been possible. A warm welcome to Massimo Grosso to the board of directors of the company. The choice of involving Massimo in the*



board of directors was a natural consequence of the outcome of our cooperation, in which he managed with success the investor relations activities since our listing. He is a senior professional with strong experience in tech investing, and I am sure he will be able to bring our equity capital markets, corporate finance, and investor relations area to the next level".

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

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