

KPMG and Creactives proudly announce new strategic alliance

Verona, January 26, 2022. **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, and KPMG strengthen the new strategic alliance.

“Creating the Creactives Centre of Excellence in KPMG Belgium is an excellent opportunity for us and our clients. Creactives’ unique knowledge perfectly complements our in-house expertise in procurement, supply chain, master data management and business integration. This will allow us to help our clients achieve the full potential of their enterprise initiatives and optimizations of their procurement and supply functions.”

(Jos Joos, Executive Director, Head of Procurement & Supply Chain, KPMG in Belgium)

“Creactives is very proud to partner with KPMG. For more than ten years, Creactives has been a bold change-maker in the world of artificial intelligence applied to procurement and supply chain optimization. Working together, KPMG and Creactives deliver the future today, empowering business leaders to go beyond their enterprise potential and generate real-world business impact.”

(Paolo Gamberoni, CEO, Creactives)

For the official joint announcement, please visit: [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.creativesgroup.com

About KPMG

KPMG is a global network of professional services firms providing Audit, Tax and Advisory services. We operate in 147 countries and territories and have 219.000 people working in member firms around the world. KPMG in Belgium is an independent member firm of the KPMG network affiliated with KPMG International Limited (“KPMG International”), a private English company limited by guarantee. Each KPMG firm is a legally distinct and separate entity and describes itself as such.

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