

LKS and Creatives have established their worldwide Strategic Alliance

Verona, November 2, 2022. **Creatives Group S.p.A.** (“**Creatives 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 Creatives S.p.A., the fully owned operating company, and LKS have established their worldwide strategic alliance.

LKS Next is the brand of the consulting company of MONDRAGON, the first basque industrial group and the seventh in Spain, with 260 companies, more than 80.000 people.

In today’s world, companies focus their resources on improving Data Quality in order to make the right business decisions worldwide, in terms of inventory management and strategic sourcing, cost optimization and operational efficiency. LKS Next and Creatives join forces to deliver to the market their comprehensive offer of Procurement & Supply Chain services, powered by Creatives Artificial Intelligence and Data Quality Management solutions, globally.

LKS Next has signed a global collaboration agreement with Creatives, launched joint marketing and sales initiatives with Creatives, implemented Creatives Center of Excellence in Spain, and is deploying Creatives solutions worldwide for their global industrial customer Acerinox, using the Knowledge Engineering Platform, Creatives cloud solution which automates and optimizes Data Quality Management in more than 25 languages.

With “Creatives Artificial Intelligence inside”, LKS Next boosts its advanced professional services geared towards the successful transformation and exceptional performance of its clients globally.

About Creatives Group

Creatives Group S.p.A. (“ **Creatives 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. Creatives solutions are implemented in Asia Pacific, EMEA, Latin America, Northern America. For more information please visit: www.creativesgroup.com

About LKS Next

LKS Next is the brand of the consulting and engineering division of MONDRAGON, the first basque industrial group and the seventh in Spain, with 260 companies, more than 80.000 people and 15 R&D centers, and global presence in all five continents. For more information please visit: www.lksnext.com and www.mondragon-corporation.com

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