

NTT DATA and Creactives have established their Strategic Alliance

Verona, November 14, 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 NTT DATA Mexico have established their strategic alliance.

NTT DATA Mexico – part of NTT Group headquartered in Tokyo – is a trusted global innovator of IT and business services. NTT DATA combines global reach with local attention to serve its clients with 150.000 people in over 50 countries.

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

NTT DATA Mexico has signed a collaboration agreement with Creactives, implemented Creactives Center of Excellence, launched joint Go-to-Market initiatives across the Americas, and is already deploying Creactives solutions in Mexico for a global industrial customer, using the Knowledge Engineering Platform, Creactives cloud solution which automates and optimizes Data Quality Management in more than 25 languages.

With “Creactives Artificial Intelligence inside”, NTT DATA enables clients to move confidently into the digital future, for its clients’ long-term success.

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. Creactives solutions are implemented in Asia Pacific, EMEA, Latin America, Northern America. For more information please visit: www.creactivesgroup.com

About NTT DATA

NTT DATA – part of NTT Group – is a trusted global innovator of IT and business services headquartered in Tokyo. NTT DATA helps clients transform through consulting, industry solutions, business process services, IT modernization and managed services. NTT DATA enables clients, as well as society, to move confidently into the digital future. NTT DATA is committed to its clients’ long-term success and combines global reach with local client attention to serve them with 150.000 people in over 50 countries. For more information please visit: www.nttdata.com

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