

Creatives is selected for the third consecutive year as one of the top 50 fast-growing tech companies by “Spend Matters”

Verona, November 30, 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, has been selected for the third consecutive year “50 Providers to Watch” list by [Spend Matters](#), a leading solution intelligence source for procurement and supply chain professionals.



The 50 Providers to Watch list recognizes companies in the procurement and supply chain market that are fast-growing, propelling the market forward, and continually developing best-in-class, innovative products.

The annual 50 Providers to Watch list is determined by the Spend Matters analyst team, who nominate providers that have made an impact in the market over the last year. Companies chosen for the list represent the top commercial providers that serve enterprise-level procurement organizations. Those selected are setting the industry standard and leading the charge on new procurement technologies and services.

“Creatives solves the multi-lingual data harmonization problem across global ERPs where every ERP is in a different language and encodes the product/service/entity using a different format/encoding specific to that language and locale, and it does it very quickly for large data sets. Unlike most vendors that can only work with a single language at a time, it can work with as many languages as it supports (and has been trained on) at a time. It also offers a SAP plug-in that can be used to automatically identify the right part/service/SKU when a user is making an ERP entry, vs. having to correct it later.” (Michael Lamoureux, Consulting Lead Analyst and Futurist)

To learn more about the “50 Providers to Watch” list and methodology, visit the [Spend Matters website](#).



About Spend Matters

[Spend Matters](#) is the leading solution intelligence source for procurement and supply chain professionals. Combining deep technology analysis and tailored advisory services with daily news coverage and subscription research, Spend Matters is trusted by CPOs, consultants, investors and solution providers alike as their procurement technology intelligence partner.

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

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