

## Accenture and Creactives sign a strategic partnership agreement

Verona, September 21, 2023. **Creactives Group S.p.A.** (“**Creactives Group**” or the “**Company**”) (ISIN IT0005408593 - ticker: **CREG**), an international company and Innovative SME, listed on Euronext Growth Milan – Professional Segment (“**Euronext Growth Milan Pro**”) and on the Direct Market of the Vienna Stock Exchange, 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 **Accenture (NYSE: ACN)** have signed a strategic agreement to help clients leverage the power of Creactives AI to deliver value through data in compressed timelines.

In today’s world, data quality and reliability are a must for companies to leverage their investments in technology and make the right business decisions faster versus competition. Accenture and Creactives are joining forces to deliver data enhancement capabilities for Procurement, Supply Chain, M&A’s and migration to new information systems.

Creactives has developed a state-of-the-art unique combination of Generative AI with Creactives foundational Knowledge Base to make and keep data clean forever.

“*Creactives AI creates the foundation to improve enterprise operations across the world and quickly generate business value from business and digital investments. The launch of Creactives Center of Excellence by Accenture provides customers with the expertise needed to successfully use and benefit from Creactives breakthrough technology*”, says Paolo Gamberoni, CEO of Creactives.

“*Creactives Generative AI solutions are a game changer for Supply chain and procurement professionals*”, says Pierre-François Kaltenbach, Accenture Lead of Accenture Supply Chain and Operations in Europe. “*Our Generative AI center of excellence leverages Creactives solutions to unleash the value of data and deliver enhanced supply chain and procurement benefits to our clients*”.

### 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. Visit us at [www.creactivesgroup.com](http://www.creactivesgroup.com)

### Contact

**Ing. Massimo Grosso, Member of the Board of Directors and Investor Relator**

**Creactives Group S.p.A.**

Piazzale Luigi Cadorna 6, 37126 Verona Italy

[investor.relations@creactivesgroup.com](mailto:investor.relations@creactivesgroup.com)

### About Accenture

Accenture is a leading global professional services company that helps the world’s leading businesses, governments and other organizations build their digital core, optimize their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. Accenture is talent and innovation led company with 732.000 people serving clients in more than 120 countries. Visit us at [www.accenture.com](http://www.accenture.com)