

Creactives and Bain & Company have signed their worldwide Strategic Agreement

Verona, May 31, 2024. **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**”), 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 **Bain & Company** have signed their worldwide strategic agreement, with a commitment to providing enhanced support to help clients reinvent their operations using AI and deliver value in compressed timelines.

In today’s world, companies focus their resources on improving Data Quality to make the right business decisions globally. Bain and Creactives join forces to deliver to the market the next generation intelligence for Procurement, powered by Creactives Artificial Intelligence for Data Quality Management worldwide.

Creactives Artificial Intelligence and Bain will help clients advance their business and digital transformations in procurement.

“Creactives Artificial Intelligence solution can contribute to the success of procurement transformations, delivering augmented insights, increased efficiencies, and sustainability over time,” Flavio Monteleone, Partner with Bain & Company.

“Partnering with Bain is an exciting opportunity to deliver unique value to complex enterprises worldwide, by combining our Artificial Intelligence with Bain global management consultancy”, Paolo Gamberoni, Creactives CEO.

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

About Bain & Company

Bain & Company is a global consultancy that helps the world’s most ambitious change makers define the future. Across 65 cities in 40 countries, we work alongside our clients as one team with a shared ambition to achieve extraordinary results, outperform the competition, and redefine industries. We complement our tailored, integrated expertise with a vibrant ecosystem of digital innovators to deliver better, faster, and more enduring outcomes. Our 10-year commitment to invest more than \$1 billion in pro bono services brings our talent, expertise, and insight to organizations tackling today’s urgent challenges in education, racial equity, social justice, economic development, and the environment. We earned a platinum rating from EcoVadis, the leading platform for environmental, social, and ethical performance ratings for global supply chains, putting us in the top 1% of all companies. Since our founding in 1973, we have measured our success by the success of our clients, and we proudly maintain the highest level of client advocacy in the industry. Visit us at www.bain.com