

The Board of Directors approves the implementing Regulations for the “Piano di stock option Creactives Group 2025-2030”

Verona, November 25, 2025. **Creactives Group S.p.A.** (“**Creactives**” or the “**Company**”) (ISIN IT0005408593 - ticker: **CREG**), an international company and fiscally eligible 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 today the Board of Directors approved the implementing Regulations for the “Piano di stock option Creactives Group 2025-2030” (“**Incentive Plan**” or “**Plan**”), the establishment of which was approved by the Shareholders’ Meeting on October 27, 2025.

The Board of Directors also resolved to identify the beneficiaries of the Plan, including director Massimo Grosso and a total of nine Group employees and consultants, assigning them a total of 2.220.000 Options, which entitle the holders to subscribe for a maximum of 637.140 shares in the Company, while 150.000 Options for a maximum of 43.050 shares may be assigned in the future, under the terms and conditions specified in the Plan Regulations.

For further information on the Plan, please refer to the Explanatory Report of the Shareholders’ Meeting of October 27, 2025 (first call), available in the “Investor Relations/Shareholders’ Meetings” section of the website www.creactives.com.

This press release is available in the *Investor Relations* section at www.creactives.com.

About Creactives Group

Creactives Group S.p.A. (“**Creactives**”) (ISIN IT0005408593 - ticker: **CREG**), Innovative SME based in Verona, develops Artificial Intelligence technologies for the Supply Chain industry, delivered in “Software as a Service” mode. It has over 40 multinational customers worldwide, international revenue, and a direct presence in Italy, Germany, France, and Spain.

For more information, please visit: www.creactives.com

Contact

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