

## **Creactives Group S.p.A. joins the Vienna Stock Exchange and starts its “next step” in the field of Applied Artificial Intelligence. The First Trading Day is set on May 20, 2020**

*In two months, and during the **full lockdown** due to Covid-19 pandemic, the company perfectly succeeded in raising **2,3M EUR** from **24 Italian and foreign investors**, both **professional and institutional**, completing the listing on the **Vienna Stock Exchange** with a market capitalization of **33,94M EUR***

*Bologna, May 19, 2020. **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 which are too complex to be solved through conventional approaches, announces that it has been admitted to the **Vienna Stock Exchange, Direct Market** segment.*

The first day of trading will be next Wednesday (**May 20, 2020**) and it will be possible to trade shares through the main European financial brokers (such as **Directa SIM** in Italy). The market capitalization will be **33,94M EUR**, corresponding to a price/share equal to **3,11 EUR/share**.

**Creactives Group** is the result of the business combination between **Balaban Technology S.p.A.** (“**Balaban**”) and **Creactives S.p.A.** (“**Creactives**”).

**Balaban** is a **Search Company** focused on technology, founded in February 2020 and promoted by **Giandomenico (Nico) Sica** and **Massimo Grosso**. **Giandomenico Sica** is a tech entrepreneur and investor, founder of **Grafoventures**, his own investment business focused on **Small Caps** in the **software industry** across Southeast Europe (**3 IPOs** on the **Italian Stock Exchange**). **Massimo Grosso** is an investor and a senior strategic advisor to tech Small Caps. Among others, he personally supported the IPOs of **MailUp, DHH, Piteco, Cyberoo, WIIT** (all on the **Italian Stock Exchange**), **Zaim Credit Systems** (**London Stock Exchange**).

**Creactives** is a **software company** that develops **Artificial Intelligence solutions** for **real-time** procurement insights and assures data quality at the source of purchasing processes in any **ERP** or **Source to Pay** platform. It sells internationally (**70%** of its turnover is **from outside Italy**) and, among its customers, accounts notable brands such as **Acciona, Airbus, AVL, BASF, Buzzi Unicem, CAF, Dubai Petroleum, Enel, Gestamp, Grupo CAF, Heraeus, Lenzing, Siemens, Tetra Pak, Unicredit**. The company has been co-founded by **Paolo Gamberoni, Adriano Garibotto** and **Francesco Bellomi**. **Paolo Gamberoni** - former senior manager in **Accenture** - is the managing director since **2000**, conducting the company through different business models, the adoption of the most innovative technology and the internationalization process. **Adriano Garibotto** since **2000** is dedicated to the sales and to the customer’s management supporting the

internationalization of the company. **Francesco Bellomi**, after the experience as International Fellow at Stanford University, spent the last **20** years designing **Artificial Intelligence** focused industrial solutions based on **Natural Language Processing**, **Machine Learning** (including **Deep Learning**) and **Knowledge Engineering**. The company has been backed by **Add Value S.p.A.** an Italian company operating in the Italian ICT industry for **25** years, implementing high quality and reliable application solutions for banks, insurance companies and large companies.

Seven days after its foundations **Balaban** signed the preliminary agreement with **Creactives**, and then raised **2,3M** EUR from **24** Italian and foreign Investors, both professional and institutional, through a convertible bond to support its business combination, completed on **April 24, 2020**. The bond has been converted into equity on **May 7, 2020**.

The whole activity has been carried out during the full lockdown (ref. **Covid-19 pandemic**).

**Giandomenico Sica**, former **CEO** of **Balaban** and **Board Member** of **Creactives Group**, declares: *"When we created **Balaban** we hoped to find a company like **Creactives** in which to invest and an entrepreneurial team like Paolo, Adriano and Francesco - with such a great mix of management, marketing and technological skills - as a partner of our new entrepreneurial journey. Now we are looking forward to making together this next step in our story as a publicly listed company on the **Vienna Stock Exchange**. Special thanks go to the team of the **Vienna Stock Exchange** for the great support during the listing process. We decided to list on the **Vienna Stock Exchange** because we believe that it represents an ideal venue for ambitious European technology scale-ups with an international footprint thanks to its reputation, flexibility and cost-efficient operations."*

**Massimo Grosso**, **Promoter** of **Balaban** and **Investor Relator** of **Creactives Group**, declares: *"The **Business Combination** with **Balaban** and the listing in **Vienna** will facilitate and accelerate the growth of **Creactives**, as well as its visibility among the international financial community. I am proud of being part of this initiative that today represents one of the few European listing projects during this difficult situation under the full lockdown due to **Covid-19 pandemic**."*

**Paolo Gamberoni**, **CEO** of **Creactives** and **Executive President** of **Creactives Group**, declares: *"We founded **Creactives** as a cost reduction consulting company in 2000. With the experience collected helping large customers in different industries like process manufacturing, utilities, oil and gas, and logistics, during the years we started developing a new **Artificial Intelligence** technology aimed at finding saving opportunities in their supply chains and assure data quality at the source. In our **twenty-year history**, we transformed our company into a pure technology player and delivered several big projects, with a large amount of multilingual and cryptic data to be analyzed. Thanks to this experience we built a company that became a reference point in the field of **Artificial Intelligence** solutions for the supply chain industry. Leveraging on these results, we decided to take a step further and we developed the vision of a leading group in the **Applied Artificial Intelligence** field, able to build technologies to address real-life business problems which are too complex to*

*be solved through conventional approaches. Thanks to the meeting with Nico, Massimo and **Balaban Technology** we translated this vision into a concrete project. This is where the story of **Creatives Group** begins. We are building a new kind of player on the market, grounded in a history full of passion for talents and technology innovation.*

**Nazzareno Gorni**, CEO of **MailUp Group**, the marketing technology hub listed on the **Italian Stock Exchange**, investor in **Creatives Group**, declares: *"I am very happy to be an investor in **Creatives Group**. Starting from my personal entrepreneurial experience with **MailUp**, where we built a global and publicly listed technology company from scratch, I believe that the sales of niche **SaaS** products in vertical segments is a winning strategy to scale rapidly on the international market. In this regards, I see a lot of potential in **Creatives**, which is currently selling its solutions in the supply chain industry. It is not common to find an Italian scale-up able to sell cutting edge - research-driven - **Artificial Intelligence** technologies internationally to well known enterprise clients. Congrats to all the team and looking forwards to see what **Creatives Group** will become in the next 5 years!"*

## **About Creatives Group**

**Creatives Group S.p.A.** ("**Creatives Group**") (ISIN IT0005408593 - ticker: **CREG**) 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.creativesgroup.com](http://www.creativesgroup.com)

## **Contact**

**Ing. Massimo Grosso, Investor Relator**

**Creatives Group S.p.A.**

Via Calda 10, 40135 Bologna Italy

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