

KPMG in Belgium and Creactives strengthen their relationship

Verona, January 19, 2021. **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 in the Supply Chain, announces that Creactives S.p.A., the fully owned operating company, and KPMG in Belgium strengthen their relationship.

In today's world, companies focus their resources on improving Data Quality in order to make the right business decisions worldwide, in terms of inventory management and strategic sourcing, cost optimization and operational efficiency. KPMG and Creactives have established a collaborative program to deliver to the market a unique and comprehensive offer of Procurement & Supply Chain services and technology solutions, powered by Creactives Artificial Intelligence and Data Quality Management solutions, at international level.

In September 2020, KPMG in Belgium completed successfully the intensive training conducted by Creactives. KPMG is now certified to use the Knowledge Engineering Platform, Creactives cloud solution which automates and optimizes Data Quality Management for Spend Analysis and Material Master Data Governance, in more than 25 languages. In a digital age with “Creactives Artificial Intelligence inside”, KPMG connects with companies worldwide and delivers enterprise data quality for optimal business outcomes, which meet customer needs.

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

About KPMG

KPMG is a global network of professional services firms providing Audit, Tax and Advisory services. We operate in 147 countries and territories and have 219.000 people working in member firms around the world. KPMG in Belgium is an independent member firm of the KPMG network affiliated with KPMG International Limited (“KPMG International”), a private English company limited by guarantee. Each KPMG firm is a legally distinct and separate entity and describes itself as such.

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