

## Creactives is recognized as Data Foundation player in Kearney's "Modern Procurement Platform Stack" by Dr. Elouise Epstein

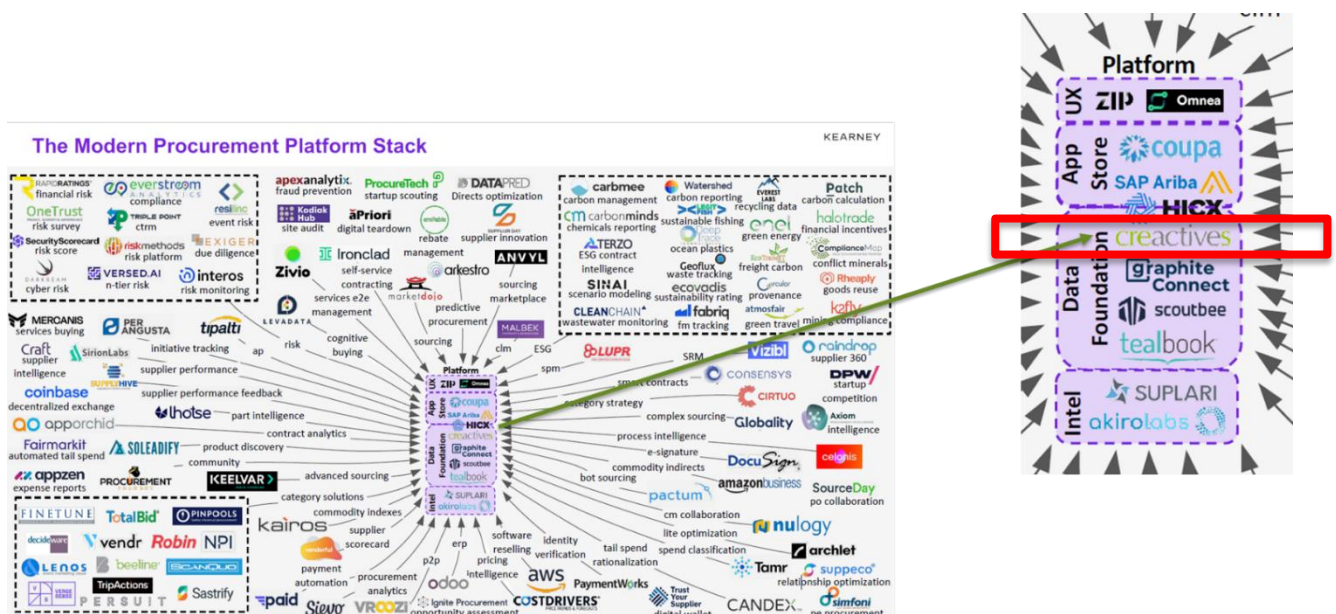
Verona, January, 23, 2023. **Creactives Group S.p.A.** ("**Creactives Group**") (ISIN IT0005408593 - ticker: **CREG**), an international company that develops **Artificial Intelligence** technologies to address real-life business problems in the Supply Chain, announces that Creactives S.p.A., the fully owned operating company, has been confirmed for the third time in a row as a key player in Kearney's Modern Procurement Platform Stack.

The map, developed by Kearney's partner and Procurement Futurist - [Dr Elouise Epstein](#) – identifies the most relevant players in the Procurement Tech landscape and all the use cases appropriate for large multinational companies and their Procurement and Supply Chain Departments – that are the target market of Creactives.

The novelty of the latest release reserved Creactives the most strategic position at the center of the Spider Chart, at the very core of Data Foundation.

Creactives stands alongside major global players (like SAP-Ariba and Coupa - recently bought from Thoma Bravo for 8bn USD) as the only Material Master Data solution that enables most of the correct implementations of the solutions mapped around the core.

The global procurement software market is likely to be valued at US\$ 6,548.9 million in 2022 and is predicted to secure a CAGR of 12.3% during the forecast period. The market is expected to grow at a value of US\$ 20,937.9 million by 2032. (Source: [Future Market Insights](#))



*"The traditional single technology provider model failed to deliver the promised benefits. In turn, a vast explosion of innovative startups appeared on the scene. It became quickly apparent that we needed a way to organize the chaos, hence the need for a platform approach. **Good data will be the critical ingredient to bind the next-gen procurement platform together.**"* Dr. Elouise Epstein - Kearney

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

Piazzale Luigi Cadorna 6, 37126 Verona

P.IVA/CF: 03853971202

[www.creactivesgroup.com](http://www.creactivesgroup.com)

## About Kearney

[Kearney](#) is a leading global management consulting firm with more than 4.200 people working in more than 40 countries. We work with more than three-quarters of the Fortune Global 500, as well as with the most influential governmental and nonprofit organizations.

## 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](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)