

Creactives Group successfully concludes book-building for listing on Euronext Growth Milan – Professional Segment

Verona, March 2, 2023. **Creactives Group S.p.A.** (“**Creactives Group**” or the “**Company**”) (ISIN IT0005408593 - ticker: **CREG**), an international company and Innovative SME, listed on the Direct Market of the Vienna Stock Exchange, that develops Artificial Intelligence technologies to address real-life business problems in the Supply Chain, announces the successful closing of the placement for the listing process on Euronext Growth Milan - Professional Segment (“**Euronext Growth Milan Pro**”), aimed at qualified investors and Italian and foreign institutional investors, of a total of 576.000 newly issued ordinary shares, the placement price of which was set at Euro 1,75 each resulting in a capitalization at the beginning of trading of approximately Euro 21,5 million.

The total amount of the placement is about Euro 1 million; the Company’s free float will be about 18,28 percent of the share capital.

Industrial shareholder Add Value SpA, already a shareholder of the Company prior to admission with a 16,76% participation, confirmed its strategic and long-term interest by subscribing to the capital increase in the amount of approximately Euro 0,25 million. It should be noted that the 144.000 shares newly subscribed by Add Value SpA are also subject to a lock-up restriction for 12 months after the listing date.

Admission by Borsa Italiana is expected on March 3, 2023, with trading of the ordinary shares on Euronext Growth Milan Pro scheduled to begin on Tuesday, March 7, 2023.

The minimum lot size is 3.000 ordinary shares.

Paolo Gamberoni, President and CEO, comments: *“We are very happy with the achievement of this goal. We listed in 2020 in Vienna at the middle of the pandemic and in the middle of the lockdown, with the purpose of accelerating growth and then doing a new round of raising through an uplisting on what was then still called “AIM Italia”. Today we have realized this goal. In the last year, Creactives Group recorded a value of production of more than 6M Euros, a substantial doubling achieved in the last 5 years. Our Artificial Intelligence technology is about 80% sold abroad, used by major customers such as Airbus, Basf, Cemex, Danone, Enel, Siemens. We have started the indirect channel, developing alliances with KPMG, NTT DATA, Minsait - INDRA, LKS Next and set up a business model based on selling subscriptions in “Software as a Service” mode. Recurring revenue has grown significantly in the last two years, doubling turnover and thus establishing a solid foundation for the future. We are now ready to begin a new phase of our entrepreneurial project, and we are happy to do so by entering Euronext Growth Milan – Professional Segment. A heartfelt thank you to the entire team that has worked with us to achieve this goal, starting with our employees, who daily share with us the effort, the beauty, and the sense of our “doing business by innovating”.”*

In the listing process, Creactives Group was assisted by MiT Sim S.p.A. as Euronext Growth Advisor and Global Coordinator, Fomarte as financial advisor, ADVANT Nctm as legal advisor, BDO as auditing firm, and KT&Partners as Equity Research provider.

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



About Creactives Group

Creactives Group S.p.A. ("Creactives Group") (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.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

Euronext Growth Advisor

Francesca Martino

MIT SIM S.p.A.

Palazzo Serbelloni

Corso Venezia 16, 20121 Milano Italy

Tel. +39 02 30561 270

francesca.martino@mitsim.it