

Creactives selected as one of the top 50 fast-growing tech companies by “Spend Matters”

Bologna, July 21, 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 in the Supply Chain, announces that throughout all of 2020 Creactives S.p.A., the fully owned operating company, was included in [Spend Matters](#) “50 Providers to Watch” list.



Spend Matters releases its “**50 Providers to Watch**” list annually to recognize growing solution providers in the procurement and supply chain market. This list, now in its seventh year of publication, includes companies that are raising the bar and developing innovative products in the industry and this is ideal for organizations making a technology selection or for organizations simply wanting to learn more about the market and the solutions available.

Providers are independently selected by the Spend Matters analyst team by creating an **Almanac** listing, a valuable vendor intelligence directory that provides a view of the procurement service provider landscape.

Creactives earned its spot on the list thanks to its dedicated technology to identify savings opportunities in supply chains and assure data quality at source.

“What is entirely new in our offer, is the new approach of moving the focus from trying to patch data errors after the event, to supporting people at the beginning of the process to prevent the mistakes in the first place. Today our Applied Artificial Intelligence assistants provide comprehensive search capabilities and data classification in a plurilingual environment typical of multinational companies. We have broken down the barriers between the human being and the machine. Our Virtual Assistants, integratable with any ERP or S2P platform, are a game-changer in helping customers run an effective procurement digitalisation strategy successfully.” (Adriano Garibotto, co-founder)



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

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