

## **Creactives is selected for the second consecutive year as one of the top 50 fast-growing tech companies by “Spend Matters”**

Verona, October 13, 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 for the second consecutive year Creactives S.p.A., the fully owned operating company, was included in [Spend Matters](#) “50 Providers to Watch” list.



2021 marks the eighth year of publication for the Spend Matters “50 Providers to Watch” list as well as its counterpart, the “50 to Know” list. Each year, the entire Spend Matters analyst team assesses the capabilities for an array of companies across 10 procurement technology market sectors to determine the lists totaling 100 vendors in the industry. These represent the best-in-class companies to know about as well as the up-and-coming, growing firms to monitor.

“**50 Providers to Watch**” list is determined to represent the best of the commercial providers that serve enterprise-level procurement organizations. This list is released to recognize growing solution providers in the procurement and supply chain market and **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.

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.

*“Spend Matters is one of the most qualified independent observers in the world of technology and procurement, and to be appointed again in their “50 to Watch” List is a reason to be proud and rewards the work done by our entire team over the years. The procurement space is finally focusing on the fundamental enablers that can make CPO initiatives successful. The first is to have defined a vision, finding best-of-breed solutions on the market that can connect with their systems. The second, and for us, the most crucial point, is to finally focus on data quality, the deep foundation of any digital transformation project.” (Adriano Garibotto, co-founder)*



*“Never has procurement technology been more front of mind for businesses. With companies heavily scrutinizing their supply chains and bottom lines to protect against volatility, the procurement technology space has in 2021 gained only greater notoriety — from customers and investors alike.*

*In the context of global shocks, innovative new take on what ‘source-to-pay’ includes and an urgent re-evaluation of what businesses should value beyond the balance sheet, we’re pleased to present Spend Matters’ annual “50 Providers to Know”, “50 Providers to Watch” and “Future 5” listees, determined by the entire Spend Matters analyst team to represent the best of the technology providers that serve procurement, finance and supply chain organizations.” (Nick Heinzmann, Analyst Team Lead at Spend Matters)*

### **About Spend Matters — Solution Intelligence for Procurement**

[Spend Matters](#) is the leading solution intelligence source for procurement and supply chain professionals. Combining deep technology analysis and tailored advisory services with daily news coverage and subscription research, Spend Matters is trusted by CPOs, consultants, investors and solution providers alike as their procurement technology intelligence partner. Spend Matters is owned and managed by [Azul Partners, Inc.](#)

### **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)

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