

ALMAWAVE AND SEED GROUP FORGE ALLIANCE TO DEPLOY ARTIFICIAL INTELLIGENCE SOLUTIONS IN THE MENA REGION

Dubai, United Arab Emirates; Rome, Italy, March 26, 2024 - Almawave, an Italian enterprise listed on the Euronext Growth Milan market (*Ticker: AIW*) and a member of the Almagiva Group, engaged in Data & Artificial Intelligence, and Seed Group, a firm under The Private Office of His Highness Sheikh Saeed Bin Ahmed Al Maktouma, announce the signing of an agreement covering the deployment of AI solutions for digital innovation in Dubai and the broader MENA region.

Seed Group offers advanced services and strategies for companies seeking to consolidate and expand their presence in the Saudi market. Seed Group has a wealth of experience in building mutually beneficial alliances with leading companies in global industry and the technology sector. Almawave is a multinational offering advanced Artificial Intelligence solutions in response to the particular opportunities and demands of a range of segments, including the public sector, healthcare, energy and green transition, finance and tourism.

Their respective expertise forms the basis of an ideal collaboration for proposing AI-based innovations to develop and innovate the digital market, in Dubai and the UAE more generally.

Hisham Al Gurg, CEO of Seed Group, underscored his enthusiasm on the collaboration, stating: *"We are optimistic about the promising results of our partnership with Almawave. With their wealth of expertise in artificial intelligence and natural language analysis, it is only a matter of time until we see the creation of technological breakthroughs in the region. With Almawave's state-of-the-art solutions and all-encompassing big data-driven services, it is feasible for private corporations and government institutions to seamlessly traverse the complex digital world"*.

Paolo Paravento, Chief Sales Officer of Almawave, confirms his satisfaction with the agreement and adds: *"Almawave has set its sights on expanding into the international market. With our established presence in America, Europe, and Africa, Dubai emerges as the prime hub for the Gulf region and the MENA market. Consequently, we sought a partner who could provide us with invaluable market insights, great consultative skills and an expansive vision. Having assessed the capabilities, relationships, and experience of Seed Group, we foresee a successful and long-lasting partnership."*

For Almawave, the expansion to Dubai is a key decision for the growth of the business and the building of a talented team in the Middle East and North Africa region. Seed Group and Almawave join forces and are ready to lead advanced and innovative AI-based digital transformations.



Almawave profile

Almawave S.p.A. is an Italian company, listed on the Euronext Growth Milan (AIW.MI) market and engaged in the field of Data & Artificial Intelligence. The Group offers proprietary technologies, solutions and services which realize AI and data's potential in the digital evolution of companies and public administrations. It boasts more than 400 domestic and international clients, in sectors including Government, Finance, Energy & Utilities, Tourism and Healthcare, operating directly and through partners.

The Almawave team consists of more than 400 professionals. The Group uses AI technology labs dedicated to developing products, platforms and vertical solutions targeting various market segments. Almawave's technological asset base, conceived and built as a model of natural experience in the interaction between man and machine, can interpret text and voice in over 40 languages, interacting in multi-channel mode, analyzing data and information with a view to knowledge development and automation to support decisions. Its skill centers also allow the potential of data to be achieved in complex contexts, combining expertise on key market frameworks in areas such as Data Management, Machine Learning, Location Intelligence, and the knowledge of business processes in related vertical sectors.

The Almawave scope, part of the Almaviva Group, includes the companies SisTer, The Data Appeal Company, Mabrian Technologies, Obda Systems, Almawave do Brasil, and Almawave Usa. www.almawave.com

Seed Group Profile

Over the past 20 years, Seed Group has formed strategic alliances with leading global companies representing diverse regions and industries. These companies have propelled their business interests and goals in the Middle East and North Africa region through the support and strong base of regional connections of the Seed Group. The Group's goal is to create mutually beneficial partnerships with multinational organizations and to accelerate their sustainable market entry and presence within the MENA region. Seed Group has been a key point in the success of all its partners in the region, helping them reach their target customers and accelerate their businesses. The Private Office was established by Sheikh Saeed bin Ahmed Al Maktoum to directly invest in or assist potential business opportunities in the region that meet the Private Office's criteria. For more information, visit www.seedgroup.com.

For further information:

Almawave contacts (External press office):

Thanai Bernardini, mob. 335.7245418, me@thanai.it

Alessandro Bozzi Valenti, mob. 348.0090866, alessandro.valenti@thanai.it

Almawave IR Contacts:

Davide Diotallevi, tel. 06 3993 2947 investor.relations@almawave.it

IR Advisor Contacts (outside company):

Mara Di Giorgio, mob. 335.7737417, mara@twin.services

Euronext Growth Advisor Contacts:

Banca Mediolanum, tel. 02.9049.2525, ecm@mediolanum.it

Almaviva Group contacts:

Ilaria De Bernardis, Media Relations Manager, mob. 342.9849109, i.debernardis@almaviva.it

Mariagrazia Scaringella, Media Relations, tel. 06.3993.1, mob. 340.8455510, m.scaringella@almaviva.it

Seed Group contacts:

Nomarie Jean Lacsamana, +971 4 373 5068, jean@seedgroup.com

