



ALMAWAVE'S AI TECHNOLOGIES CHOSEN BY MINISTRY OF TOURISM FOR THE MULTILINGUAL TRANSLATION OF THE WWW.ITALIA.IT PORTAL

Italy's official tourism website will be rolled out with PNRR (National Recovery Plan) funding as an integral part of the *Tourism Digital Hub*, a digital ecosystem promoting the country's tourism

Valeria Sandei: "*Our technology can bring efficiencies and quality to the Public Administration, within a strategic sector for the entire country.*"

Rome, February 9, 2023 - Almaxave S.p.A, an Italian enterprise listed on the Euronext Growth Milan market (Ticker: AIW) and an Artificial Intelligence (AI), natural language analysis and Big Data services leader, has won the tender announced by the Ministry of Tourism for the provision of machine translation technologies based on Artificial Intelligence.

The three-year contract will cover the multilingual translation of the content of the official Italian tourism website www.italia.it.

Thanks to the Almaxave Group's AI technologies and machine translation models, appropriately trained and integrated with professional services to ensure the highest quality standards, the Ministry of Tourism will be able to rely on an automated translation service for all news and information to be published on the portal. The enabled languages will be English, Spanish, French, German and Portuguese.

Valeria Sandei, Almaxave's Chief Executive Officer, underlined: "*We are very proud to be able to collaborate with the Ministry of Tourism on this high value-added project, in which our technology can bring efficiencies and quality to the Public Administration, within such a strategic sector for the country as tourism. This achievement again owes to our deep knowledge of technologies for the interpretation of written and spoken language and to our daily commitment to accompany our clients on their digital transformation journeys.*"

The site will be rolled out with the content and information identified by the project for the *Tourism Digital Hub (TDH)*, the digital portal created to innovate and connect digitally the country's tourism offer and promotion, thereby connecting the entire industry ecosystem. The main objectives are to increase visitor numbers, destinations visited and spending by improving the quality of Italy's tourism offerings.

The *Tourism Digital Hub* project is among the initiatives funded by the Euro 114 million National Recovery Plan, within the scope of the mission dedicated to digitization, innovation, competitiveness, culture and tourism.



Almawave profile

Almawave S.p.A., an Al maviva Group company, is a leading Italian Artificial Intelligence and written and spoken natural language processing leader. Almawave leverages cutting-edge proprietary technologies and applied services to deliver upon the potential of AI as enterprises and the public sector evolve digitally. An international focus is provided by Almawave do Brasil, Almawave USA and PerVoice. The Group has dedicated technology laboratories and over 350 professionals with significant expertise of enabling technologies and the main frameworks - Big Data, Data Science, Machine Learning, AI Architecture and Integration - in addition to broad business process knowledge. 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 30 languages, interacting in multi-channel mode, analysing data and information with a view to knowledge development and automation. The company has a customer base of over 250, with thousands of final users of its platforms. Two new companies were added to the Group scope: The Data Appeal Company, operating with an AI-based product in the world of location intelligence for the Tourism, Fintech and Retail and Spatial Systems sectors, offering decision support system solutions, Geo spacial analytics and Big Data expertise in the Utilities and Government sectors www.almawave.it

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