



AT THE WORLD AI SHOW IN DUBAI, ALMAWAVE LAUNCHES “D/AI”

THE FIRST PLATFORM WITH GENERATIVE AI FUNCTIONS FOR TOURIST DESTINATIONS

The Almawave Group’s “composite AI” technologies applied to The Data Appeal Company’s proprietary platform for Tourism Destinations have resulted in “D/AI” (Destination AI), a new module with integrated Generative Artificial Intelligence features which will allow a simple natural language queries to be used to analyze information and data from a range of sources and to understand and predict trends, supporting more targeted and effective Tourism Destination management

This has created a true “assistant” for industry operators, which seeks to simplify their strategic choices and make them even more responsive, quickly adapting commercial offers to the needs and demands of travellers

Rome, June 8, 2023 – Almawave S.p.A., an Italian enterprise listed on the Euronext Growth Milan (Ticker: AIW) and a member of the Al maviva Group, an Artificial Intelligence (AI), natural language analysis and Big Data services leader, presented its new “D/AI - Destination AI” platform at the 2023 World AI Show in Dubai.

The innovative D/AI platform is the result of work by a joint team that has enhanced the Almawave Group’s expertise and assets in the Tourism sector. The new features to support Destination Managers were designed thanks to Tourism sector expertise acquired through years of activity and collaboration with dozens of Destinations, the availability of proprietary AI technologies for language analysis and data and KPI processing, and Almawave’s “composite AI” platform. This platform enables integration of the best generative AI algorithms - such as for example ChatGPT and Google Bard - in support of proprietary technology. Applied to The Data Appeal Company’s destination product - which has been active for years and contains more than 100 industry data streams, KPIs, and analytics on Italian, European, and global destinations - these assets will make accessing complex content easy, fast, and intuitive.

D/AI will enable simple and complex questions to be answered by querying and browsing The Data Appeal Company’s vast database on topics including flow forecasting and Destination sustainability, traveller perceptions and behavior, and information on industry reports and trends. This makes it a true “assistant”, supporting Tourist Destination Managers in researching, analyzing, planning and optimizing strategic and operational choices in the short, medium and long term to rapidly adapt their commercial offers and marketing strategies in line with the emerging needs of the market, thereby increasing performance, using a wealth of data that is always up to date. Destination AI is already available in Private Beta and will soon be available on a global scale, for all Destinations, in SaaS mode.

Valeria Sandei, Chief Executive Officer of Almawave: *“I am very pleased with the work that our team is undertaking to conceive, design and implement a tool as innovative as D/AI, to further increase our solutions for the tourism sector. When it can respond to concrete needs by offering new and simple ways to access content and knowledge, Artificial Intelligence represents a powerful opportunity for innovation and improvement. Applications will increasingly be required to meet this criterion of experience and personalization. During this period of growth, tourism in particular needs to effectively exploit the changes*





taking place in the industry. In doing this, it will find AI a useful ally in rapidly analyzing data and making decisions.”

To view the demo, you can sign up for the Waitlist at the following link:

<https://www.datapeal.io/introducing-destination-ai/>

Almaxave profile

Almaxave S.p.A., an Almaxiva Group company, is a leading Italian Artificial Intelligence and written and spoken natural language processing leader. Almaxave 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 Almaxave do Brasil, Almaxave USA and PerVoice. The Group has dedicated technology laboratories and over 400 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. Almaxave’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 40 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 300, 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 Sistemi Territoriali, offering decision support system solutions, Geo spacial analytics and Big Data expertise in the Utilities and Government sectors. www.almaxave.it

For further information:

Almaxave contacts (External press office):

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

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

IR Contacts:

Antonello Gresia, tel. 06 3993.2947, investor.relations@almaxave.it

IR Advisor Contacts:

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

Euronext Growth Advisor Contacts:

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

Almaxiva Group contacts:

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

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

