

## ALMAWAVE GROUP: THE DATA APPEAL COMPANY LAUNCHES D/AI ESG

**The platform measures ESG performance using proprietary algorithms and data and is targeted at companies and banks**

Rome, September 28, 2023 - Almawave S.p.A., an Almagroup company listed on the Euronext Growth Milan (Ticker: AIW) operating in the Artificial Intelligence (AI), natural language processing and Big Data services sector, announces that its subsidiary The Data Appeal Company, a company engaged in the development of vertical AI analytics solutions, and a leader in tourism, fintech and location intelligence, has presented D/AI ESG, a new ESG Scoring solution for banks and companies.

This is the first ESG Scoring tool that integrates information provided by the company with proprietary algorithms, data and KPIs from Almawave and The Data Appeal Company, which are combined with a range of constantly updated information on issues of sustainability and inclusion. D/AI ESG provides users - whether they are ESG managers, company executives or figures involved in implementing ESG performance within their departments - with a range of different functions.

It is based on a rapid, automatic entry system whose simplicity and ease of use distinguish it from the solutions that are currently available. Among other features, the platform is able to measure ESG performance at various levels of detail and analyze the extent of compliance with international regulations, frameworks and measurement standards. D/AI ESG also allows the user to identify action areas and measures to be taken to improve the sustainability of their organization and to benchmark against the industry average and major competitors. All of this is offered alongside the possibility of full integration with existing business systems, even in complex circumstances.

To enrich the system's functionality, it is connected to The Data Appeal Company's proprietary indices, namely the Fair Index, the Destination Sustainability Index, and the LGBTQ+ Index. This are able to monitor a company's Corporate Social Responsibility (CSR), sustainability and inclusion measures and perceptions.

D/AI ESG also returns an ESG score with concise and intuitive results alongside advice and guidance for improving performance.

**Valeria Sandei, Chief Executive Officer of the Almawave Group:** *"Artificial Intelligence can be an ally in providing simple, intuitive tools that support companies in their search for efficiency, regardless of the sectors in which they operate. The market launch of D/AI ESG also confirms the pivotal role played by environmental, social and governance issues within the strategy of our Group, which is committed to not only improving its own journey to sustainability with clear choices and targeted projects, but also to offering its technologies to support customers and partners in their respective processes."*

**Mirko Lalli, CEO & founder of The Data Appeal Company and Chief Group Digital Strategy Officer of Almawave:** *"Against the current backdrop, in which every organization is called with increasing urgency to measure its ESG performance to respond to the Sustainable Development Goals, the particular characteristics of this software - ease of use, the availability of a large amount of data and*

*the support it is able to guarantee to users - makes it a true strategic ally in value creation from a sustainability perspective".*

The platform's ESG scoring model is compliant with major international measurement standards and covers the individual features of over 70 economic sectors, ensuring that the customer and supplier engagement process is effective and automated.

#### **Almawave profile**

Almawave S.p.A., an Almoviva Group company, is an Italian Artificial Intelligence and written and spoken natural language processing player. 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 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. 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 40 languages, interacting in multi-channel mode, analyzing 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 spatial analytics and Big Data expertise in the Utilities and Government sectors. [www.almawave.it](http://www.almawave.it)

#### **The Data Appeal Company - Almawave Group profile**

The Data Appeal Company, through a proprietary algorithm based on artificial intelligence, machine learning and semantic analysis collects, measures and analyzes all feedback posted online, combining it with geographic and contextual data. For companies - across all sectors - it leverages human experience to help them with business decision-making, gain in-depth market knowledge and establish a competitive advantage. The Data Appeal Company SpA (formerly Travel Appeal) was acquired in 2022 by Almawave Spa, a company listed on the Euronext Growth Milan market of the Italian Stock Exchange and belonging to the Almoviva Group. The company's mission is to democratize and simplify the use and understanding of data to help companies and institutions make effective and informed decisions. [www.datappeal.io](http://www.datappeal.io)

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