



PRESS RELEASE

GROWENS:

THE GROUP STRENGTHENS ITS MANAGEMENT LINE WITH THE ONBOARDING OF ENRICA LIPARI AS PEOPLE & CULTURE DIRECTOR

Milan, 23 September, 2021 – Growens – formerly MailUp Group, a company admitted to trading on AIM Italia, a multilateral trading system organized by Borsa Italiana, and operating in the cloud marketing technologies sector – **announces the strengthening of the Group management with the onboarding of Enrica Lipari in the role of People & Culture Director.**

As the new People & Culture Director, **Enrica Lipari**, who will report directly to Growens' Chairman & CFO Matteo Monfredini, will be tasked of consolidating the Group's identity by enhancing its cultural system, disseminating a shared leadership model, creating and executing a People Strategy able to support a rapid and sustainable growth for the Group. This entails the design and daily implementation of HR policies, with particular attention to Recruiting, Compensation & Benefits, People Development, Engagement and Employer Branding processes that are consistent with the Group's values and are functionally co-designed to fit in each Business Unit's specific framework. **Enrica Lipari** – who is a Corporate Communication and Organization Strategies graduate from "La Sapienza" University in Rome – has gained solid HR experience in multinational companies of the digital and telecommunications industry.

Growens, founded as a startup in 2002 in Cremona (Italy), thanks to the intuition of 5 founders still active at the company, and today led by **CEO Nazzareno Gorni and Chairman Matteo Monfredini**, in almost 20 years has been able to grow and expand its boundaries by creating an integrated industrial group with 5 business units in Italy, Northern Europe, the United States and Latin America, and over 26,000 customers in 115 countries.

The Group, which today employs approximately 260 people, in 2021 has onboarded over 50 new professionals largely referring to the digital, technology, product and software development areas for SaaS platforms (Product Management, Product Marketing, Software Development). To date, the plan is about 85% complete, in line with the goal of **strengthening managerial lines, and acquiring new distinctive skills.**



Growens (GROW) is a vertically integrated player in the field of Cloud Marketing Technologies. Its growing suite of data-driven solutions allows SMEs and large corporations globally to master the evolving ways of communicating with customers. Starting from the parent company, which includes the MailUp business unit (Email marketing technology), the group boasts a steady growth path both organically and through acquisitions: Acumbamail (Spanish and LatAm markets), Agile Telecom (wholesale SMS market) and Datatrics (artificial intelligence). The brand portfolio is completed by BEE, an email editor launched in 2017 as a complementary

business line, already covering thousands of customers worldwide. Today, Growens is a leading European player in the field of Cloud Marketing Technologies, serving 26,400+ customers in 100+ countries.

The company is admitted to trading on the AIM Italia market managed by the Italian Stock Exchange, with a free float of 36+%.

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Media & Guidelines: <https://growens.io/en/media-guidelines>

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