



PRESS RELEASE

Introducing the Growens Way of Working (WoW)

The Company formalizes flexibility as a cultural and organizational pillar for all Group Business Units

Milan, 30 November, 2021 – Growens (ticker GROW), a company admitted to trading on the multilateral trading facility Euronext Growth Milan and operating in the cloud marketing technology field, introduces the Growens Way of Working, the manifesto that formalizes the Group position towards hybrid and remote work, transitioning the fleeting remote experience of the pandemic into a structural, vision-driven corporate cultural backbone. What started in 2018 as a flexible work pilot project for Italian employees — and was then forcefully accelerated during the pandemic — will now apply systemically to all 5 Business Units of the Group in Italy, Spain, Northern Europe and the United States.

Behind such new course, the permanent adoption of a hybrid way of working. Employees will be able to choose freely to work from the office, from home or from "anywhere", where anywhere means the possibility of moving to work in a different place for short or long periods of time. Enabled by flexibility, coordination and distributed accountability, the new way of working does not imply any permanent choices, but unlocks a series of possibilities to be combined according to the needs of each individual and team, with the aim of working together in the best possible way.

Flexibility as a basic principle will allow the legal entities to promptly adapt to any changes in the health and regulatory scenario due to the evolution of the Covid-19 pandemic, while maintaining productivity and operational flows at full capacity even in the event of new restrictions.

*"If there is one thing we have learned from the pandemic, it is that adopting a working method is much more than choosing a specific physical location" - states **Enrica Lipari, People & Culture Director** of Growens. "We strived to embrace and enhance a broad spectrum of individual points of view, reconciling the needs of different teams, operating in different Business Units, with varied rituals and habits, in countries with different cultures. Inspired by our corporate values of Trust, Open-mindedness, Passion and Caring, we were able to find the right balance and above all to devise a way to move nimbly in the complex, ever-changing scenario in which we currently live".*



Growens (GROW) is a vertically integrated player in the field of Cloud Marketing Technologies, with a combined SaaS and CPaaS offer. 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 ca. 26,000+ customers in 100+ countries.

The company is admitted to trading on the Euronext Growth Milan (EGM) market managed by the Italian Stock Exchange, with a free float of ca. 37%.

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