



PRICE SENSITIVE

PRESS RELEASE

## Financial calendar for the fiscal year 2022

**Milan, 4 January, 2022** – Growens S.p.A. – GROW (the “Company” or the “Issuer” or “Growens”), a company admitted to trading on the multilateral trading facility Euronext Growth Milan and operating in the cloud marketing technology field, according to Article 17 of the AIM Rules for Issuers, hereby notifies the

### Financial calendar for the fiscal year 2022

Date	Event
22 <sup>nd</sup> March, 2022	Board of Directors meeting for the approval of the individual and consolidated Full Year Report as of 31/12/2021 and convening of the Shareholders Ordinary Meeting
21 <sup>st</sup> April, 2022	Shareholders' ordinary meeting for the approval of the individual and consolidated Full Year Report as of 31/12/2021
10 <sup>th</sup> May, 2022	Board of Directors meeting to examine certain consolidated financial data concerning the 3-months period ending 31/03/2022 (Revenues, EBITDA, EBT, Net Financial Position)
13 <sup>th</sup> September, 2022	Board of Directors meeting for the approval of the individual and consolidated Half Year Report as of 30/06/2022
8 <sup>th</sup> November, 2022	Board of Directors meeting to examine certain consolidated financial data concerning the 9-months period ending 30/09/2022 (Revenues, EBITDA, EBT, Net Financial Position)

Within two days from the above-mentioned Board meetings, an investor call will be held, the details of which will be disseminated alongside the respective press releases.



The Company also notifies that, after the review of quarterly unaudited consolidated results, certain key performance indicators (KPIs) from management accounts, not subject to a BoD resolution, will be

released for both SaaS (Software-as-a-Service) and CPaaS (Communication-Platform-as-a-Service) business lines, tentatively on the tenth day (or the following trading day if such day falls on a bank holiday) of each month following the quarter end, and thus:

### **Consolidated quarterly sales**

<b>Date</b>	<b>Event</b>
11 <sup>th</sup> January, 2022	Quarterly SaaS ARR and CPaaS sales as of 31/12/2021
11 <sup>th</sup> April, 2022	Quarterly SaaS ARR and CPaaS sales as of 31/03/2022
11 <sup>th</sup> July, 2022	Quarterly SaaS ARR and CPaaS sales as of 30/06/2022
10 <sup>th</sup> October, 2022	Quarterly SaaS ARR and CPaaS sales as of 30/09/2022

Note: **ARR** = Annual Recurring Revenues, a very popular key performance indicator for a subscription business, showing the average annual recurring value of existing contracts



**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%.

ISIN IT0005040354 - Reuters: GROW.MI - Bloomberg: GROW IM

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

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