



PRICE SENSITIVE

PRESS RELEASE

## Stock Option Plan BEE Content Design – Exercise of rights

**Milan, 23 November, 2021** – 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, hereby notifies that Mr. Massimo Arrigoni, Chief Executive Officer of the subsidiary BEE Content Design Inc. (formerly MailUp Inc.) (the “Subsidiary” or “BEE Content Design”), beneficial owner of a stock option plan issued by the Subsidiary in 2011, exercised the options to subscribe n. 250,000 BEE Content Design newly issued shares, for a total consideration of USD 2,500.

As a consequence of the above-mentioned shares issue, the share capital of BEE Content Design amounts to n. 5,250,000 shares. Mr. Arrigoni owns 4,76%, whereas the balance is owned by Growens S.p.A..



**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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