



PRICE SENSITIVE

PRESS RELEASE

New Key Performance Indicators

Milan, 20 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, published today certain key performance indicators (KPI) and data from management accounts for the Business Units.

The above-mentioned indicators include a selection of metrics widely used in the SaaS (Software-as-a-Service) industry for the evaluation of subscription businesses, namely:

- MRR (Monthly Recurring Revenues) e ARR (Annual Recurring Revenues), i.e. a measure of predictable subscription-based monthly and annual revenue streams;
- LTV (Life Time Value), an estimation of the aggregate gross margin contribution of the average customer over the life of the customer;
- NRR (Net Revenue Retention), i.e. a measure of the increase/decrease of sales from existing clients in a certain period of time, as the combination of expansion (upgrades), contraction (downgrades) and churn (discontinuation);
- Payback Period, i.e. the average time (in months) it takes for the revenues from a new client to cover the cost of acquisition (sales and marketing) and the cost of service provision (COGS).

ARR for the SaaS Business Units was disclosed on 11 January, 2022.

KPIs will be updated quarterly, and they are available on the corporate website both at the Business Units pages <https://www.growens.io/en/business-units/> and under the Investor Relations/Presentations section <https://www.growens.io/en/presentations/>.

Nazzareno Gorni, founder and CEO of Growens, emphasizes: “Disclosing these key performance indicators shows our intention to ensure the utmost transparency on our activity, and answers a long-voiced need by our most sophisticated investors, in order to be able to better compare our businesses to international SaaS companies.”

Investor Relations

On January 27, The CEO, Mr. Nazzareno Gorni and Executive Director & IR, Ms. Micaela Cristina Capelli will participate to the event Italian Stock Market Opportunities 2022 – Virtual Video Conference by Intesa SanPaolo, where they will be available to meet Italian and foreign professional and institutional investors.



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

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