



PRESS RELEASE

Growens and Cremona Pride together to support and promote diversity & inclusion

The collaboration involves a mutual exchange: the company will support the activities of the Committee for the protection of the rights of the LGBTQIA+ community in the Cremona area, while Cremona Pride volunteers will organize initiatives to raise employee awareness on diversity & inclusion.

Cremona, 4 October 2023 – Growens, a company admitted to trading on Euronext Growth Milan and operating in the cloud marketing technology field, and **Cremona Pride**, volunteer organization for LGBTQIA+ rights, today **start a collaboration to support and promote diversity & inclusion** within the company and in the Cremona area.

Established in March 2021, the **Cremona Pride Committee** is a voluntary organization that gathers private citizens and other organized entities to collaborate on the **promotion of the rights and the inclusion** of the **LGBTQIA+ community** in the city and **province of Cremona**.

Growens was founded in **Cremona** in **2002**. Notwithstanding its continuous path of growth and internationalization, Growens has not lost **focus on its territory of origin**: over the years it has rooted its presence in the Cremona area, encouraging the growth of the local community and supporting several **cultural organizations & initiatives**.

The partnership between Growens and the Cremona Pride Committee represents a **concrete and tangible commitment** to support the activities that the organization carries out in the Cremona area for the benefit of the LGBTQIA+ community. As part of the reciprocity agreement, Cremona Pride will organize a **series of internal workshops** to raise **employee awareness** of the topics of diversity and inclusion, which already constitute a fundamental pillar of the company culture. Such workshops will involve the **Top Management** first and the rest of the company population second. Cremona Pride volunteers will bring their expertise to Growens to help create a **working environment** that is **welcoming and respectful** of all employees, regardless of their sexual orientation, gender identity or other individual traits.

Last year Growens launched **Grow**, an **internal committee** dedicated to diversity & inclusion, which actively promotes initiatives aimed at **creating greater awareness** among the company population. Starting today, Grow will work closely with Cremona Pride to develop and implement activities aimed at promoting the themes discussed in the workshops among employees and in society more generally.

“This collaboration mirrors and enriches Growens’ values. Since its foundation, Growens has promoted an open, collaborative and constantly evolving corporate culture. Respecting the uniqueness of individuals is a fundamental element for facing daily changes and challenges together. The collaboration with Cremona Pride will allow us to build an even more welcoming and aware working environment in relation to diversity & inclusion issues”, states Enrica Lipari – **People & Culture Director at Growens**.

"This collaboration pursues the objective – paramount for the Cremona Pride Committee – of bringing awareness to the local territory and to the places where the people of our community live and work. We believe that building a healthy working environment for LGBTQIA+ people is a priority that can only be achieved by removing all forms of discrimination and supporting individuals' rights. This is why we are happy to be given the opportunity by Growens to expand our dissemination project, allowing us to bring our first-hand experience to support its corporate training program", added **Stella Bellini, Chairperson of the Cremona Pride Committee.**



Growens (GROW) is a leading European player in the field of Cloud Marketing Technologies, serving thousands of clients worldwide. Its suite of SaaS and CPaaS solutions allows SMEs and large corporations globally to master the evolving ways of communicating with customers. Starting from the original business MailUp the Group grew steadily since 2002, both organically and via M&A, peaking with the launch of innovative products such as Beefree.io. The company is admitted to trading on the Euronext Growth Milan (EGM) market managed by the Italian Stock Exchange, with a free float above 42%.

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Cremona Pride Committee is a non-profit association dedicated to the organization of Cremona Pride and the dissemination of LGBTQIA+ issues in the area. Formally born in 2021, it succeeded in the ambitious goal of bringing the first Pride in its history to a provincial city just a year later, in 2022, thanks to the close contacts with Cremonese collectives, associations and institutions - which it still pursues today. It is also the promoter of a series of training and aggregation initiatives in the area aimed at spreading awareness, culture and inclusiveness.

The association is a Volunteer Organization based in Cremona and duly registered in the Registro Unico Terzo Settore.

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