



Italy - Marketing Technology

Growing sales supported by top management reinforcement

11th November 2021

9M-21 RESULTS RELEASE

RIC: GROWE.MI BBG: GROW IM In the first nine months of 2021 Growens posted growing organic sales coupled with strengthening of top management in MailUp, BEE and Datatrics. Furthermore, management is still engaged in assessing some M&A opportunities with the aim of integrating a significantly large sized SaaS company.

Rating:

Buy

Price Target: € 5.90

Upside/(Downside): 31.4%

Last Price: € 4.49 Market Cap.: € 67.9m

1Y High/Low: € 4.90 / € 3.81

Avg. Daily Turn. (3M, 6M): € 49k, € 34k

Free Float: 36.9%
Major shareholders:

Alberto Miscia	10.7%
Matteo Monfredini	10.6%
Nazzareno Gorni	10.6%
Luca Azzali	10.2%
Matteo Bettoni	10.1%



Stock price performance								
	1M	3M	12M					
Absolute	1.6%	3.0%	-0.2%					
Rel.to FTSE IT Growth	-6.0%	-6.0%	-63.2%					
Rel.to Peers median	1.2%	0.4%	-57.0%					

Analysts:

Luca Arena +39 02 30343 395 luca.arena@cfosim.com

Gianluca Mozzali +39 02 30343 396 gianluca.mozzali@cfosim.com

Estimates, rating and PT confirmed

Growens reported 9M-21 results characterised by mid-/high-single-digit sales growth and a more-than-proportional progression in gross profit. It is worth mentioning that historically Q3 has an unfavourable seasonality in terms of sales and EBITDA due to a certain business slowdown usually recorded in the summer period. Growens's reported revenues and EBITDA in 9M-21 accounted for 73% and 66% of our FY-21 top line and EBITDA estimates respectively, thus corroborating our 2021 projections. Just by way of comparison, in 9M-20 revenues and EBITDA accounted for 73% and 69% of FY figures respectively. In order to reach our top line estimate of € 70.0m for FY-21, Growens will have to post a fairly sustainable 8.9% growth in Q4-21. Therefore, we confirm our estimates, rating and PT.

Revenues at € 51.1m, up by 6.8% YoY. SaaS recurring sales rose by 8.0% YoY In 9M-21, total revenues were € 51.1m, up by 6.8% YoY, driven by increasing sales recorded by both the SaaS and the CPaaS divisions. The SaaS division (including the MailUp, BEE, Acumbamail and Datatrics business units) totalled € 18.8m, up by 8.0% YoY. The CPaaS division (comprising the Agile Telecom business unit) achieved € 31.7m, up by 7.7% YoY. Other revenues decreased because of the reduction of non-refundable government grants and windfall profits vs the same period of 2020. Foreign revenues were € 25.2m, up by 4.5% YoY.

Top line growth was mainly driven by BEE and Agile Telecom

In 9M-21, MailUp grew by 4.2% YoY, totalling € 12.4m, mainly as a consequence of its big exposure to the Italian market, deeply affected by the pandemic-related crisis. Agile Telecom totalled € 33.7m, up by 7.1% YoY, driven by the continuing recovery in SMS traffic started in Q2 thanks to the reopening of economic activity, mainly in Italy. BEE rose by 37.4% YoY to € 3.9m. Annual Recurring Revenues – ARR (showing the average annual recurring value of existing contracts) exceeded \$ 7.4m as of Sep-21. Acumbamail generated € 1.5m in revenues, up by 26.9% YoY, continuing on its excellent growth path. Datatrics's sales decreased by 7.9% YoY even if the reorganisation initiatives launched in 2020 produced an increase in lead generation and client pipeline.

Gross margin up by 220 bps YoY. EBITDA flat YoY mainly due to higher R&D costs Gross Profit rose by 14.1% YoY to € 17.6m (34.4% margin, +220 bps YoY) thanks to the ongoing effect of optimisation measures and cost savings. Furthermore, gross profit benefited from 1) the Agile Telecom EBITDA almost doubling and 2) Datatrics's reduced operating loss. It is worth mentioning that the group has not suspended or deferred strategic investments in R&D. EBITDA totalled € 3.6m, 7.0% margin, broadly in line YoY. In Q3-21, EBITDA declined 14.5% YoY, totalling € 1.1m, 6.6% margin, mainly as a result of the investments made in order to develop the BEE business unit and MailUp's indirect channel as well as to perform Datatrics's reorganisation. Net Financial Position was € 2.2m net cash, vs € 2.5m net cash at end-20. Cash and cash equivalents amounted to € 10.2m.

Growens, key financials and ratios

€m	2019	2020	2021e	2022e	2023e
Total Revenues	60.8	65.2	70.0	78.1	87.4
EBITDA	4.8	5.1	5.4	7.0	8.8
EBIT	1.8	1.4	1.8	3.5	5.3
Net profit	1.2	0.6	1.1	2.1	3.3
NFP (cash)/debt	(2.4)	(2.5)	(3.6)	(6.8)	(10.8)
EBITDA margin	7.9%	7.8%	7.7%	9.0%	10.0%
EBIT margin	3.0%	2.1%	2.5%	4.4%	6.1%
EPS €	0.08	0.04	0.07	0.14	0.22
EPS growth	-8.4%	-50.9%	89.6%	99.7%	53.9%
Free Cash Flow Yield	4.3%	3.0%	1.7%	4.7%	6.0%
PER x	47.4	127.2	63.4	31.7	20.6
PCF x	13.3	16.8	14.5	11.9	10.0
EV/Sales x	0.86	1.06	0.92	0.78	0.65
EV/EBITDA x	10.9	13.6	11.9	8.7	6.5
EV/EBIT x	28.2	50.2	36.2	17.6	10.8



CFO SIM Equity Research COMPANY FLASH



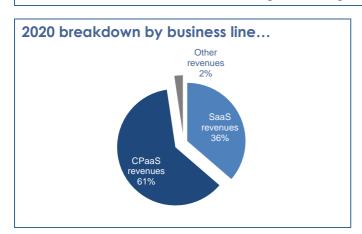


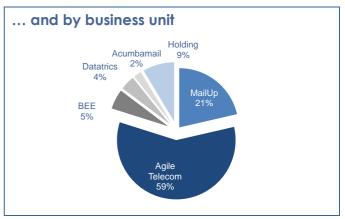
The Company at a Glance

Founded in Cremona (Italy) in 2002 as an email service provider, Growens (formerly MailUp) is now a leading international scale-up company in the European Cloud Marketing Technologies market, one of the fastest growing industries worldwide. The group is a vertically integrated player focusing on messaging and data-driven/multi-channel marketing automation, providing over 23,000 clients in 115 countries with a wide range of solutions. Growens develops and sells 1) technologies for the mass sending of emails and mobile messages, 2) sophisticated email and newsletter editing tools, 3) innovative technological solutions for predictive marketing and 4) professional consulting services.

The group operates five synergic business units, corresponding to five different companies: MailUp, Agile Telecom, BEE, Datatrics and Acumbamail. The group has been on a significant growth path since its establishment: set up as a start-up in 2002, Growens closed FY-20 with revenues of \in 65.2m, EBITDA of \in 5.1m and over 240 employees. Since the IPO in 2014 the group's revenues increased by a CAGR₁₃₋₂₀ of 37.0%, thanks to organic growth boosted by a few acquisitions.

In 2020, revenues were \leqslant 65.2m, EBITDA reached \leqslant 5.1m, 7.8% margin. EBIT stood at \leqslant 1.4m and Net Income totalled \leqslant 0.6m. Net Financial Position was \leqslant 2.5m cash, thanks to huge cash-flow generation.





Shareholder structure

Shareholders	%	# m
Alberto Miscia	10.7%	1.602
Matteo Monfredini	10.6%	1.587
Nazzareno Gorni	10.6%	1.587
Luca Azzali	10.2%	1.527
Matteo Bettoni	10.1%	1.512
Pronti Gianluca	6.1%	0.913
BMC Holding B.V. *	3.9%	0.584
Treasury shares	0.9%	0.128
Free Float	36.9%	5.531
Total	100.0%	14.971

Source: Company data

Peer group absolute performance

%	1D	1W	1M	3M	6M	YTD
dotDigital Group PLC	(2.0)	(1.8)	(1.8)	(5.1)	21.9	51.6
Kaleyra Inc	2.9	8.3	19.7	10.2	(1.0)	31.2
Sinch AB (publ)	(3.2)	(2.9)	(29.9)	(31.5)	(6.6)	(12.3)
Vonage Holdings Corp	(0.9)	6.5	8.2	24.1	35.7	32.0
Mobile Messaging median	(0.9)	6.5	8.2	10.2	(1.0)	31.2
HubSpot Inc	(5.1)	3.9	2.6	23.2	65.3	103.6
Neosperience SpA	(1.0)	(2.7)	(6.4)	(8.7)	0.7	11.0
Predictive Marketing median	(3.1)	0.6	(1.9)	7.2	33.0	57.3
Growens SpA	(2.0)	(1.1)	1.6	3.0	3.2	2.5

Peer	aroui	p multi	ples t	tabl	e

Price & EV multiples x	SALES FY1	SALES FY2	EBITDA FY1	EBITDA FY2	EBIT FY1	EBIT FY2	PER FY1	PER FY2
dotDigital Group PLC (Email Marketing)	12.07	10.61	36.1	33.2	51.7	48.0	62.3	60.5
Kaleyra Inc	2.47	1.59	40.8	17.7	n.m.	981.7	n.m.	n.m.
Sinch AB (publ)	6.23	3.81	100.7	28.1	167.6	38.8	151.1	43.5
Vonage Holdings Corp	3.38	3.00	24.2	22.2	54.8	61.9	93.4	76.2
Mobile Messaging median	3.38	3.00	40.8	22.2	111.2	61.9	122.2	59.9
HubSpot Inc	29.06	22.67	236.1	181.8	331.1	243.5	426.7	310.1
Neosperience SpA	2.52	1.89	9.1	6.7	46.5	18.0	126.9	32.9
Predictive Marketing median	15.79	12.28	122.6	94.2	188.8	130.8	276.8	171.5
Growens SpA	0.92	0.78	11.9	8.7	36.2	17.6	63.4	31.7

2

^{*} subject to lock-up (does not enter the free float)





Purchases (38.3) (39.2) (41.7) (46.1) (51.1) escrivios (72.9 (9.0) (9.0) (9.0) (9.2) (10.2)	Income statement (€ m)	2019	2020	2021e	2022e	2023e
Services	Total revenues	60.8	65.2	70.0	78.1	87.4
Personnel expenses (10,00 (11,4) (13,4) (15,2)						
Cher opex						
BBIDA	•					(0.7)
D&A	· · · · · · · · · · · · · · · · · · ·					8.8
File 1.8						(3.5)
Re/(Devaluation) of financial assets						5.3
Extraordinary	Financials	(0.0)	(0.2)	(0.1)	(0.1)	(0.1)
Pre-Tax profit 1.8	Re/(Devaluation) of financial assets	0.0	0.0	0.0	0.0	0.0
Income taxes	Extraordinary				0.0	0.0
Minoritities 0.0 0.0 0.0 0.0 0.0 0.0 0.0 Net Profit dd . 1.2 0.6 1.1 2.1 3. Net Profit dd . 1.2 0.6 1.1 2.1 3. Balance sheef (€ m) 2019 2020 2021e 2022e 2023 Balance sheef (€ m) 2019 2020 2021e 2022e 2023 Net Working Capital 0.1,7 0.1,5 0.5,5 0.0,4 0.0 Net Fixed Assets 27,4 27,1 26,4 25,9 25, Equity Investments 0.1 0.2 0.2 0.2 0.2 0.2 Other M/L Term A/L (11,3) (11,0) (11,4) (12,1) (12,1) (12,1) (12,1) (12,1) (12,1) (12,1) (12,1) (12,1) (12,1) (13,1) (11	·					5.2
Net Profit adj. Balance sheet (f m) 2019 2020 2021e 2022e 2023 Net Working Capital (1,7) (1,5) (0,5) (0,4) (0,5) Net Fixed Assets 27,4 27,1 20,4 27,1 20,4 20,2 20,2 20,2 20,2 20,2 20,3 Equity investments (1,1,0) (1,1,0						(1.9)
Belance sheet (€ m)						0.0
Bolance sheet (f m)						
Net Working Capital (1.7) (1.5) (0.5) (0.4) (0.2) Net Fixed Assets (27.4 27.1 26.4 25.9 25.5 Equity Investments (0.1 0.2 0.2 0.2 0.2 0.2 Other M/I, Term A/I (11.3) (11.0) (11.4) (12.1) (12.1) Net Invested Capital Ala 14.6 14.8 14.7 13.7 12.1 Net Financial Position (2.4) (2.5) (3.6) (6.8) (10.0) Minorities (0.0 0.0 0.0 0.0 0.0 0.0 Group's Shareholders Equity (17.0 17.3 18.4 20.5 23.1 Financial Liabilities & Equity (14.6 14.8 14.7 13.7 12.1 Cash Flow statement (€ m) 2019 2020 2021e 2022e 2022 Total net income (1.2 0.6 1.1 2.1 3.3 Depreciation (2.9 3.7 3.6 3.5 3.3 Other non-cash charges (0.1) 1.0 0.4 0.6 0.0 Cash Flow from Oper. (CFC) (1.6) 4.0 5.3 5.1 6.3 7.7 Change in NWC (2.0 (0.2) (1.0) (0.1) (0.1) (0.7) FCF from Operations (FCFO) (3.0) 5.1 4.1 6.2 7.7 Net Investments (CFF) (9.9) (4.2) (3.0) (3.0) (3.0) Free CF to the Firm (FCFF) (3.9) 0.9 1.1 3.2 4.4 Financial ratios 2019 2020 2021e 2022e 2023 EpiliDA margin (FCFF) (3.9) 0.9 1.1 3.2 4.4 Financial ratios (2.1) 2.2 2.2 2.3 2.3 2.3 2.4 Financial ratios (2.1) 2.2 2.2 2.3 2.3 2.3 2.4 Financial ratios (2.1) 2.2 2.2 2.3 2.3 2.3 2.4 Financial ratios (2.1) 2.2 2.2 2.3 2.3 2.4 Financial ratios (2.1) 2.2 2.2 2.3 2.3 2.4 Financial ratios (2.1) 2.2 2.2 2.2 2.3 2.3 2.4 Financial ratios (2.1) 2.2 2.2 2.2 2.3 2.3 2.4 Financial ratios (2.1) 2.2 2.2 2.3 2.3 2.4 Financial ratios (2.1) 2.2 2.2 2.2 2.2 2.2 2.2 2.2 2.2 2.2 2.	Nei Prolli daj.	1.2	0.0	1.1	2.1	3.3
Net Fixed Ássels						2023e
Equity Investments	• .					(0.2)
Oher M/L Term A/L (11,0) (11,4) (12,1) (12,1) Not Invasted Capital 14.6 14.8 14.7 13.7 12: Not Invasted Capital 14.6 14.8 14.7 13.7 12: Not Financial Position (2.4) (2.5) (3.6) (6.8) (10.0) Minorities 0.0 0.0 0.0 0.0 0.0 0.0 Group's Shareholders Equity 17.0 17.3 18.4 20.5 23. Financial Liabilities & Equity 14.6 14.8 14.7 13.7 12.2 Cash Flow statement (€ m) 2019 2020 2021e 2022e 2023 Total net income 1.2 0.6 1.1 2.1 3.5 3.5 3.5 Other non-cash charges (0.1) 1.0 0.4 0.6 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
Net invested Capital Net Financial Position (2.4) (2.5) (3.6) (6.8) (10.0) Minorities (0.0) (0.0) (0.0) (0.0) (0.0) (0.0) Group's Shareholders Equity (17.0) 17.3 18.4 20.5 23.3 Financial Liabilities & Equity (14.6) 14.8 14.7 13.7 12.2 Cash Flow statement (€ m) (2019 2020 2021e 2022e 2023 Total net income (1.2) (0.6) (1.1) (2.1) (3.3) Depreciation (2.9) (3.7) (3.6) (3.5) (3.5) (3.5) Depreciation (2.9) (3.7) (3.6) (3.5) (3.5) (3.5) Other non-cash charges (0.1) 1.0 (0.4) (0.6) (0.6) (0.7) Cash Flow from Oper. (CFO) (4.0) (3.3) (3.1) (3.3) (3.1) (3.3) (
Net Financial Position (2.4) (2.5) (3.6) (6.8) (10) Minorities (0.0 0.0 0.0 0.0 0.0 0.0 Group's Shareholders Equity 17.0 17.3 18.4 20.5 23.1 Financial Liabilities & Equity 14.6 14.8 14.7 13.7 12.1 Cash Flow statement (€ m) 2019 2020 2021e 2022e 2023 Total net income 1.2 0.6 1.1 2.1 3. Depreciation 2.9 3.7 3.6 3.5 3. Other non-cash charges (0.1) 1.0 0.4 0.6 0.0 Cash Flow from Oper. (CFO) 4.0 5.3 5.1 6.3 7. Change in NWC 2.0 (0.2) (1.0) (0.1) (0.7) PCF from Operations (FCFO) 6.0 5.1 4.1 6.2 7.1 Well Interestments (CFF) (9.9) (4.2) (3.0) (3.0) (3.1) Fire CF to the Firm (FCFF) (3.9) 0.9 1.1 3.2 4.1 Fire CF to the Firm (FCFF) 5.2 0.0 0.0 0.0 0.0 Free Cash Flow to Equity (FCFE) 1.2 0.9 1.1 3.2 4.1 Financial ratios 2019 2020 2021e 2022e 2023 EBIIDA margin 7.9% 7.8% 7.7% 9.0% 10.0 EBII margin 3.0% 2.1% 2.5% 4.4% 6.1 Net profit margin 1.9% 0.9% 1.5% 2.7% 3.8 Tox rate 3.6, % 53.0% 37.0% 37.0% 37.0% 37.0 Op NWC/Sales 2.2.8% 2.3% -0.7% -0.5% -0.3 Interest coverage x 0.01 0.15 0.00 0.0 Net Debt/EBIIDA x (0.49) (0.49) (0.49) (0.67) (0.97) (1.2 Debt-10-Equity x (0.14) (0.15) (0.20) (0.33) (0.4 ROCE 7.9% 5.8% 3.3% 5.8% 10.4% 11.8 Payout ratio 0.0% 0.0% 0.0% 0.0% Per share figures 11.4 4.97 14.97 14.97 14.97 Number of shares Fully Diluted ≠ m 17.37 17.37 17.37 17.37 Average Number of shares Fully Diluted ≠ m 17.37 17.37 17.37 17.37 Average Number of shares Fully Diluted ≠ m 17.37 17.37 17.37 17.37 Average Number of shares Fully Diluted ≠ m 17.37 17.37 17.37 17.37 17.37 Average Number of shares Fully Diluted ≠ m 17.37 17.37 17.37 17.37 17.37 Average Number of shares Fully Diluted ≠ m 17.37 17.37 17.37 17.37 17.37 Average Number of shares Fully Diluted ≠ m 17.37 17.37 17.37 17.37 17.37 Average Number of shares Fully Diluted ≠ m 17.37 17.37 17.37 17.37 17.37 Average Number of shares Fully Diluted ≠ m 17.37 17.37 17.37 17.37 17.37 Average Number of shares Fully Diluted ≠ m 17.37 17.37 17.37 17.37 17.37 Average Number of shares Fully Diluted ≠ m 17.37 17.37 17.37 17.37 17.37 Average Number of						
Minorifles	•					(10.8)
Group's Shareholders Equity 17.0 17.3 18.4 20.5 23.5						0.0
Financial Liabilities & Equity 14.6 14.8 14.7 13.7 12.5						23.8
Total net income 1.2						12.9
Total net Income 1.2						
Depreciation Other non-cash charges (0.1) 1.0 0.4 0.6 0.5 Cash Flow from Oper. (CFO) 4.0 5.3 5.1 6.3 7.2 Change in NWC 2.0 (0.2) (1.0) (0.1) (0.1) CF from Operations (FCFO) 6.0 5.1 4.1 6.2 7.7 Net Investments (CFD) (9.9) (4.2) (3.0) (3.0) (3.0) Free CF to the Firm (FCFF) (3.9) 0.9 1.1 3.2 4.4 CF from financials (CFF) 5.2 0.0 0.0 0.0 0.0 Free CF to the Firm (FCFF) 1.2 0.9 1.1 3.2 4.4 CF from financials (CFF) 5.2 0.0						2023e
Offier non-cash charges (0,1) 1.0 0.4 0.6 0.0 Cash Flow from Oper. (CFO) 4.0 5.3 5.1 6.3 7.2 Change in NWC 2.0 (0.2) (1.0) (0.1) (0.1) FCF from Operations (FCFO) 6.0 5.1 4.1 6.2 7.7 Net Investments (CFD) (9.9) (4.2) (3.0) (3.0) (3.0) Free CF to the Firm (FCFF) (3.9) 0.9 1.1 3.2 4.4 CF from financials (CFF) 5.2 0.0 0.0 0.0 0.0 Free Cash Flow to Equity (FCFE) 1.2 0.9 1.1 3.2 4.4 Free Cash Flow to Equity (FCFE) 1.2 0.9 1.1 3.2 4.4 Financial ratios 2019 2020 2021e 2022e 2023 EBITDA margin 7.9% 7.8% 7.7% 9.0% 10.0 EBIT mergin 3.0% 2.1% 2.5% 4.4% 6.1 Net profit margin<						3.3
Cash Flow from Oper. (CFO) 4.0 5.3 5.1 6.3 7.2 Change in NWC 2.0 (0.2) (1.0) (0.1) (0.2) (1.0) (0.1) (0.2) (1.1) (3.2) 7.7 (0.2) <td>· ·</td> <td></td> <td></td> <td></td> <td></td> <td></td>	· ·					
Change in NWC 2.0 0.2) (1.0) (0.1) (0.1) FCF from Operations (FCFO) 6.0 5.1 4.1 6.2 7.1 Net Investments (CFI) (9.9) (4.2) (3.0) (3.0) (3.0) Free CF to the Firm (FCFF) (3.9) 0.9 1.1 3.2 4.4 CF from financials (CFF) 5.2 0.0 0.0 0.0 0.0 Free Cash Flow to Equity (FCFE) 1.2 0.9 1.1 3.2 4.4 Financial ratios 2019 2020 2021e 2022e 2023 EBITD A margin 7.9% 7.8% 7.7% 9.0% 10.0 BEIT margin 3.0% 2.1% 2.5% 4.4% 6.1 Net profit margin 1.9% 0.9% 1.5% 2.7% 3.8 Tax rate 36.9% 53.0% 37.0% 37.0% 37.0% 37.0% 37.0% 37.0% 37.0% 37.0% 37.0% 37.0% 37.0% 37.0% 37.0%						7.2
FCF from Operations (FCFO)						(0.1)
Net Investments (CFI) (9,9) (4,2) (3,0) (3,0) (3,0) (3,1) (3,1) Free CF to the Firm (FCFF) (3,9) 0.9 1.1 3.2 4.1 (2,1) (2,1) (2,1) (3,0) 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0						7.0
Free CF to the Firm (FCFF) (3.9) 0.9 1.1 3.2 4.4 CF from financials (CFF) 5.2 0.0 0.0 0.0 0.0 Free Cash Flow to Equity (FCFE) 1.2 0.9 1.1 3.2 4.4 Financial ratios 2019 2020 2021e 2022e 2023 EBITDA margin 7.9% 7.8% 7.7% 9.0% 10.0 EBIT margin 3.0% 2.1% 2.5% 4.4% 6.1 Net profit margin 1.9% 0.9% 1.5% 2.7% 3.8 Tax rate 36.0% 53.0% 37.0% 37.0% 37.0% 37.0% 37.0% 37.0% 37.0% 37.0% 37.0% 3.8 1.3% 1.04 0.02 0.0 <						(3.0)
Free Cash Flow to Equity (FCFE) 1.2 0.9 1.1 3.2 4.4 Financial ratios 2019 2020 2021e 2022e 2023 BBITDA margin 7.9% 7.8% 7.7% 9.0% 10.0 BBIT margin 3.0% 2.1% 2.5% 4.4% 6.1 Net profit margin 1.9% 0.9% 1.5% 2.7% 3.8 Tax rate 36.9% 53.0% 37.0	Free CF to the Firm (FCFF)			1.1	3.2	4.0
Financial ratios 2019 2020 2021e 2022e 2023 BBITDA margin 7.9% 7.8% 7.7% 9.0% 10.0 BBIT margin 3.0% 2.1% 2.5% 4.4% 6.1 Net profit margin 1.9% 0.9% 1.5% 2.7% 3.8 Tax rate 36.9% 53.0% 37.0% 10.5% 0.03 10.4 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 11.2 10.1 10.2 10.1 10.2 10.1	CF from financials (CFF)	5.2	0.0	0.0	0.0	0.0
EBITDA margin 7.9% 7.8% 7.7% 9.0% 10.0 EBIT margin 3.0% 2.1% 2.5% 4.4% 6.1 Net profit margin 1.9% 0.9% 1.5% 2.7% 3.8 Tax rate 36.9% 53.0% 37.0% 37.0% 37.0 37.0% 30.0 4.0 4.02 4.0 4.0 4.0 4.0 4.0 4.0 4.0 4.0 4.0 4.0 4.0 4.0 4.0 4.0 4.0 4.0 4.0 4.0 4.0	Free Cash Flow to Equity (FCFE)	1.2	0.9	1.1	3.2	4.0
EBIT margin Net profit margin 1.9% 0.9% 1.5% 2.7% 3.8 Tax rate 36.9% 53.0% 37.0% 37.0% 37.0 Op NWC/Sales -2.8% -2.3% -0.7% -0.5% -0.3 Interest coverage x 0.01 0.13 0.04 0.02 0.0 Net Debt/EBITDA x (0.49) (0.49) (0.49) (0.67) (0.97) (1.2: Debt-to-Equity x (0.14) (0.15) (0.20) (0.33) (0.4* ROIC 7.9% 3.8% 7.3% 15.6% 25.4 ROCE 7.0% 5.0% 6.1% 10.9% 15.0 ROACE 8.1% 5.1% 6.2% 11.4% 15.8 ROE 6.8% 3.3% 5.8% 10.4% 13.8 Payout ratio 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Number of shares ≠ m Number of shares Fully Diluted ≠ m 14.97 14.97 14.97 14.97 14.97 Number of shares Fully Diluted ≠ m 16.15 17.37 17.37 17.37 17.37 EPS stated FD € 0.07 0.03 0.06 0.12 0.14 EPS adjusted FD € 0.07 0.03 0.06 0.12 0.14 EBIT Θ 0.98 0.99 1.06 1.18 1.3 FCF Θ € 0.98 0.99 1.06 1.18 1.3 FCF E € 0.024) 0.05 0.06 0.18 0.25 FCF E € 0.08 0.05 0.06 0.18 0.25	Financial ratios	2019	2020		2022e	2023e
Net profit margin 1.9% 0.9% 1.5% 2.7% 3.8 Tax rate 36.9% 53.0% 37.0% 37.0% 37.0 Op NWC/Sales -2.8% -2.3% -0.7% -0.5% -0.3 Interest coverage x 0.01 0.13 0.04 0.02 0.0 Net Debt/EBITDA x (0.49) (0.49) (0.67) (0.97) (1.2 Debt-to-Equity x (0.14) (0.15) (0.20) (0.33) (0.4 ROIC 7.9% 3.8% 7.3% 15.6% 25.4 ROCE 7.0% 5.0% 6.1% 10.9% 15.0 ROE 8.1% 5.1% 6.2% 11.4% 15.8 ROE 6.8% 3.3% 5.8% 10.4% 13.8 Payout ratio 0.0% 0.0% 0.0% 0.0% 0.0 Number of shares # m 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 17.37 17.37 17.37 17.37 17.37	EBITDA margin					10.0%
Tax rate 36.9% 53.0% 37.0% 37.0% 37.0% Op NWC/Sales -2.8% -2.3% -0.7% -0.5% -0.3 Interest coverage x 0.01 0.13 0.04 0.02 0.0 Net Debt/EBITDA x (0.49) (0.49) (0.67) (0.97) (1.2 Debt-fo-Equify x (0.14) (0.15) (0.20) (0.33) (0.4 ROIC 7.9% 3.8% 7.3% 15.6% 25.4 ROCE 7.0% 5.0% 6.1% 10.9% 15.0 ROACE 8.1% 5.1% 6.2% 11.4% 15.8 ROE 6.8% 3.3% 5.8% 10.4% 13.8 Payout ratio 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Number of shares # m 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 17.37 17.37 17.37 17.37 17.37 17.37 17.37 17.37 17.37 17.37 17.37						6.1%
Op NWC/Sales -2.8% -2.3% -0.7% -0.5% -0.3 Interest coverage x 0.01 0.13 0.04 0.02 0.0 Net Debt/EBITDA x (0.49) (0.49) (0.67) (0.97) (1.20) Debt-to-Equity x (0.14) (0.15) (0.20) (0.33) (0.44) ROIC 7.9% 3.8% 7.3% 15.6% 25.4 ROE 7.0% 5.0% 6.1% 10.9% 15.0 ROACE 8.1% 5.1% 6.2% 11.4% 15.8 Payout ratio 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Number of shares #m 14.97						3.8%
Interest coverage x 0.01 0.13 0.04 0.02 0.0 Net Debt/EBITDA x (0.49) (0.49) (0.67) (0.97) (1.20) Debt-to-Equity x (0.14) (0.15) (0.20) (0.33) (0.4 ROIC 7.9% 3.8% 7.3% 15.6% 25.4 ROCE 7.0% 5.0% 6.1% 10.9% 15.0 ROE 8.1% 5.1% 6.2% 11.4% 15.8 ROE 6.8% 3.3% 5.8% 10.4% 13.8 Payout ratio 0.0% 0.0% 0.0% 0.0% 0.0 Number of shares #m 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 17.37 17						
Net Debt/EBITDA x (0.49) (0.49) (0.67) (0.97) (1.20) Debt-to-Equity x (0.14) (0.15) (0.20) (0.33) (0.46) ROIC 7.9% 3.8% 7.3% 15.6% 25.4 ROE 7.0% 5.0% 6.1% 10.9% 15.0 ROACE 8.1% 5.1% 6.2% 11.4% 15.8 ROE 6.8% 3.3% 5.8% 10.4% 13.8 Payout ratio 0.0% 0.0% 0.0% 0.0% 0.0 Number of shares figures 2019 2020 2021e 2022e 2023 Number of shares Fully Diluted # m 17.37 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 17.37 <	· · · · · · · · · · · · · · · · · · ·					
Debt-to-Equity x (0.14) (0.15) (0.20) (0.33) (0.44) ROIC 7.9% 3.8% 7.3% 15.6% 25.4 ROCE 7.0% 5.0% 6.1% 10.9% 15.0 ROACE 8.1% 5.1% 6.2% 11.4% 15.8 ROE 6.8% 3.3% 5.8% 10.4% 13.8 Payout ratio 0.0% 0.0% 0.0% 0.0% 0.0% Number of shares figures 2019 2020 2021e 2022e 2023 Number of shares Fully Diluted # m 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 17.37	•					
ROIC 7.9% 3.8% 7.3% 15.6% 25.4 ROCE 7.0% 5.0% 6.1% 10.9% 15.0 ROACE 8.1% 5.1% 6.2% 11.4% 15.8 ROE 6.8% 3.3% 5.8% 10.4% 13.8 Payout ratio 0.0% 0.0% 0.0% 0.0% 0.0 Per share figures 2019 2020 2021e 2022e 2023 Number of shares # m 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 17.37						(0.46)
ROCE 7.0% 5.0% 6.1% 10.9% 15.0 ROACE 8.1% 5.1% 6.2% 11.4% 15.8 ROE 6.8% 3.3% 5.8% 10.4% 13.8 Payout ratio 0.0% 0.0% 0.0% 0.0% 0.0 Per share figures 2019 2020 2021e 2022e 2023 Number of shares # m 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 14.97 17.37 <t< td=""><td>· ·</td><td></td><td></td><td></td><td></td><td>25.4%</td></t<>	· ·					25.4%
ROE 6.8% 3.3% 5.8% 10.4% 13.8 Payout ratio 0.0% 0.0% 0.0% 0.0% 0.0 Per share figures 2019 2020 2021e 2022e 2023 Number of shares # m 14.97<						15.0%
Payout ratio 0.0% 0.0% 0.0% 0.0% 0.0% Per share figures 2019 2020 2021e 2022e 2023 Number of shares # m 14.97 14	ROACE	8.1%	5.1%	6.2%	11.4%	15.8%
Per share figures 2019 2020 2021e 2022e 2023e Number of shares # m 14.97 <td< td=""><td>ROE</td><td>6.8%</td><td>3.3%</td><td>5.8%</td><td>10.4%</td><td>13.8%</td></td<>	ROE	6.8%	3.3%	5.8%	10.4%	13.8%
Number of shares # m 14.97 17.37 17.3	Payout ratio	0.0%	0.0%	0.0%	0.0%	0.0%
Number of shares Fully Diluted # m 17.37 17.37 17.37 17.37 17.37 Average Number of shares Fully Diluted # m 16.15 17.37 17.37 17.37 17.37 EPS stated FD € 0.07 0.03 0.06 0.12 0.14 EPS adjusted FD € 0.07 0.03 0.06 0.12 0.16 EBITDA € 0.30 0.29 0.31 0.40 0.5 EBIT € 0.11 0.08 0.10 0.20 0.3 BV € 0.98 0.99 1.06 1.18 1.3 FCFO € 0.37 0.29 0.24 0.35 0.4 FCFF € (0.24) 0.05 0.06 0.18 0.20 FCFE € 0.08 0.05 0.06 0.18 0.20	Per share figures					2023e
$ \begin{array}{cccccccccccccccccccccccccccccccccccc$						14.97
$\begin{array}{cccccccccccccccccccccccccccccccccccc$	•					17.37
$\begin{array}{cccccccccccccccccccccccccccccccccccc$,					17.37
$\begin{array}{cccccccccccccccccccccccccccccccccccc$						0.19
$ \begin{array}{cccccccccccccccccccccccccccccccccccc$						0.19
$\begin{array}{cccccccccccccccccccccccccccccccccccc$						
FCFO \in 0.37 0.29 0.24 0.35 0.4 FCFF \in (0.24) 0.05 0.06 0.18 0.23 FCFE \in 0.08 0.05 0.06 0.18 0.23						
FCFF € (0.24) 0.05 0.06 0.18 0.25 FCFE € 0.08 0.05 0.06 0.18 0.25						
FCFE € 0.08 0.05 0.06 0.18 0.20						0.23
						0.23
<u> </u>	Dividend €	0.00	0.00	0.00	0.00	0.00

3





Q3-21 and 9M-21 Results

Growens reported 9M-21 results characterised by revenues growing at a mid-high single digit rate and a more-than-proportional progression in gross profit. It is worth mentioning that historically Q3 has an unfavourable seasonality in terms of sales and EBITDA due to a certain business slowdown usually recorded in the summer period. In order to reach our top line estimate of € 70.0m for FY-21, Growens will have to post a 9% growth in Q4-21. Management is currently engaged in assessing some M&A opportunities with the aim of integrating a significantly large-sized SaaS company.

Table 1 – Growens, Q3-21 and 9M-21 results

€m	Q3-21	Q3-20	% YoY	9M-21	9M-20	% YoY
SaaS Revenues	6.3	5.8	7.8	18.8	17.4	8.0
CPaaS Revenues	10.9	10.1	8.6	31.7	29.4	7.7
Other revenues	0.2	0.2	(33.7)	0.6	1.0	(40.5)
Total revenues	17.4	16.2	7.7	51.1	47.9	6.8
Gross Profit	6.0	5.1	17.9	17.6	15.4	14.1
% margin	34.3	31.3		34.4	32.2	
EBITDA	1.1	1.3	(14.5)	3.6	3.5	1.0
% margin	6.6	8.3		7.0	7.4	
Pre-Tax profit	0.2	0.4	(60.9)	0.6	0.9	(32.9)
% margin	0.9	2.6		1.2	1.9	

Sources: Company data, CFO SIM analysis

In 9M-21, total revenues were € 51.1m, up by 6.8% YoY, driven by increasing sales recorded by both the SaaS and the CPaaS divisions. The SaaS division (including the MailUp, BEE, Acumbamail and Datatrics business units) totalled € 18.8m, up by 8.0% YoY. The CPaaS division (comprising the Agile Telecom business unit) reached € 31.7m, up by 7.7% YoY.

Other revenues decreased because of the reduction of non-refundable government grants and windfall profits vs the same period of 2020. Foreign revenues were € 25.2m (49% of total revenues), up by 4.5% YoY.

Gross Profit rose by 14.1% YoY to € 17.6m (34.4% margin, +220 bps YoY) thanks to the ongoing effect of optimisation measures and cost savings. Furthermore, gross profit benefited from 1) the Agile Telecom business unit EBITDA almost doubling (up by 83.8% YoY) thanks to its strategic decision to focus more on profitability than on volumes and 2) Datatrics's reduced operating loss. It is worth mentioning that the group has not suspended or deferred any strategic investments in research and development (in 9M-21 R&D costs increased by 31.4% YoY).

EBITDA totalled € 3.6m, 7.0% margin, broadly in line YoY. In Q3-21, EBITDA declined 14.5% YoY, totalling € 1.1m, 6.6% margin (vs € 1.3m, 8.3% margin in Q3-20), mainly as a result of the investments made in order to develop the BEE business unit and MailUp's indirect channel as well as to perform Datatrics's reorganisation.

Net Financial Position was € 2.2m net cash, vs € 2.5m net cash at end-20. Cash and cash equivalents amounted to € 10.2m.

Table 2 – Growens, 9M-21 revenues breakdown by business unit

€m	9M-21	9M-20	% YoY
MailUp	12.4	11.9	4.2
Agile Telecom	33.7	31.4	7.1
BEE	3.9	2.8	37.4
Datatrics	1.9	2.1	(7.9)
Acumbamail	1.5	1.1	26.9
Holding	4.7	3.6	30.8
Consol. Adj.	(6.9)	(5.2)	
Total revenues	51.1	47.9	6.8

Sources: Company data, CFO SIM analysis

_





Table 3 – Growens, 9M-21 EBITDA breakdown by business unit

€m	9M-21	9M-20	% YoY
EBITDA MailUp	2.2	2.8	(22.5)
EBITDA Agile Telecom	1.7	0.9	83.8
EBITDA BEE	0.1	0.3	(53.5)
EBITDA Datatrics	(0.7)	(1.1)	36.8
EBITDA Acumbamail	0.3	0.3	24.0
EBITDA Holding	(0.3)	(0.2)	(39.7)
Consol. Adj.	0.3	0.6	(56.1)
Total EBITDA	3.6	3.5	1.0
EBITDA % MailUp	17.6	23.7	
EBITDA % Agile Telecom	5.0	2.9	
EBITDA % BEE	3.6	10.6	
EBITDA % Datatrics	(36.7)	(53.5)	
EBITDA % Acumbamail	22.3	22.9	
EBITDA % Holding	(6.9)	(6.5)	
Total EBITDA %	7.0	7.4	

Sources: Company data, CFO SIM analysis

Looking at 9M-21 revenues in terms of business units:

- ➤ MailUp grew by 4.2% YoY, totalling € 12.4m, mainly as a consequence of its big exposure to the Italian market, deeply affected by the pandemic-related crisis.
- ➤ Agile Telecom totalled € 33.7m, up by 7.1% YoY, driven by the continuing recovery of the SMS traffic started in Q2 thanks to the reopening of economic activity, mainly in Italy.
- ▶ BEE rose by 37.4% YoY (46.2% at a constant EUR/USD exchange rate) to € 3.9m. Annual Recurring Revenues – ARR (showing the average annual recurring value of existing contracts) exceeded \$ 7.4m as of Sep-21.
- ➤ Acumbamail generated € 1.5m in revenues, up by 26.9% YoY, continuing on its excellent growth path.
- Datatrics's sales decreased by 7.9% YoY even if the reorganisation initiatives launched in 2020 produced an increase in lead generation and client pipeline.

Table 4 – Growens, quarterly results – breakdown by business unit

€m	Q1-21	Q1-20	% YoY	Q2-21	Q2-20	% YoY	Q3-21	Q3-20	% YoY
MailUp	3.9	4.0	(1.5)	4.3	4.1	4.7	4.2	3.8	9.6
Agile Telecom	11.0	10.5	4.5	11.3	10.2	10.8	11.4	10.7	6.0
BEE	1.1	0.9	27.2	1.2	0.9	32.6	1.5	1.0	51.3
Datatrics	0.7	8.0	(17.5)	0.7	0.7	2.1	0.6	0.6	(6.0)
Acumbamail	0.5	0.4	34.1	0.5	0.4	28.4	0.5	0.4	19.1
Holding	1.3	1.1	17.0	2.1	1.5	46.4	1.3	1.0	23.9
Consol. Adj.	(1.9)	(1.8)		(3.0)	(1.9)		(2.0)	(1.5)	
Total revenues	16.6	15.8	4.8	17.1	15.9	7.8	17.4	16.2	7.7
EBITDA MailUp	1.0	0.6		0.5	1.3		0.8	0.9	
EBITDA Agile Telecom	0.5	0.1		0.6	0.5		0.6	0.3	
EBITDA BEE	0.2	0.1		(0.1)	0.0		(0.0)	0.2	
EBITDA Datatrics	(0.1)	(0.3)		(0.3)	(0.4)		(0.3)	(0.4)	
EBITDA Acumbamail	0.1	0.1		0.1	0.1		0.1	0.1	
EBITDA Holding	(0.4)	(0.1)		0.2	0.0		(0.1)	(0.2)	
Consol. Adj.	0.1	0.1		0.1	0.1		0.1	0.4	
Total EBITDA	1.4	0.5	153.8	1.0	1.6	(37.3)	1.1	1.3	(14.5)
EBITDA % MailUp	25.1	15.6		10.5	32.4		18.0	22.8	
EBITDA % Agile Telecom	4.7	1.1		5.1	4.9		5.4	2.8	
EBITDA % BEE	17.9	6.5		(5.1)	3.8		(0.1)	20.6	
EBITDA % Datatrics	(11.9)	(39.3)		(50.8)	(63.6)		(48.9)	(61.3)	
EBITDA % Acumbamail	25.2	19.5		17.3	14.9		24.9	33.5	
EBITDA % Holding	(31.3)	(6.5)		10.9	1.8		(11.2)	(18.2)	
Total EBITDA %	8.3	3.4		6.0	10.3		6.6	8.3	

Sources: Company data, CFO SIM analysis



5





This page has been intentionally left blank







This page has been intentionally left blank







ANALYST CERTIFICATION

This publication was prepared by Corporate Family Office SIM S.p.A. ("CFO SIM"), namely by **LUCA ARENA**, Head of the Equity Research Department, and **GIANLUCA MOZZALI**, Equity Analyst. This is to certify that the views expressed on the companies mentioned in this document reflect the analysts' personal opinions and no direct or indirect remuneration has been, or will be, received by the analysts further to the views expressed herein.

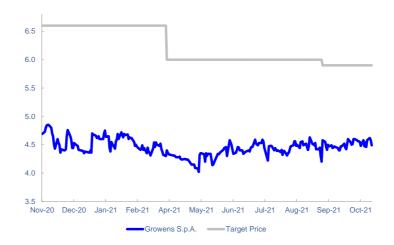
DISCLAIMER

This document has been drafted by CFO SIM, authorised by the Bank of Italy to provide investment services.

CFO SIM does not have a specific interest in either the issuer, the financial instruments or the transactions covered by the analysis.

The news and data used in this document come from information supplied to the public by the company concerned and/or from other documentation of public domain. CFO SIM is not liable for the accuracy, completeness, exactitude and impartiality of such news and data. This document has been drafted autonomously and independently and without the collaboration of the company analysed or of any company linked to the latter by shareholdings or control. This document has been prepared by the financial analysts of the Equity Research Department of CFO SIM, whose names are indicated therein. The analysts are ordinary members of the Italian Association of Financial Analysts (AIAF). In no case can the company and the analysts, as authors of this document, be held liable (culpably or otherwise) for any damage resulting from use of the information or opinions set out therein. This document is for information purposes only. It cannot be reproduced directly or indirectly or redistributed to third parties, nor can it be published, either totally or in part, for any reason whatsoever. This document is not an invitation to purchase, nor is it intended to solicit the purchase or sale of the securities in question. The recipients of this document are formally bound to comply with the obligations indicated above.

CFO SIM wishes to provide ongoing coverage of the stocks mentioned in this document, as often as circumstances considered to be important dictate (corporate events, changes in recommendations, etc.). CFO SIM acts as Specialist and Corporate Broker for Growens stock, listed on Euronext Growth Milan. The next table shows the ratings issued on the stock in the last 12 months.



DATE	TARGET PRICE	RATING
11/11/2021	€5.90	BUY
17/09/2021	€5.90	BUY
20/05/2021	€6.00	BUY
13/05/2021	€6.00	BUY
30/03/2021	€6.00	BUY
11/01/2021	€6.60	BUY
10/12/2020	€6.60	BUY
13/11/2020	€6.60	BUY

This document is distributed via electronic mail and fax as from the date indicated in the document itself and addressed to some 300 Italian and non-Italian professional investors. The document is available in electronic format on CFO SIM's Internet site, to Italian and non-Italian institutional investors, and/or on Borsa Italiana's Internet site.

RATING SYSTEM

- a **BUY** rating is assigned if the target price is at least 15% higher than the market price;
- a **SELL** rating is assigned if the target price is at least 15% lower than the market price;
 - a **NEUTRAL** rating is assigned if the difference between the current price and target price lies within the +/ -15% range identified using the preceding criteria.

The rating is determined on the basis of the **expected absolute return over a 12-month period** and not on the basis of the estimated outperformance or underperformance relative to a market index. Thus, the rating can be directly linked to the estimated percentage difference between current and target prices. The prices of the financial securities mentioned in the report (also used for the calculation of market capitalisation and market multiples) are the reference prices of the stock market trading day preceding the publication date of the report, otherwise stated.

CORPORATE FAMILY OFFICE SIM S.p.A. Società di Intermediazione Mobiliare Capitale Sociale Euro 2.500.000,00 i.v. www.cfosim.com info@cfosim.com crosim@legalmail.it

Aderente al Fondo Nazionale di Garanzia Iscrizione all'Albo delle Società di Intermediazione Mobiliare n. 197 Delibera Consob n. 16216 del 13/11/2007 Iscrizione al Registro Unico Intermediari assicurativi n. D000627190 N. Iscrizione al Registro delle imprese di Milano, Codice Fiscale e Partita IVA 13256570154 REA 1633817 Codice LEI 815600A451B54F577118 Codice univoco: M5UXCR1

Viale della Libertà, 67 - 33170 Pordenone Via Angelo Moro, 83 - 20097 San Donato Milanese Viale G. Ribotta, 11 - 00144 Roma Via della Chimica, 5 - 30175 Venezia P.to Marghera Via Cefalonia, 70 - 25124 Brescia

Via dell'Annunciata, 23/4 - 20121 Milano

Tel. +39 02 303431 Tel. +39 0434 546711 Tel. +39 02 25547300 Tel. +39 06 45474500 Tel. +39 041 2515200 Tel. +39 030.8377311

