

PRESS RELEASE

Growens opens the Cagliari Innovation Lab together with CREA & The Net Value

The new research & development center will enable the company to nurture the technical skills to support the growth of the Group

Milano, 08 February, 2022 – From the collaboration between **Growens** (ticker GROW), a company admitted to trading on Euronext Growth Milan and operating in the cloud marketing technologies sector, **CREA**, the center for innovation and entrepreneurship of the University of Cagliari (Italy), and **The Net Value**, the community of innovators founded in 2009 to support innovation and digital entrepreneurship in Sardinia, the **Cagliari Innovation Lab** is born, a new research & development center dedicated to digital and technological innovation.

In addition to hosting the new local Growens headquarters in Cagliari (Sardinia, Italy), the Lab will have the aim of significantly contributing to the creation of training courses for digital professions and to the identification of roles who can support the Group's growth, not only through the enhancement of new local talents but also through the attraction of specialized professionals at an international level.

"We have been looking for some time for a physical center where to innovate and unlock access to a series of technical skills able to support our growth. We are happy to have found it in Cagliari, a fertile ground for digital companies " - commented **Michele Cappellini, Growens Chief Information Officer**. "We want to create a real innovation accelerator to create new product spin-offs and identify new potential business areas. Thanks to the partnership with CREA and The Net Value, we shall be able to draw on a rich pool of new talents and contribute to their training, by providing scholarships and mentoring activities for start-up projects".

"As an incubator, our mission has always been to support innovation and entrepreneurship on the Sardinian territory, by bringing together startups, professionals and mature companies to generate innovative ideas" - commented **Mario Mariani, founder of The Net Value and former CEO of Tiscali**. "With Growens, in particular, we have signed a partnership agreement for our Junior Full-stack Developer course, which will offer to the company 15 candidates every 3 months – a rich pool of new talents who can feed the Innovation Lab".

"As a Center for Innovation and Entrepreneurship of the University of Cagliari, also thanks to the experience gained through the Contamination Lab, in recent years we have built an ecosystem able to support organizations who intend to generate development and innovation starting from the wealth of skills and scientific knowledge of the University" - commented **Prof. Maria Chiara Di Guardo, Director of CREA UniCa**. "The Cagliari Innovation Lab will represent the ideal meeting place for young aspiring entrepreneurs determined to share their know-how, their experiences and to create value."

"Together with Growens we will be able to create synergies for our training courses, in particular for the new Degree in Applied Computer Science and Data Analytics (IADA)" - explains **Prof. Diego Reforgiato Recupero** (University of Cagliari, coordinator of IADA) - "with the aim of acquiring new researchers and supporting them through research grants and scholarships, as well as promoting participation in European projects."

"The Cagliari Innovation Lab amplifies the effectiveness of our Way of Working, the manifesto recently launched by Growens that formalizes flexibility as a cultural and organizational pillar. The company aims to enhance talent in relation to the Italian territory, investing in local centers of excellence (as already happens with the CRIT of Cremona, the city of origin of the Group) and supporting the best integration between career aspirations and quality of life" - added **Enrica Lipari, Growens People & Culture Director**.



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>

Established in 2009 by Mario Mariani (former CEO of Tiscali) in Cagliari (Italy), **The Net Value** is a team of entrepreneurs, venture capitalists and experienced managers in the digital sector, from startups to leading multinationals, as well as an incubator that offers consulting and incubation for digital businesses and for those who want to transform their ideas into successful companies.

CREA - University Service Center for Innovation and Entrepreneurship - was founded in 2016 as an intermediary structure between universities, companies and the territory, to promote the culture of entrepreneurship, innovation and the development of innovative business projects. It was therefore born as a meeting point between lenders, national and international stakeholders to lay the foundations for new business projects developed within the University, capable of creating a link between students, researchers and entrepreneurs operating at a regional, national level. and international.

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