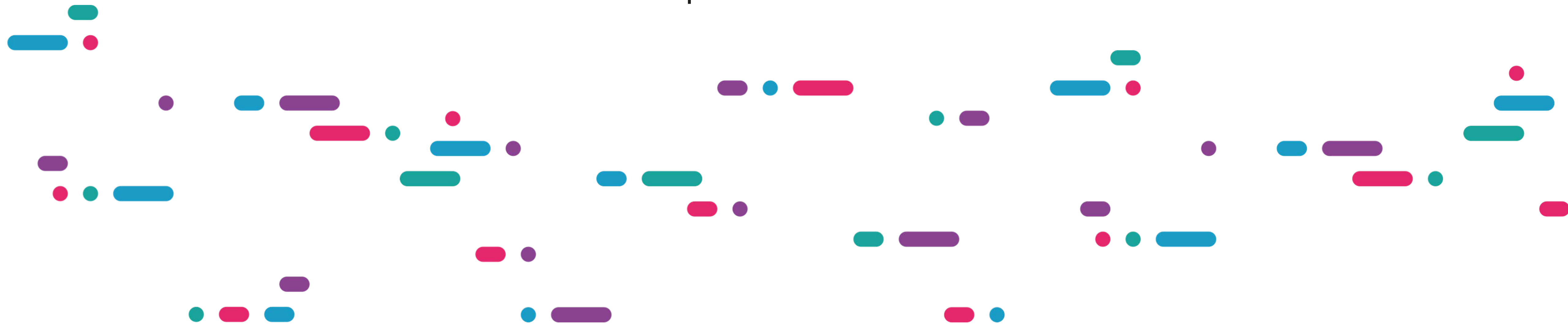




Growens overview and latest results

September 2022



Agenda

1

About Us

2

Business Units

3

Industry & Strategy

4

Results Overview

5

Investor Information

Growens at a glance



Innovation

- Fast-growing industry:
Technology / cloud software / marketing technology (SAAS)
- From **messaging (Email, SMS)** to mobile **content creation** and omni-channel **predictive marketing automation**



Growth

- Revenues 3y CAGR +21%
+51% FY 2019 (organic +46%)
+7% FY 2020 (organic)
+9% FY 2021
+40% 1H 2022
- **6 acquisitions** in 8 years
- Always profitable

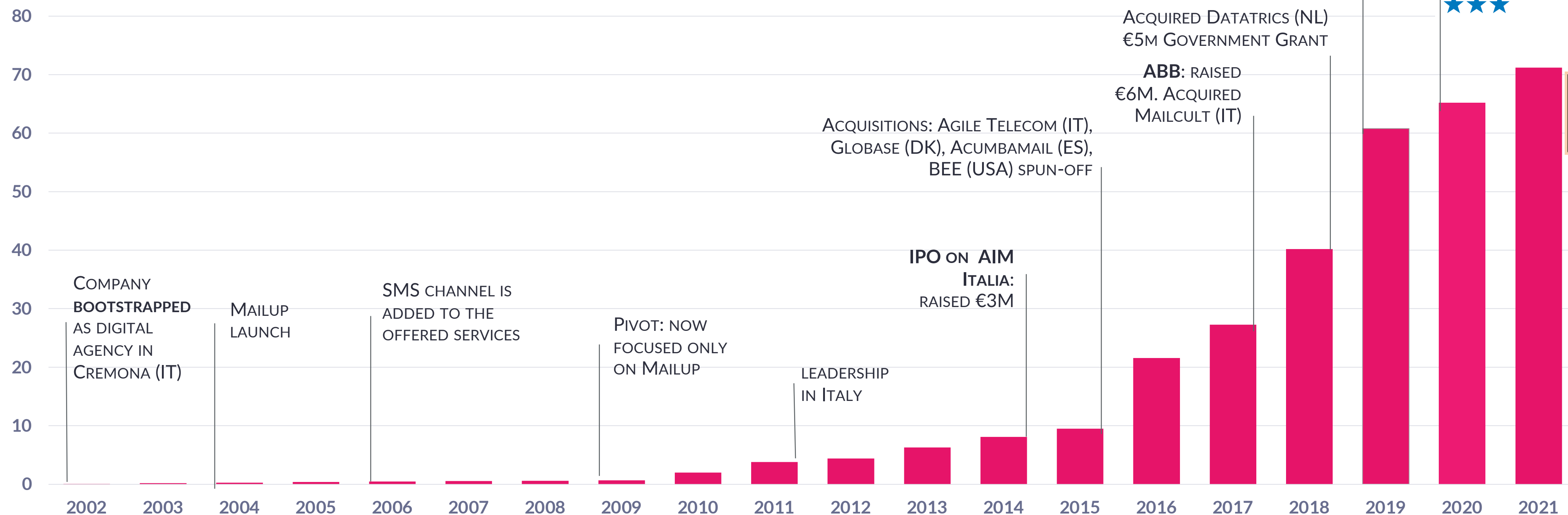


Global Expansion

- **International revenues** from 10% to 64% since IPO
- Serving ca. 26.000 B2B clients (+650,000 free users) in **115+ countries**
- **400+ employees** in 3 continents (post Contactlab's acquisition)

From startup to leading European player in SAAS cloud software

REVENUES



*In 2016 Group transitioned to IFRS accounting standards. FY 2015 is restated. Therefore historical data may not be comparable. Data in Mn/EUR. Source: Company and Group financial statements



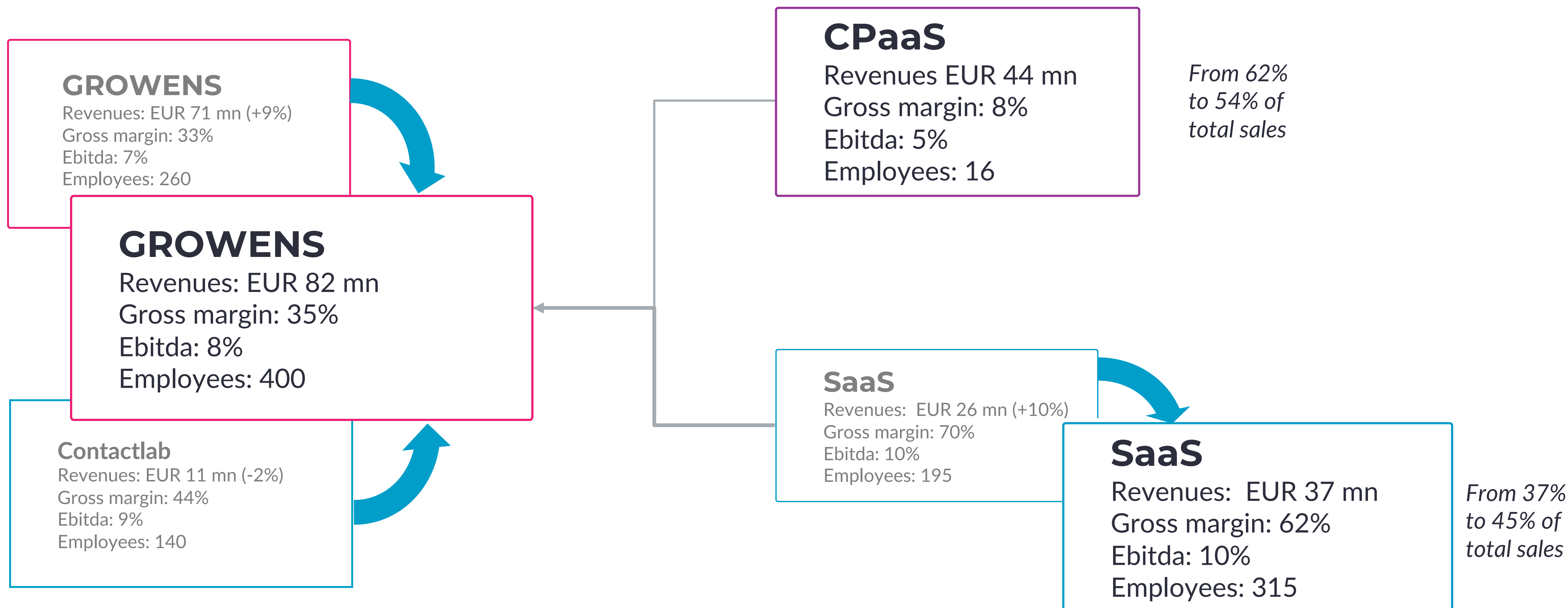
1000
Europe's Fastest
Growing Companies
2019



LEGALITY RATING



Business lines



A bigger, stronger tech group built on synergies



Group Holding / Parent

~50

+20

employees



Acumbamail



+

contactlab



Business Units

~210

+120

employees

Freemium Tool

Cross-selling

SMS Services

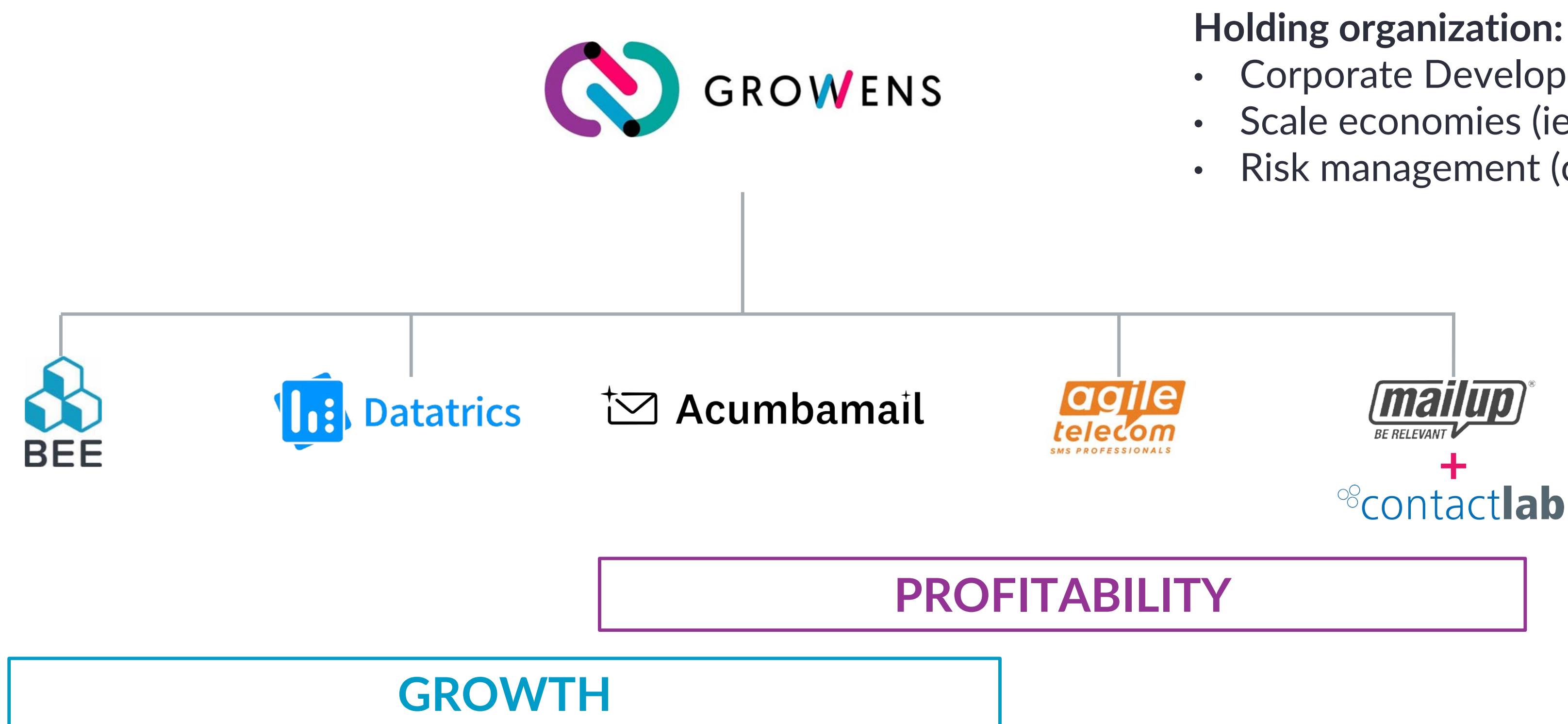
Editor technology

AI Predictive Marketing

SaaS

CPaaS

Decentralized organization



Holding organization:

- Corporate Development / M&A
- Scale economies (ie Amazon AWS, staff functions)
- Risk management (cybersecurity, privacy, business control)

Business units:

- Independent companies
- Focused market segments

Capital allocation:

- Diversification
- Long term value oriented

Synergies examples

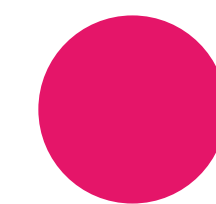


- New e-commerce shop in Latin America, with the **technological support of Vtex, MailUp and Datatrics**
- The solution allows to predict the interest of customers and build empathetic relationships through **personalized content and marketing automation**
- The solution brought in **\$50,000+ revenues** and a **return on advertising (ROAS) investment of 67:1** in the first 6 months



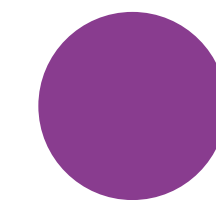
- The **new product launched by Acumbamail** adds email marketing capabilities into **Google Gmail**
- The solution has been developed leveraging the **BEE technology** (email editor) and the **knowledge** acquired developing the Templates for Gmail extension
- **Fast go-to-market** (4 months) and **1,000+ users acquired in 1 year** with no advertising

M&A value creation drivers



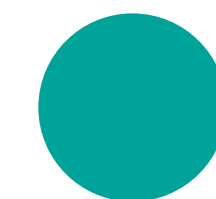
Strategic focus and resources

Unlock the growth bottlenecks by setting a clear and targeted focus and providing the necessary resources (investments and competences)



Scale economies

Shared resources (tools, suppliers) from Holding departments (Legal, Cybersecurity, IT, HR, Accounting, Finance, Design) to optimize processes and costs



Synergies

Foster the collaboration and knowledge / resource sharing (technologies, partners, clients) across the different business units

Select M&A success cases



Agile Telecom (Italy)

- Acquired: 2015
- Entry multiple: 1x Sales
- Sales FY2015: €8m
- Sales FY2021: €47.5m
- **Growth: 6x in 6 years**

Agile Telecom was MailUp's largest SMS supplier: the acquisition allowed the Group to improve quality control and pricing, to grow MailUp in Latam.



Acumbamail (Spain)

- Acquired: 2015
- Entry multiple: 2.5x sales
- Sales FY2014: €100k
- Sales FY2021: €2.1m
- **Growth: 21x in 6 years**

Acumbamail allowed the Group to enter the Spanish market with a different go-to-market approach based on product-led growth and a freemium business model.



Datatrics (Netherlands)

- Acquired: 2018
- Paid: 3.8x sales + earn-out
- Sales FY2018: €1m
- Sales FY2021: €2.6m
- **Growth: 2.6x in 3 years**

The solution extends the MailUp capabilities by adding omni-channel orchestration and hyper-personalization instead of bulk messaging.

Contactlab's acquisition



Strategic Rationale

- Consolidation of Group position in the SaaS business
- Complementary market positioning and technology
- Sizeable (€11m 2021 revenues), profitable business (€1m 2021 Ebitda)



Deal Consideration




- 100% of Contactlab S.p.A.
- Euro 5 million Equity Value
 - Euro 3.75 million in cash
 - Euro 1.25 in treasury shares*, priced at Euro 6.62 per share
- Founder/CEO stays onboard
- Euro 6.6 million Earn-out** on 2022 integration & 2022-2024 business plan targets



Key Milestones

- Signed April 4, 2022
- Closed May 4, 2022
- No client migration / platform divestiture
- Unification of Contactlab and MailUp business unit

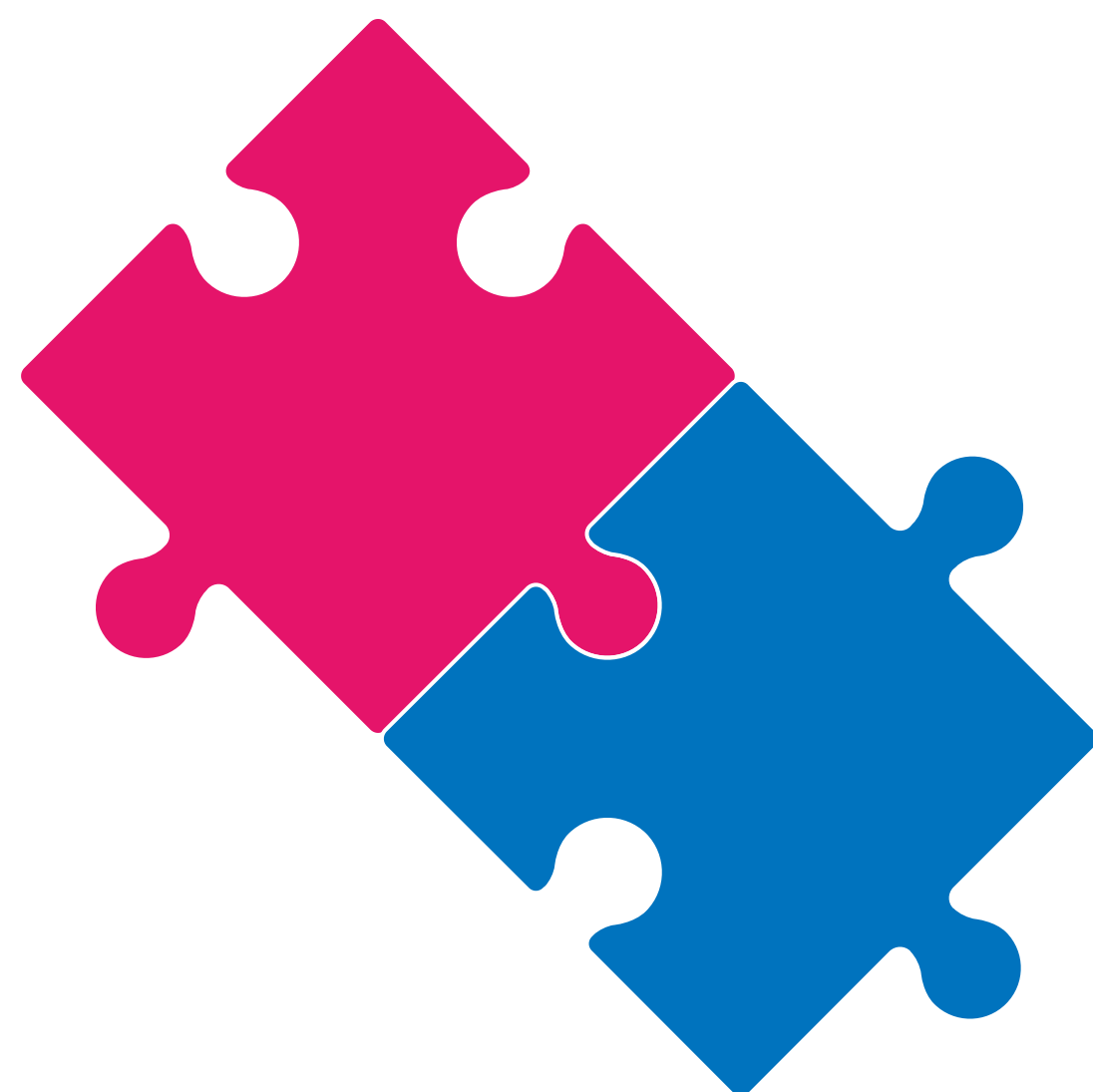
Aggregated key financials FY 2021

			
Total Revenues	71.2	10.9	82.1
<i>Recurring Revenues</i>	30.0%	30.3%	30.0%
Gross Profit	23.8	4.8	28.6
<i>Gross Margin</i>	33.4%	44.5%	34.8%
EBITDA	5.2	1.0	6.2
<i>EBITDA Margin</i>	7.3%	9.3%	7.6%
NFP	(6.5)	(0.4)	(3.2)

Main complementarities

CHANNELS

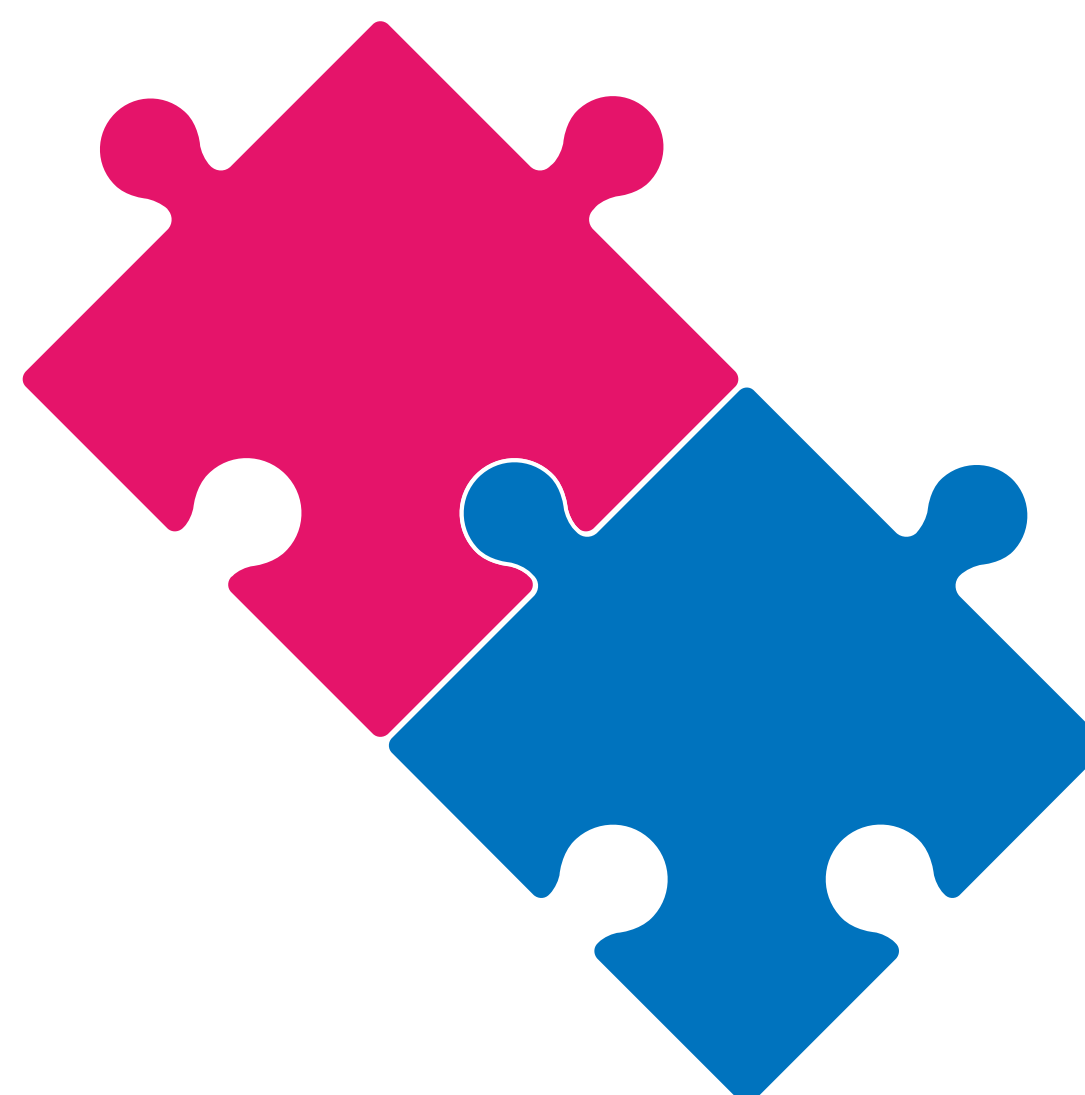
Indirect



Direct

MARKET

Small-mid

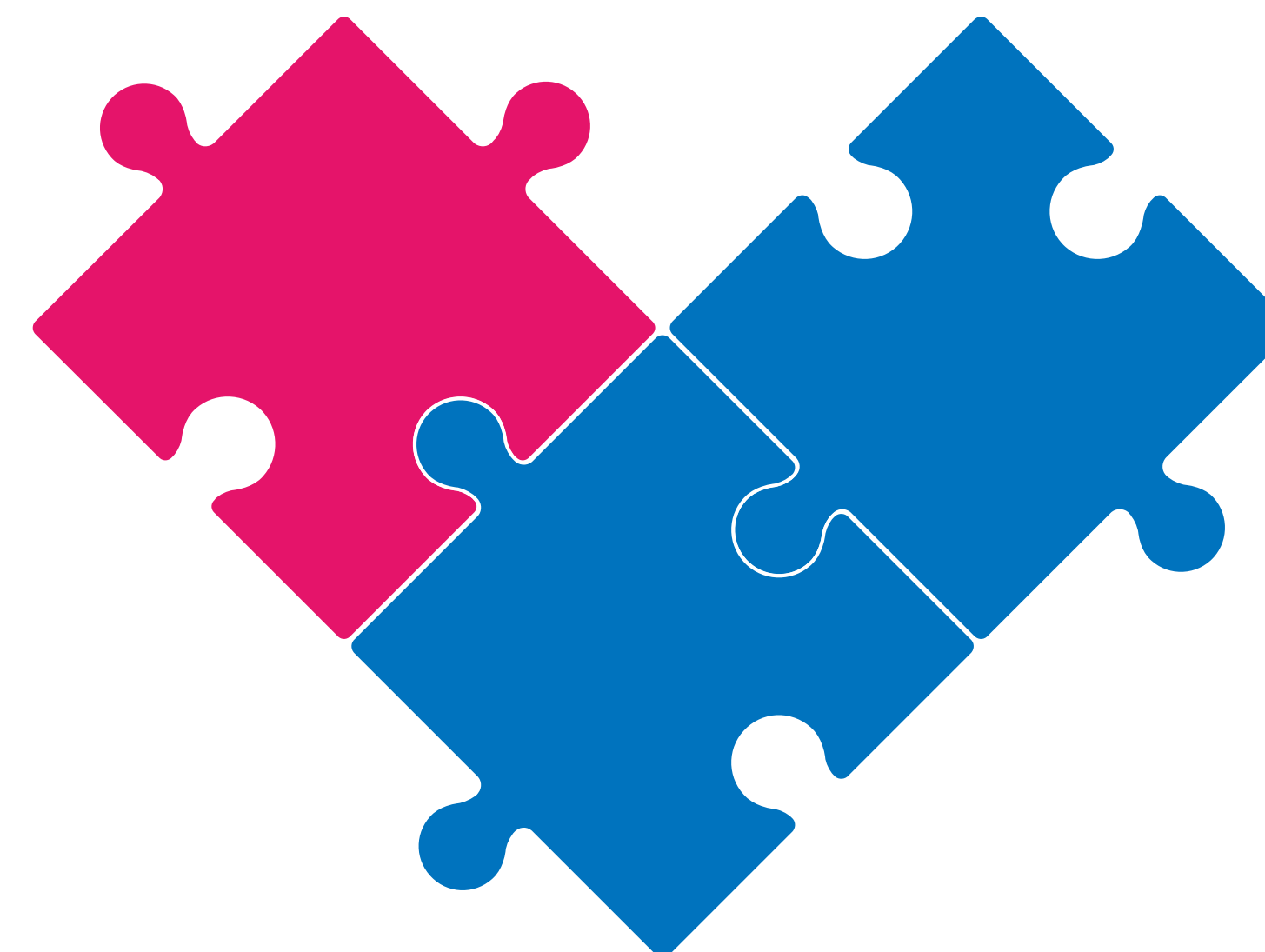


Mid-large

SERVICES

Email & SMS

Agency



Marketing Cloud

Our shared values

Cloud Marketing Technology SAAS
#1 and #3 Italian ESP merging

Vision

Complementary go-to-market

MailUp: Small-Mid, Indirect, Product-Led
Contactlab: Mid-Large, Direct, Sales-Led

MailUp: Email & SMS Delivery with automation
Contactlab: Omnichannel Marketing Cloud with Professional Services

Complementary services

Principles

Caring
Passion
Innovation

Expected outcome of integration

01

Wider product portfolio

Technology, product and service offer to serve customers' different needs and maturity

02

Professional services

Consolidation of Engagement Marketing offering on proprietary and non-proprietary platforms (Adobe/Oracle)

03

Product intelligence

Leverage on in-house agency cross-platform expertise to improve products and services

04

Customer acquisition

Acceleration of client acquisition via Product-Led approach + focus on indirect channel

05

Cross-selling e LTV

Increase total value and customer lifetime

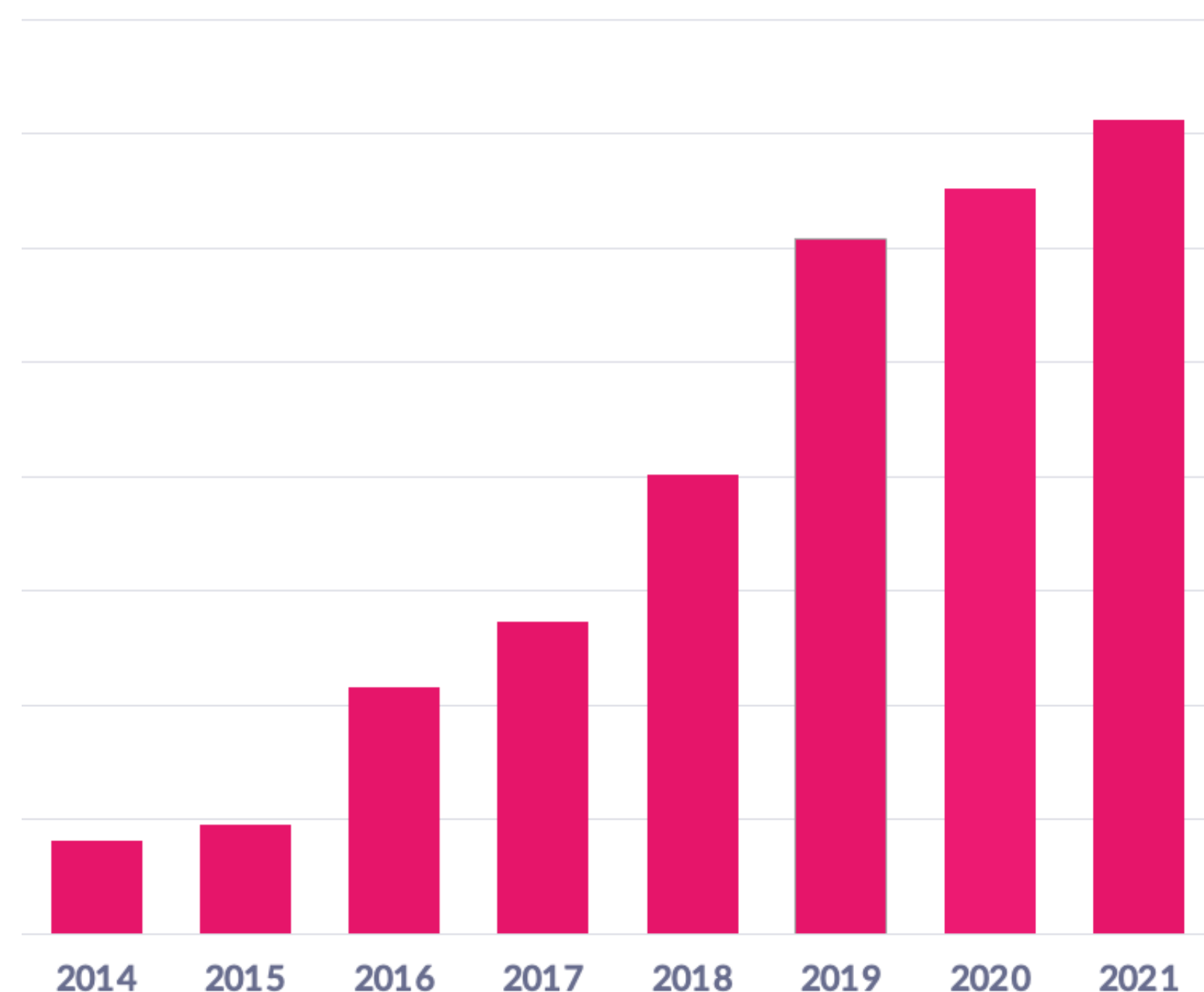
06

Talents

Increase SaaS/Martech talent attraction and retention

Growens vision

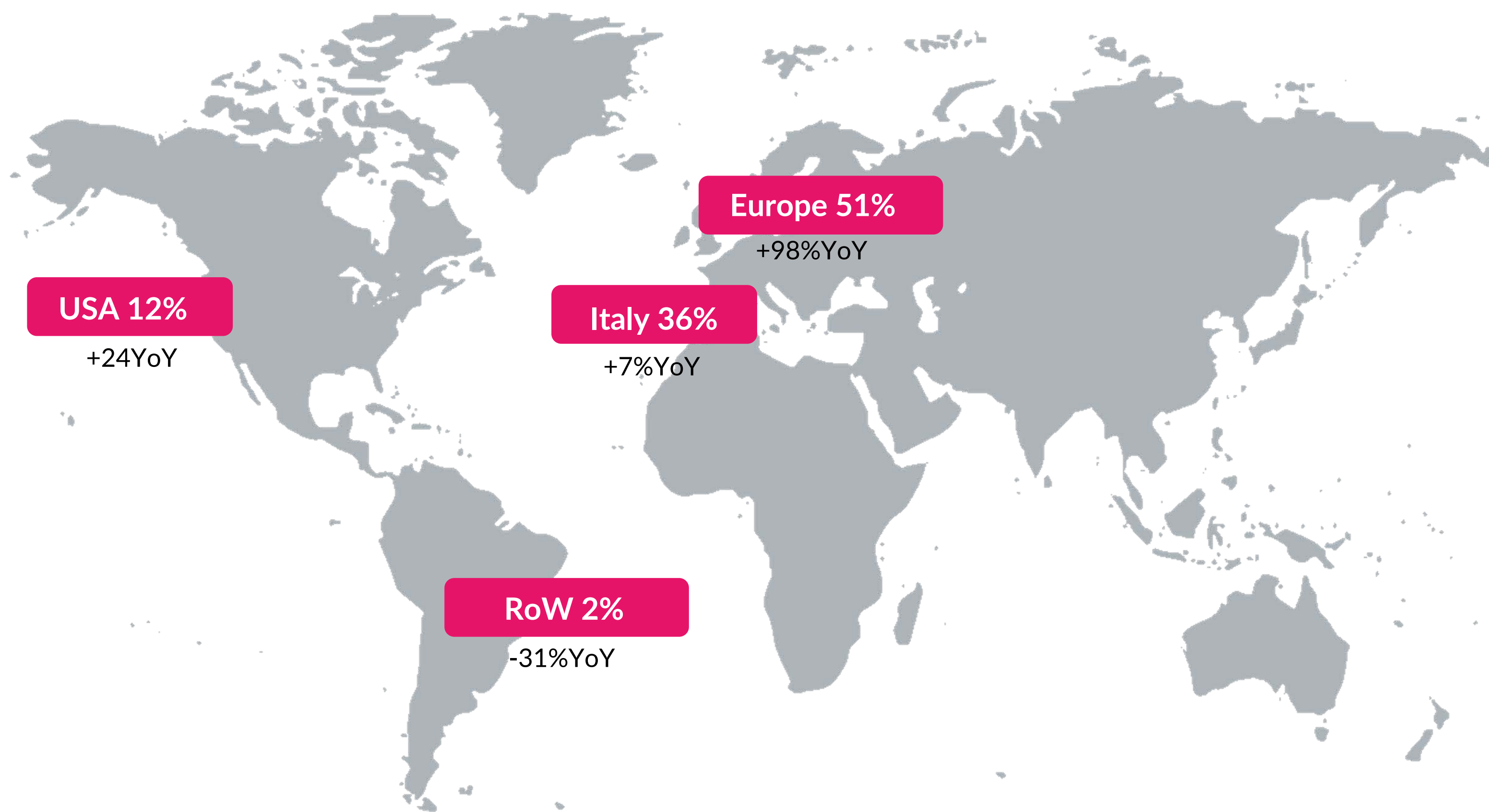
To be an **internationally** recognized **innovator**, where passionate people create an ecosystem of **SaaS** solutions that help with the evolving ways of communicating with customers.



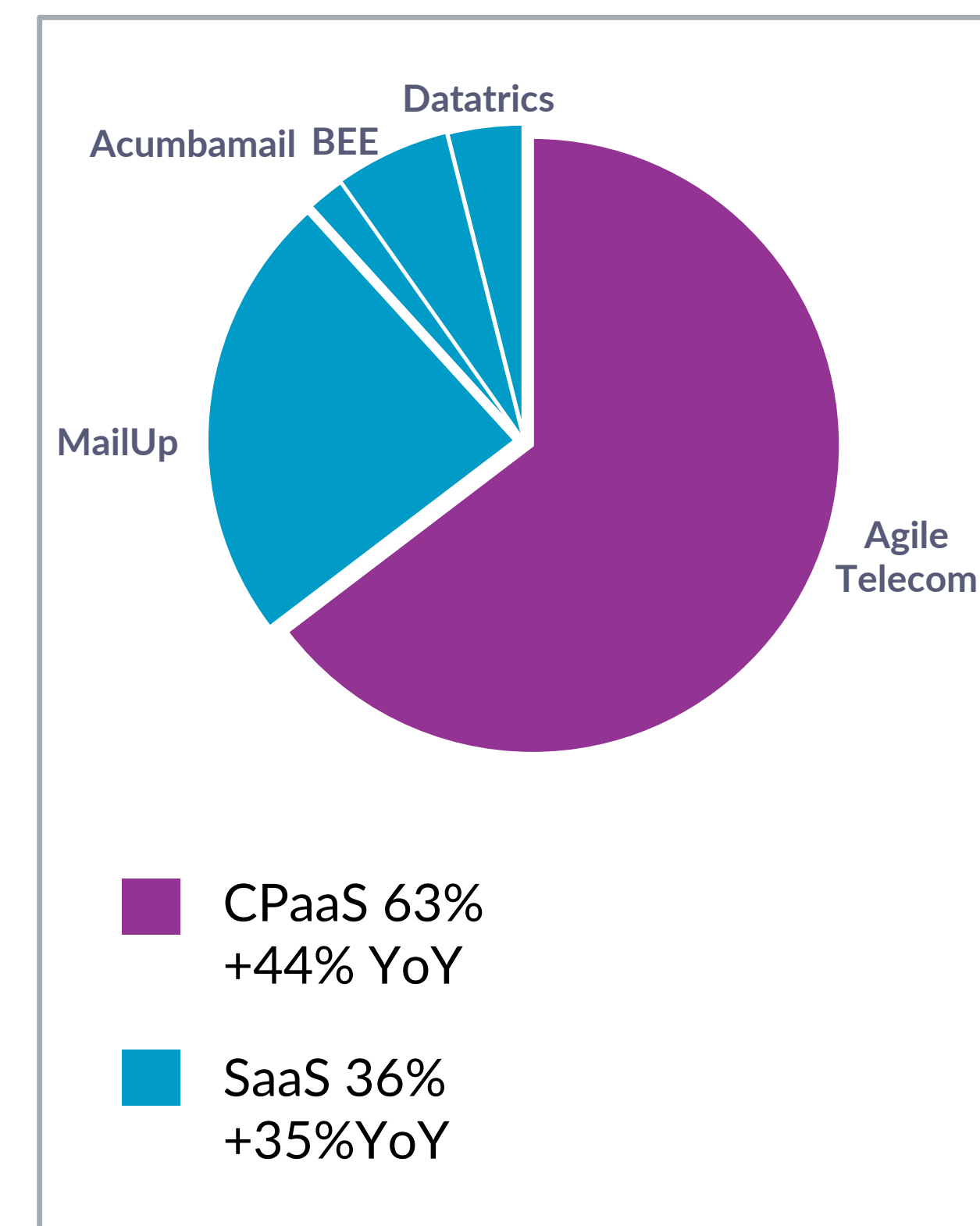
2022 – 2025 GROWTH DRIVERS

- **Organic growth**
 - SaaS R&D (improve current products and launch new ones)
 - Rule of 40: Sales growth % + EBITDA margin% > 40%
- **External growth (M&A)**
 - Consolidate local markets, enter new regions, add new SaaS products
 - Focus on BEE add-ons
- **Financial growth**
 - Increase free float and liquidity
 - Uplisting

Revenue distribution 1H 2022



SaaS incidence



CONTACTLAB ACQUISITION INCLUDED MAY-JUNE

North America presence

- **Local presence: BEE Content Design, Inc.**
 - Based in San Francisco, 95% owned by Growens
 - 60 employees (CEO, Sales, Support and Marketing functions)
 - 11,000+ clients including Novartis, Spotify, Save the Children, Disney
 - Market leader in email and landing page creation technology
- **Consolidated North America results:**
 - \$12mn Revenues*
 - \$8.4m ARR (54+% YoY growth)



* BEE revenues + revenues from other Growens BUs in the area

Data as of FY 2021

Representative list of our past and current clients. Logos are the property of the respective businesses and are for illustrative purposes only

Clients that worked with us

RETAIL & E-COMMERCE



BANKING & FINANCE



MEDIA & DIGITAL SERVICES



TECHNOLOGY, PHARMA & AUTOMOTIVE



MISCELLANEOUS

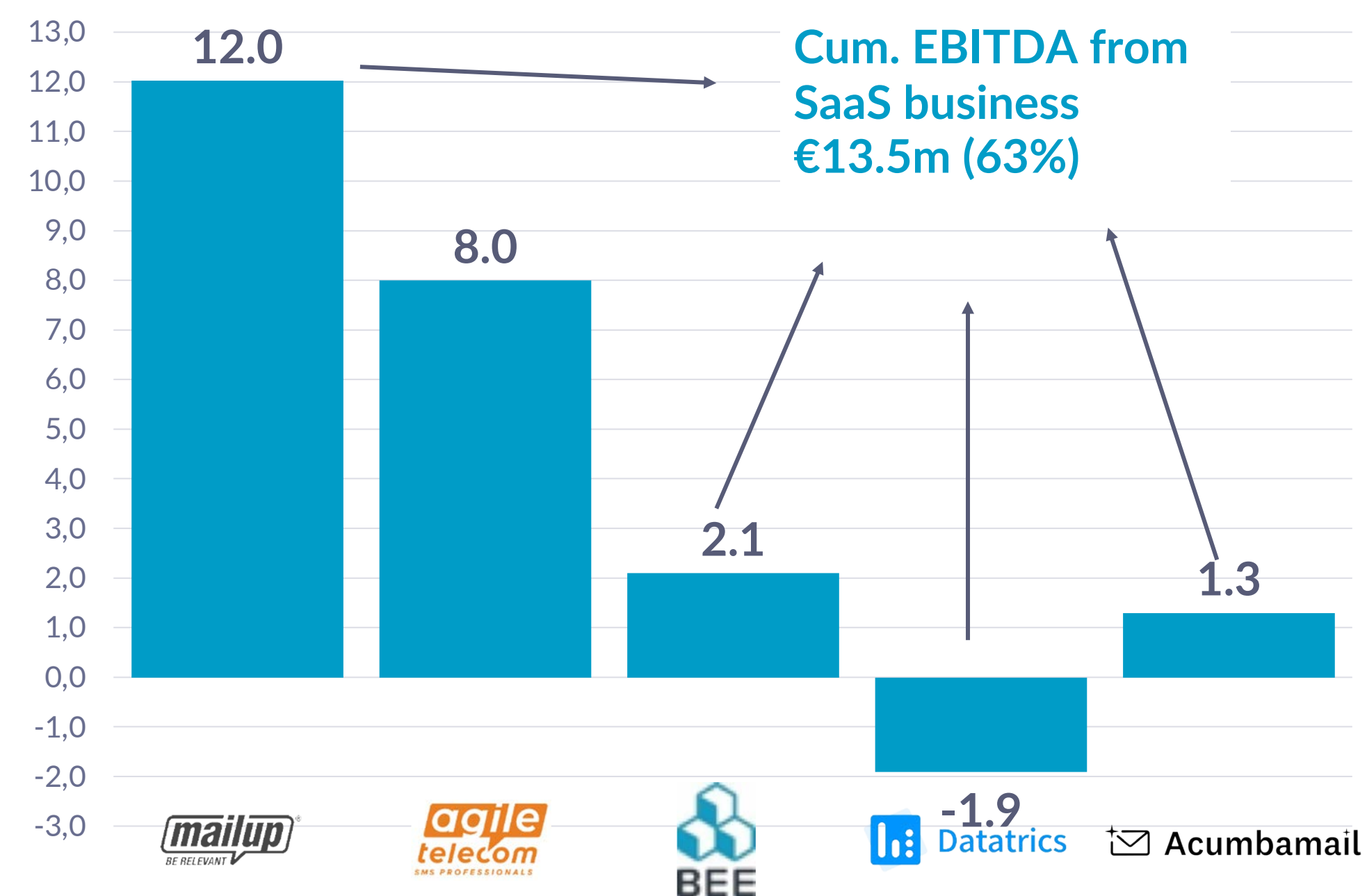


TRAVEL & HOSPITALITY

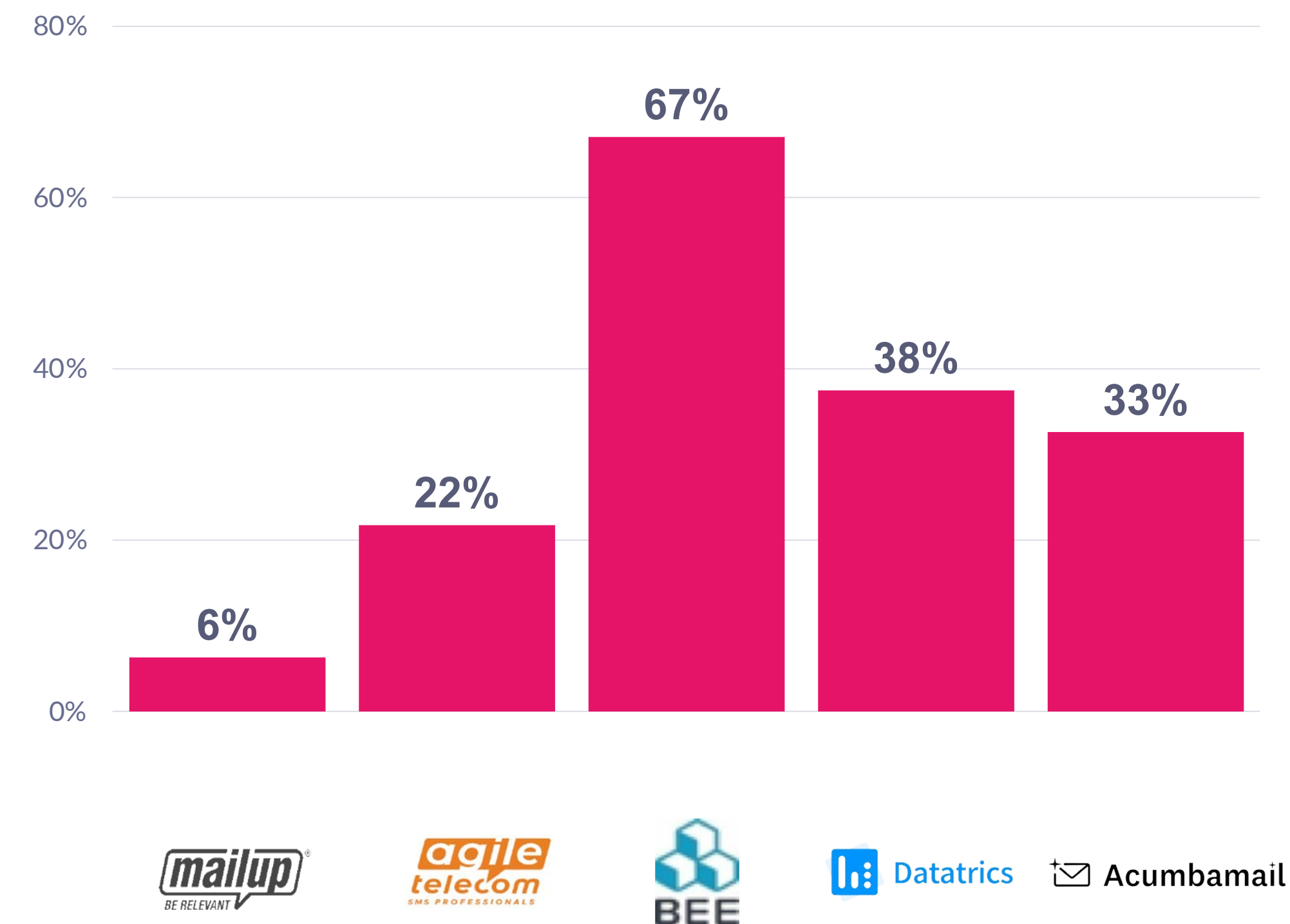


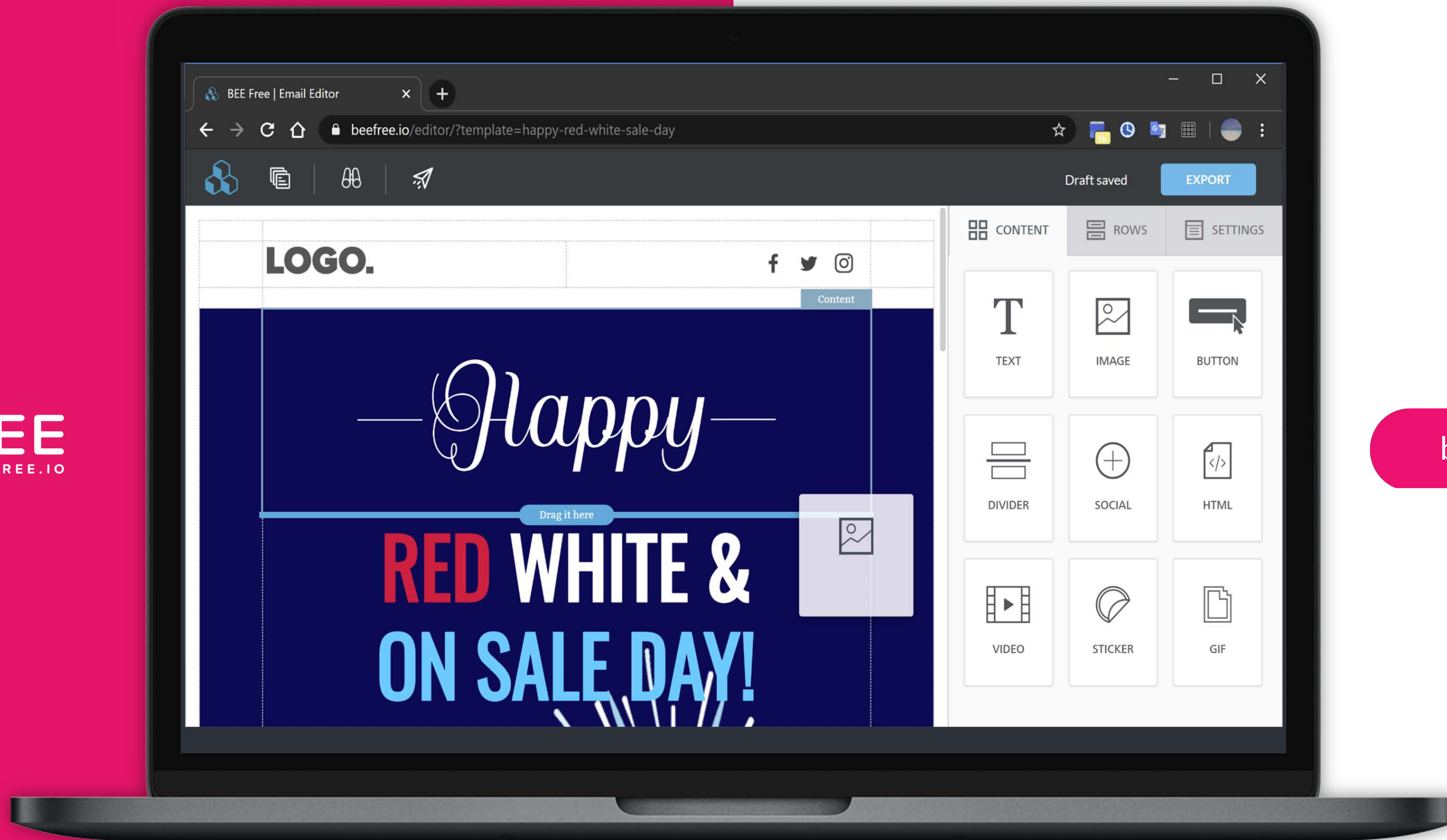
Mature vs innovative businesses

Cumulated EBITDA FY 2018-2021



Sales CAGR FY 2018-2021





beefree.io

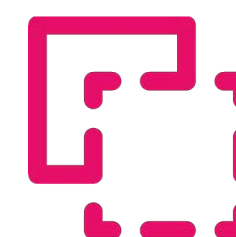
BEE: No-code design democratization

In 2015 BEE was an internal Growens growth hacking experiment. It eventually resulted into a spin-off startup in 2017, based in San Francisco. BEE Content Design Inc. is building on its vision to help democratize content design, with millions of users in 22 languages and from 150+ countries.



Huge market: 4b people designing content by 2023

- Canva (\$40b evaluation) and Adobe focused on graphics and presentations
- BEE focuses on Emails, Landing pages and Pop-ups



BEE helps them make content beautiful and fast

A no-code drag-n-drop email and landing page editor, quick and simple available...

...for end users

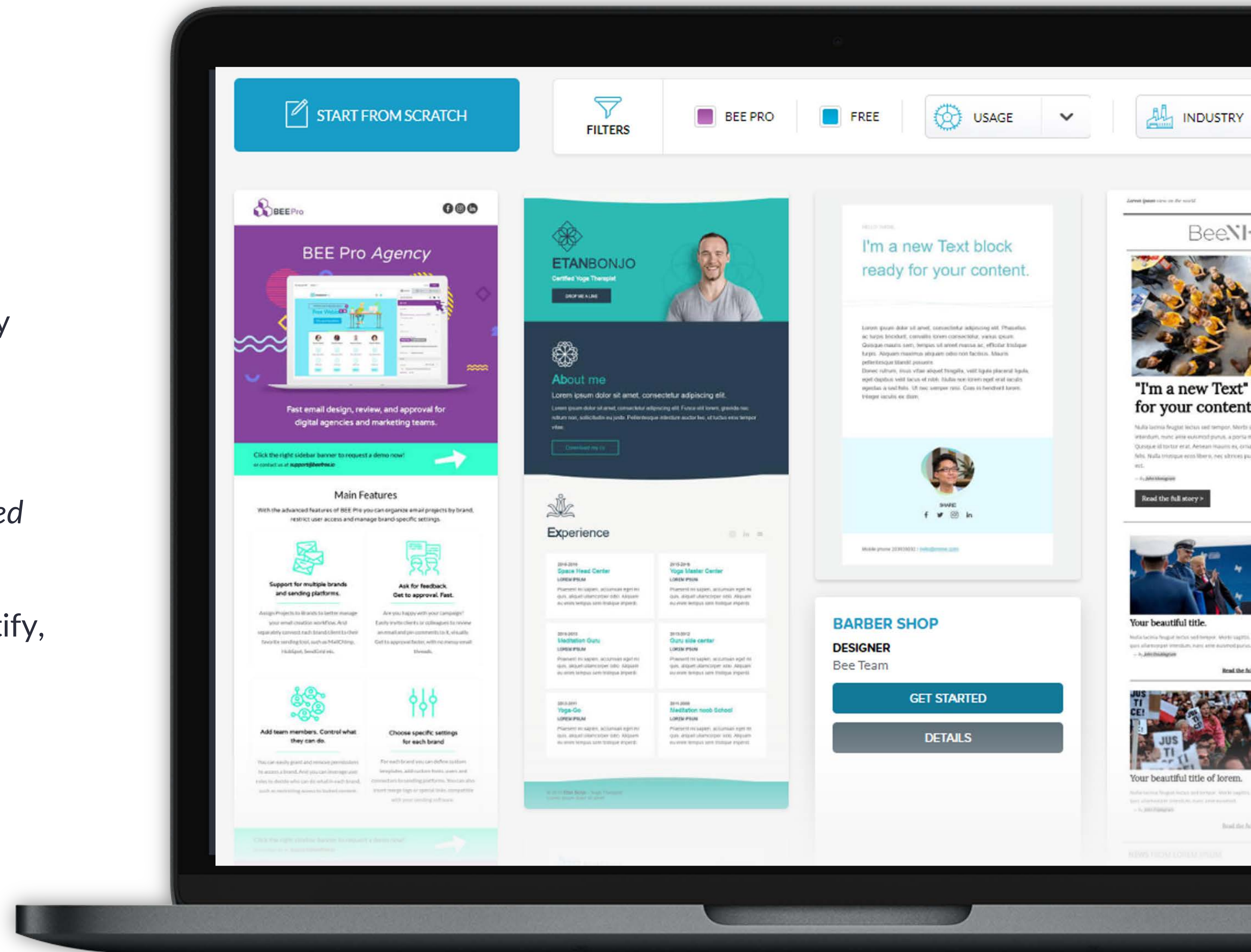
or embeddable in SaaS applications



BEE Pro

For Email Designers

- 1000+ templates thanks to a great designers community
- Advanced Co-editing and collaboration features
- Integrated with the main marketing platforms
- Free editor (also a Gmail extension) generates *product-led* growth
- 10,000+ clients including Google, Netflix, Amazon, Spotify, Unicef, Novartis, NBA, Volvo, Bosch, L'Oréal, Disney

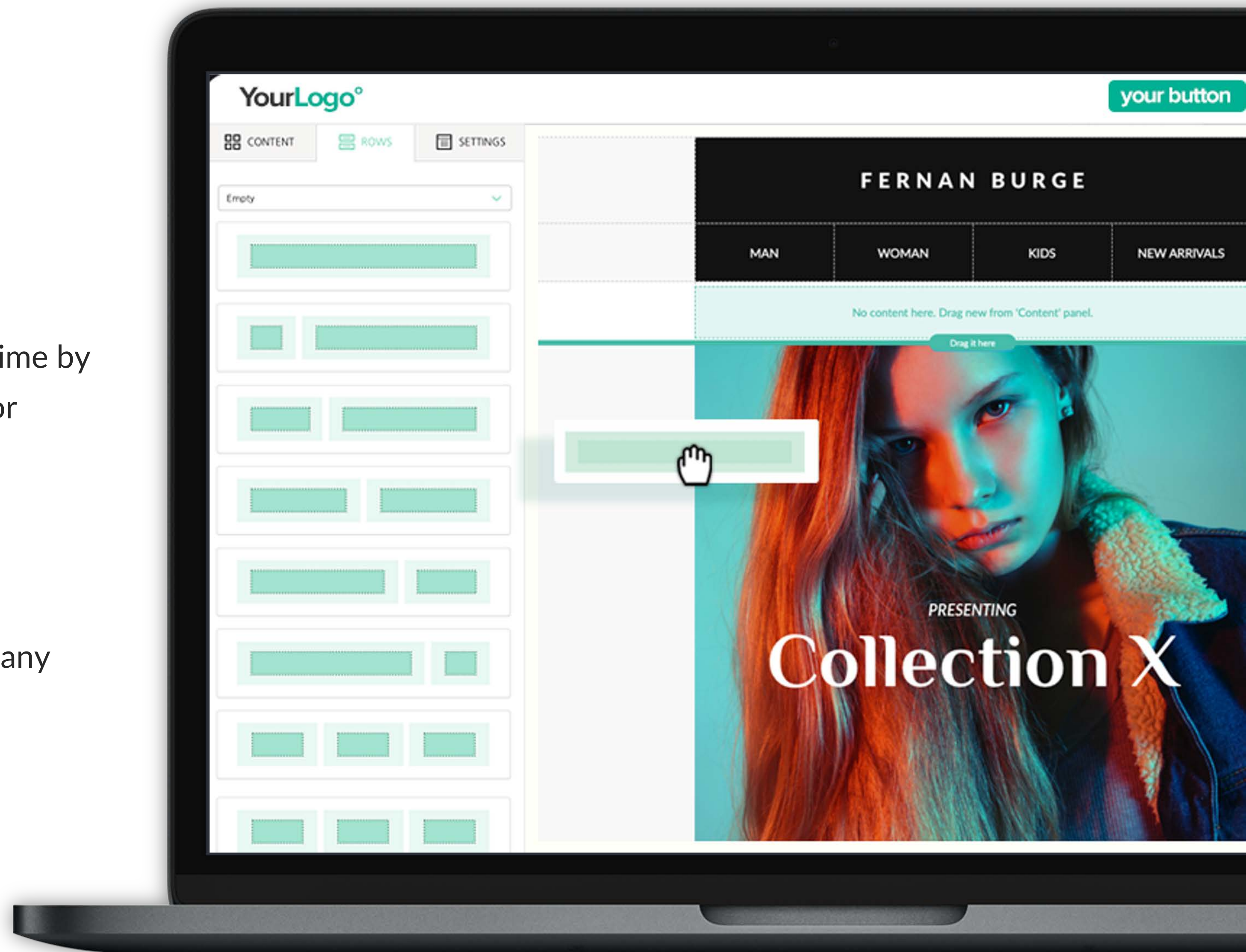


Learn more on  YouTube

BEE Plugin

Embeddable editor for SAAS applications

- A completely customizable editor
- Easy «Make vs Buy» pitch: companies save money and time by embedding BEE vs. building their own drag-n-drop editor
- Clear advantages:
 - Give a content editor users will love
 - Reduce time-to-market & cost, zero maintenance
 - Assure compatibility overtime: no display issues on any device/charset/screen size/email client/browser



Learn more on  **YouTube** or read the [Interview](#)

**69% of the platforms (9 of 13)
embedded BEE Plugin**

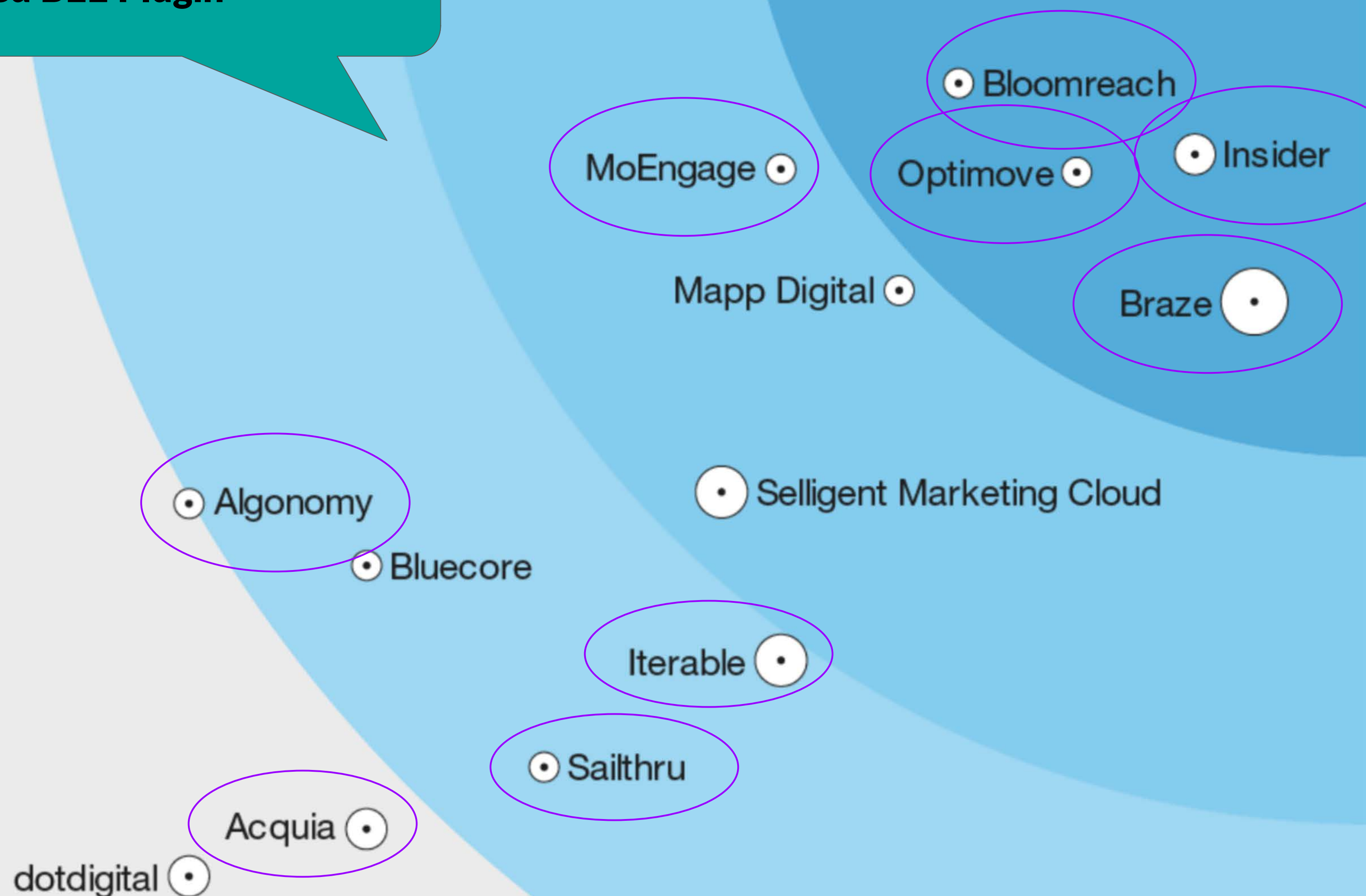
BEE Plugin

Becoming a standard tool for SAAS

BEE Plugin is used by 1,000+ SaaS companies,
with clear market leadership.

BEE is embedded by:

- **46%** (6 of 13) of the Email Marketing Service Providers (ref: 2022 Forrester Wave for Email Marketing Service Providers)
- **40%** (8 of 20) of the Multichannel Marketing Platforms (ref: 2021 Gartner Quadrant for Multichannel Marketing Platforms)

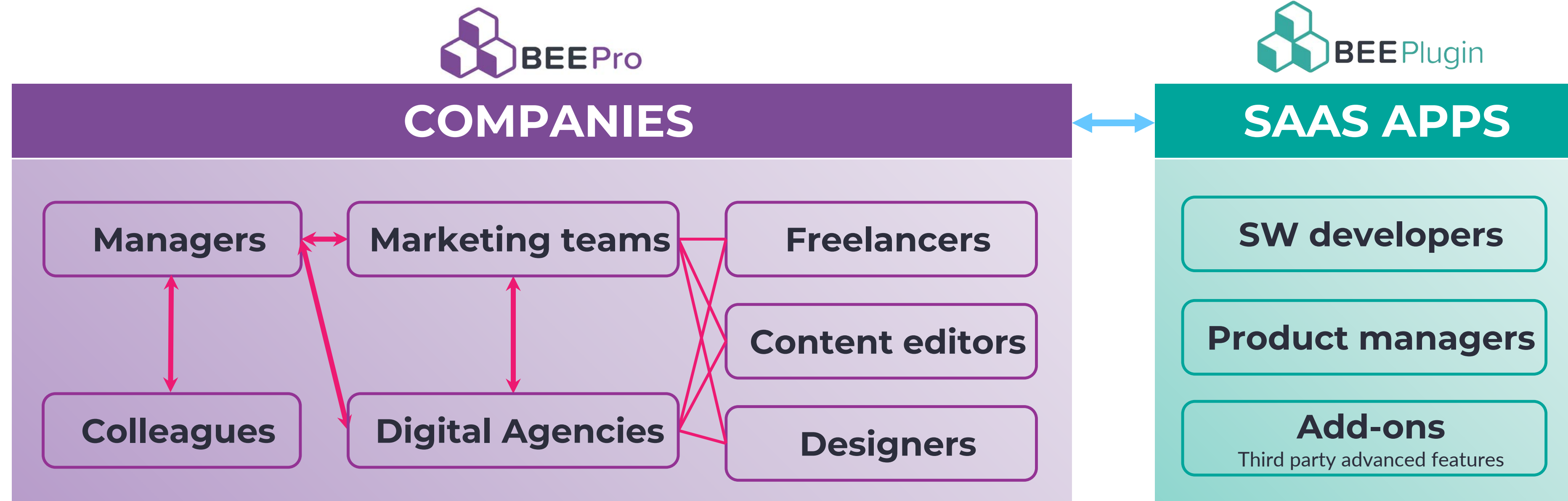
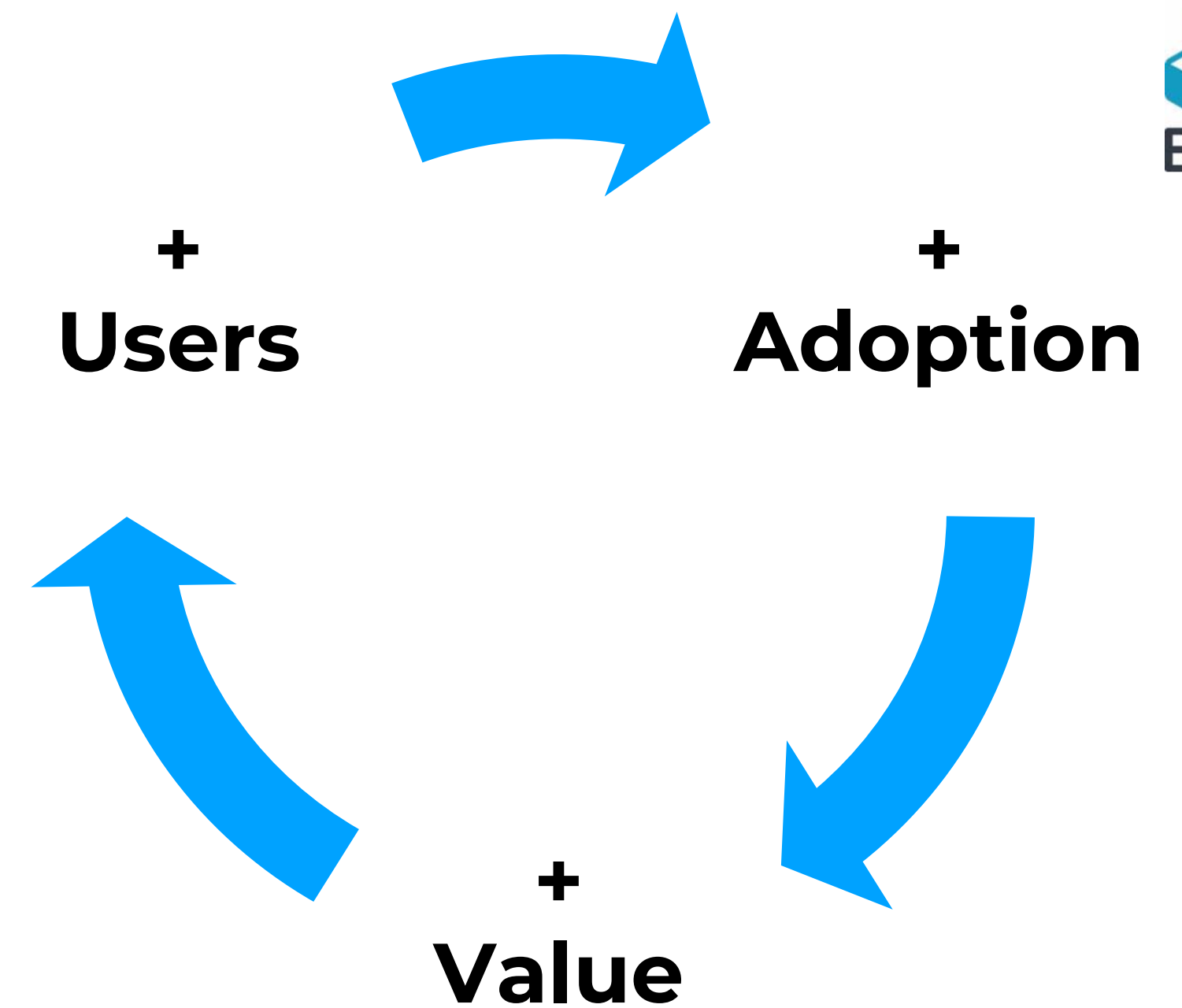


Network effect

BEE covers all the players of the email creation value chain:
higher value for users is created along with the number of users itself

Digital assets are based on a BEE's proprietary Json language

Becoming **the standard**: in 2021 BEE was used 56m times across 1,000+ different SaaS platforms



Business unit highlights: BEE

Company

- MailUp spin-off in 2017
- Business team and IP in USA + tech team in Italy
- 11,000+ Clients, from freelancers to large corporations, 50% in North America
- 520,000+ free users
- 60 employees

Competition

- #1 player worldwide
- Few players, mainly start-ups and followers of BEE
- Upmarket: companies focused on enterprise clients: Stensul, Knak

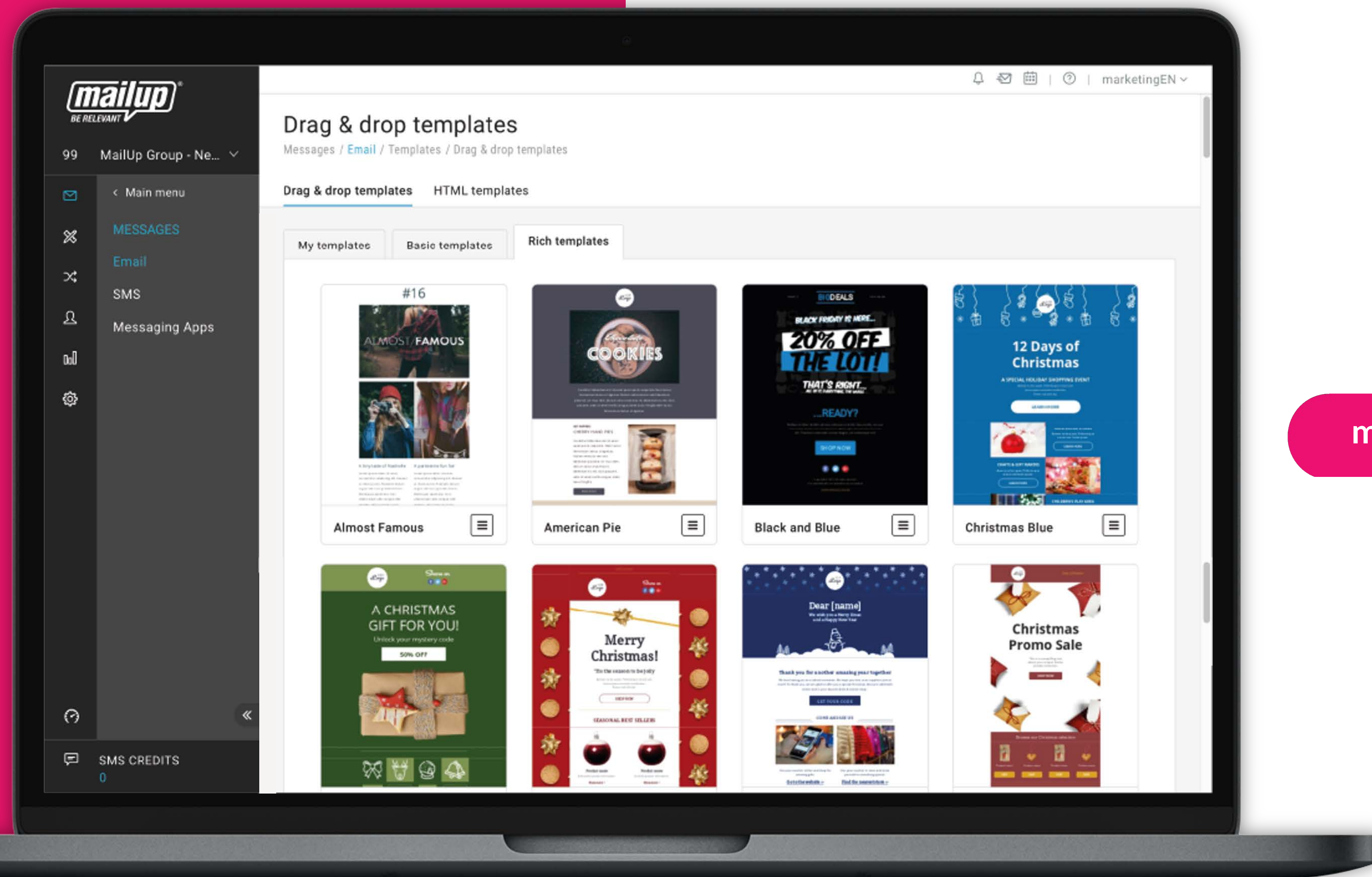
Strategy

- Growth: to become the world leading standard for email and landing page creation
- Leverage the free version to expand globally and a new enterprise offering to maximize the value creation

KPIs

- ARR*: \$10m
- Net Rev. Retention: 113%
- LTV BEEPro: \$435
- LTV BEEPlugin: \$49,505
- Payback period: 9 months
- NPS: 54
- Recurring revenues: 98%
- EBITDA**: 10%
- Gross Margin**: 71%

KPI data as of June 2022 - *as of August 2022; **as of 1H 2022
Source: Company financial statements and elaborations



mailup.com

MailUp: the multichannel marketing solution

Bootstrapped **email service provider** vendor in **2002**, it soon evolved to a top-quality multichannel cloud platform. It is now the leading solution in Italy, serving both SMEs and large companies.

IPO in the AIM market (now Euronext Growth Milan) in 2014, it evolved into MailUp Group in 2017 and later into Growens.

A platform to communicate with clients



Create



Send



Track

Get the right Email or SMS to the right recipient



Newsletter



Triggered messages



Transactional messages

Engage also by Facebook Messenger and Telegram



Grow the database



Connect a chatbot



Assure inbox delivery

Business unit highlights: MailUp

Company

- Bootstrapped in 2002, always profitable
- 9,600 clients in 50 countries, from SME to large corporations
- 1bn unique email addresses managed, 22b emails sent per year
- 90 employees

Market

- #1 in Italy (second player has 800 clients)
- Among top 5 players in Latam countries
- One of ~300 players worldwide, among which only a few support both Email & SMS

Strategy

- Strengthen market position in Italy and Latam
- Improve EBITDA margin & cash flow
- Leverage the indirect channel to expand (currently around 10% of sales)


KPIs

- ARR: € 15m (+32%)
- Net Rev. Retention: 94%
- LTV: €8,124
- Payback period: 31 months
- NPS: 35
- Recurring revenues: 62%
- EBITDA*: 11%
- Gross margin*: 62%

KPI data as of June 2022, including Contactlab - *as of 1H 2022
Source: Company financial statements and elaborations

Contactlab - New acquisition to be merged with MailUp

Company

 Bootstrapped in 1998. Unique proprietary SaaS platform to deliver customised marketing campaign and data analysis

 330+ clients, mainly enterprise in Italy

 140 employees

Market

 3rd in the Italian market


 Strong in fashion and retail industries

 Professional service expertise in customer engagement

Strategy

 Strengthen positioning in the Italian market

 Reinforce digital marketing offering

 Exploit synergies to create value for shareholders

KPIs

 Total revenues: € 10.9mn

 ARR: € 3.3mn

 EBITDA margin: 9+%

 Gross margin: 44+%

 Leverage: cash positive

 23.5+ million SMS sent

 5.8+ million Email sent

Contactlab: a leading one-stop-shop boutique

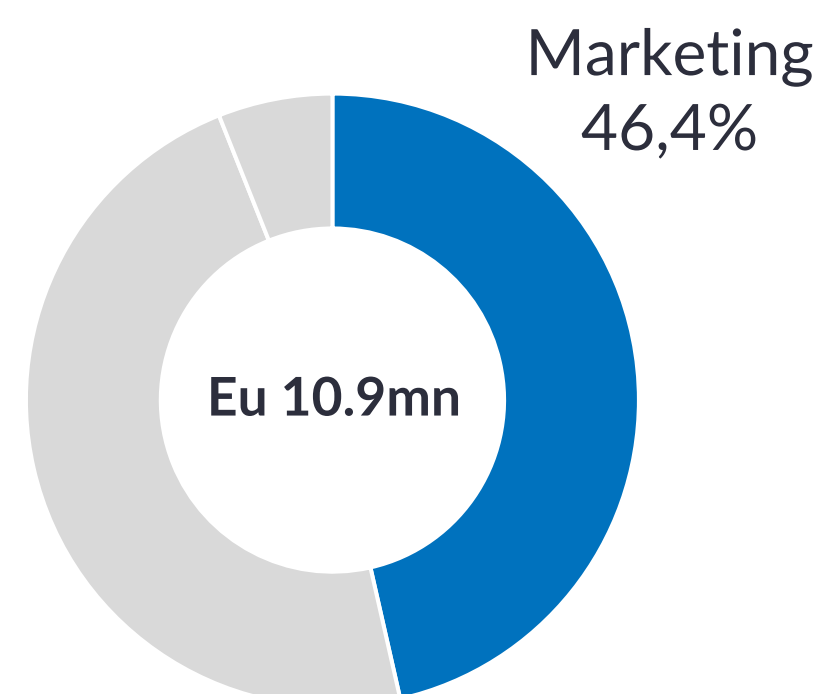
Founded in 1998 by Massimo Fubini and headquartered in Milan, Contactlab is a leading one-stop-shop boutique that provides products and services to enhance the **customer engagement strategies** and **digital marketing** campaigns. The company operates in two business segments:



Marketing Cloud

The proprietary and innovative SaaS platform “Flow” is at the core of this business providing:

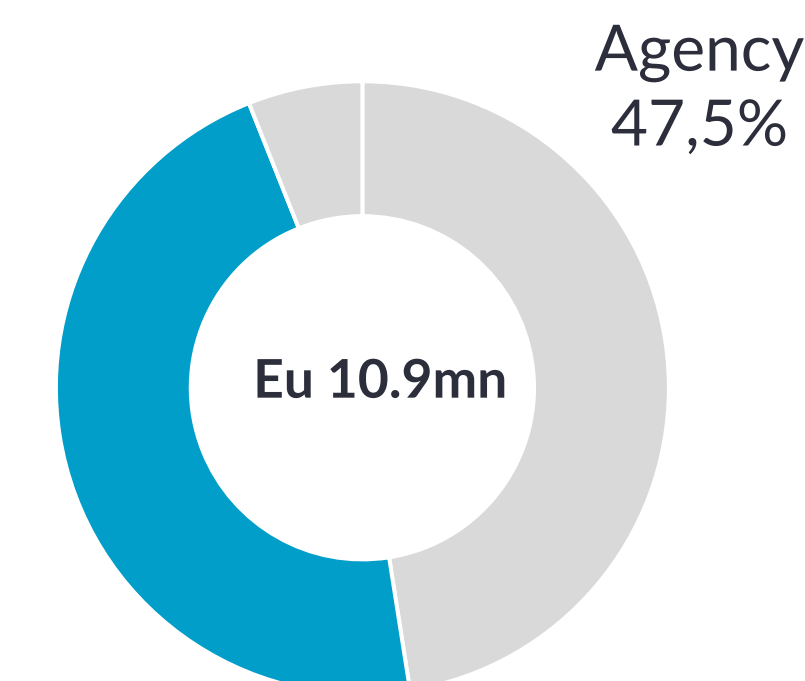
- Data analysis
- Automated marketing campaigns
- Multi-channel communication
- Return analysis to assess the effectiveness of the campaigns



Agency

Consulting services on e-commerce and digital marketing to create tailor-made marketing campaigns:

- Evaluation of effectiveness
- Interpret customer feedback
- Predictive model to optimize the outcome
- Deliverability services



Select clients



Stroili



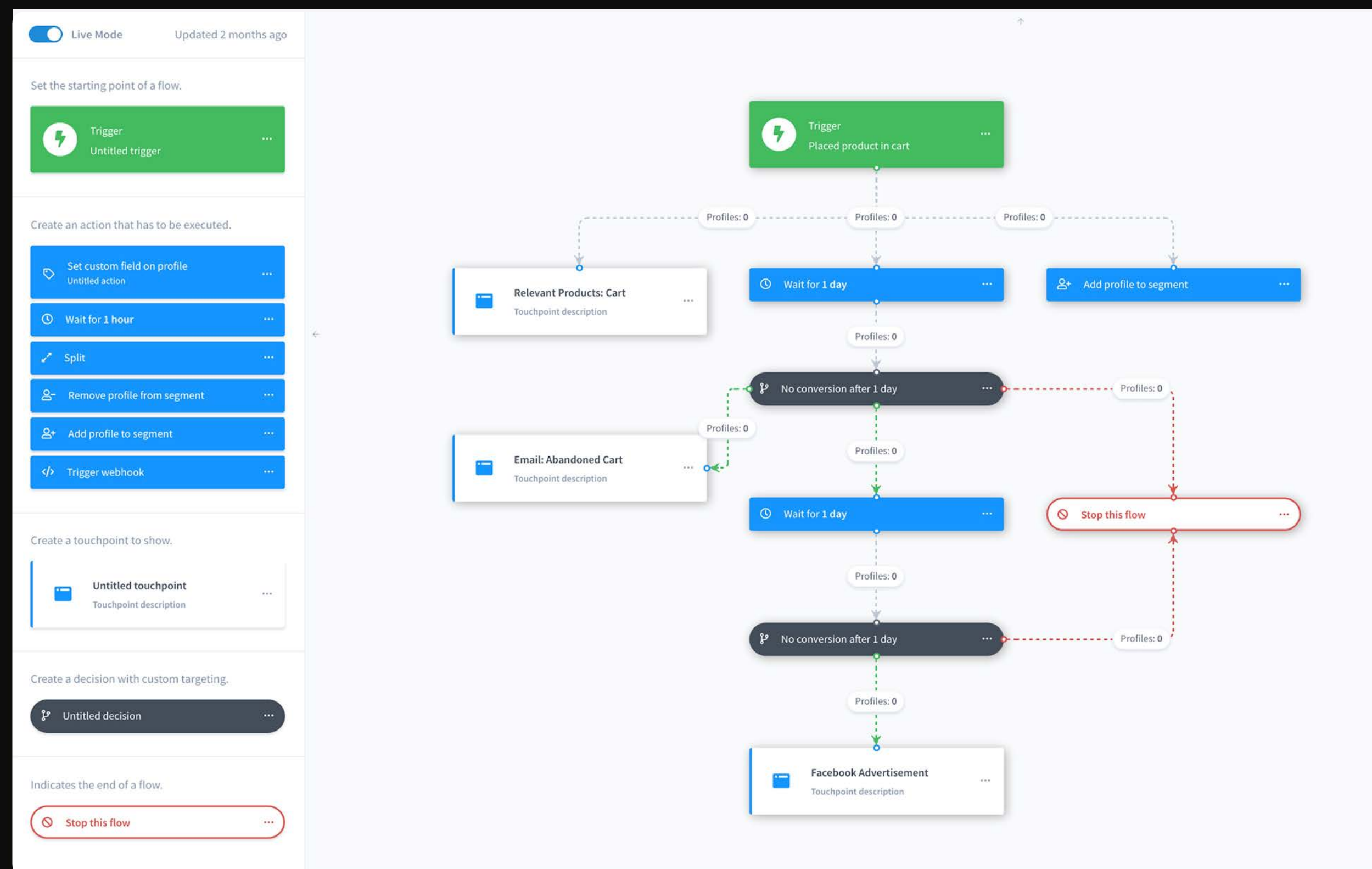
DIOR

PATRIZIA PEPE


DSQUARED2

PANDORA[®]





datatrics.com

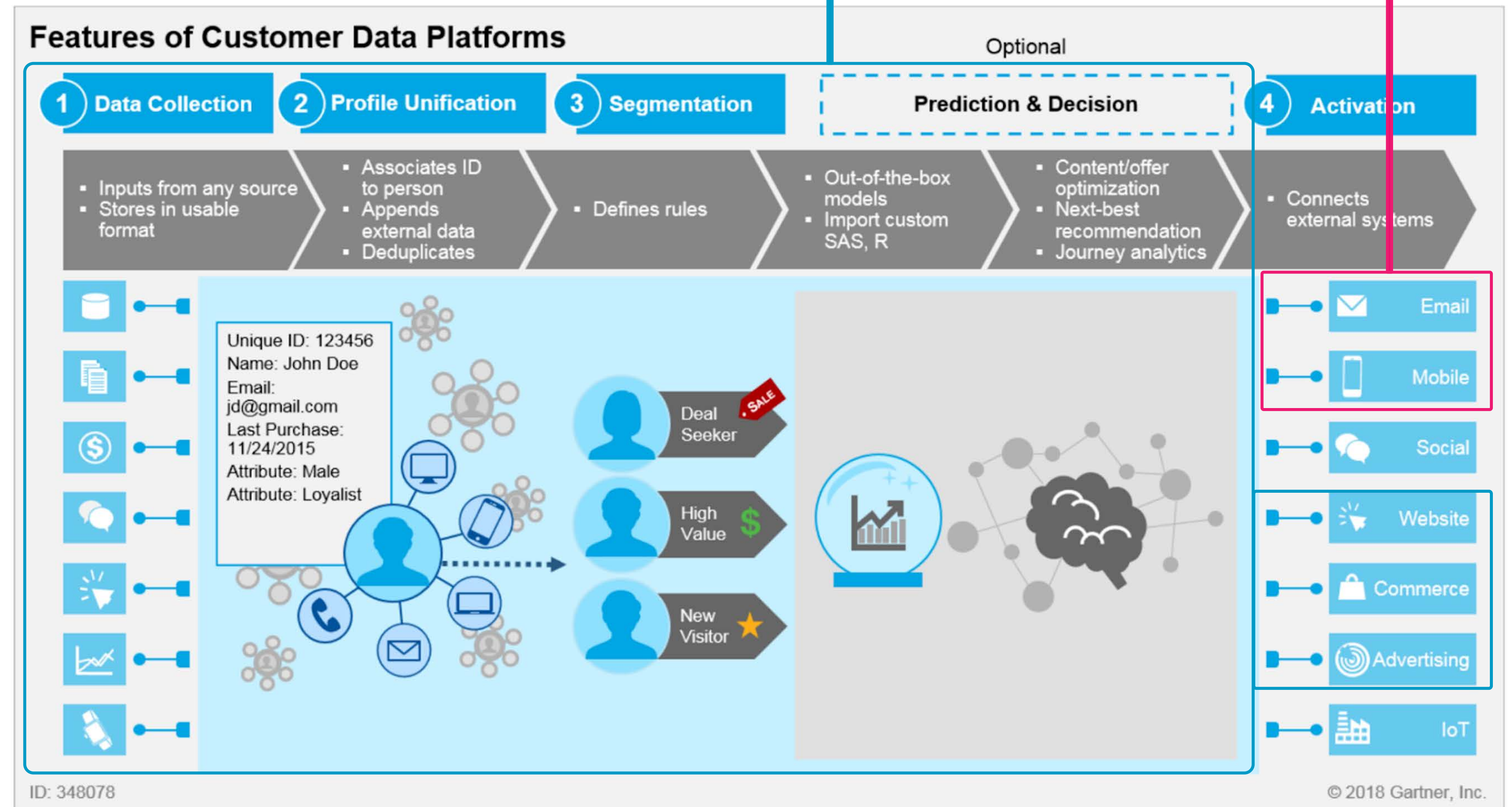
Datatics

AI-powered actionable Customer Data Platform (CDP)

Enables mid-sized marketing teams to increase conversions using AI-powered technology to unify marketing data, segment audience and connect each customer with the right messages at the right moment

Datatics areas of expertise

MailUp areas of expertise



1) Data collection

Data is automatically **collected, structured and cleaned** from different channels and brought together in one place

Easy adoption thanks to **150+ plug-and-play connectors** with the most used marketing tools

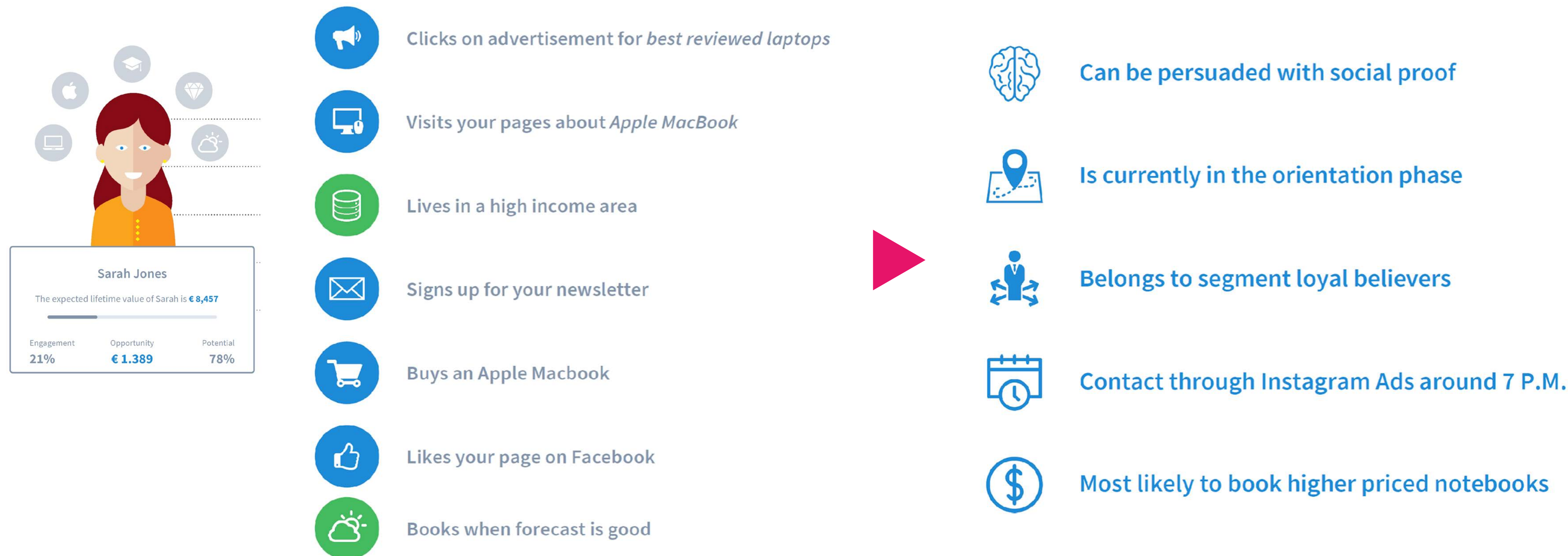
Connect your internal data sources

Connect external data sources



2) 360° customer profile and prediction

Unified customer profiles show personal details and preferences of each unique visitor, with continuously optimized predictions using Artificial Intelligence

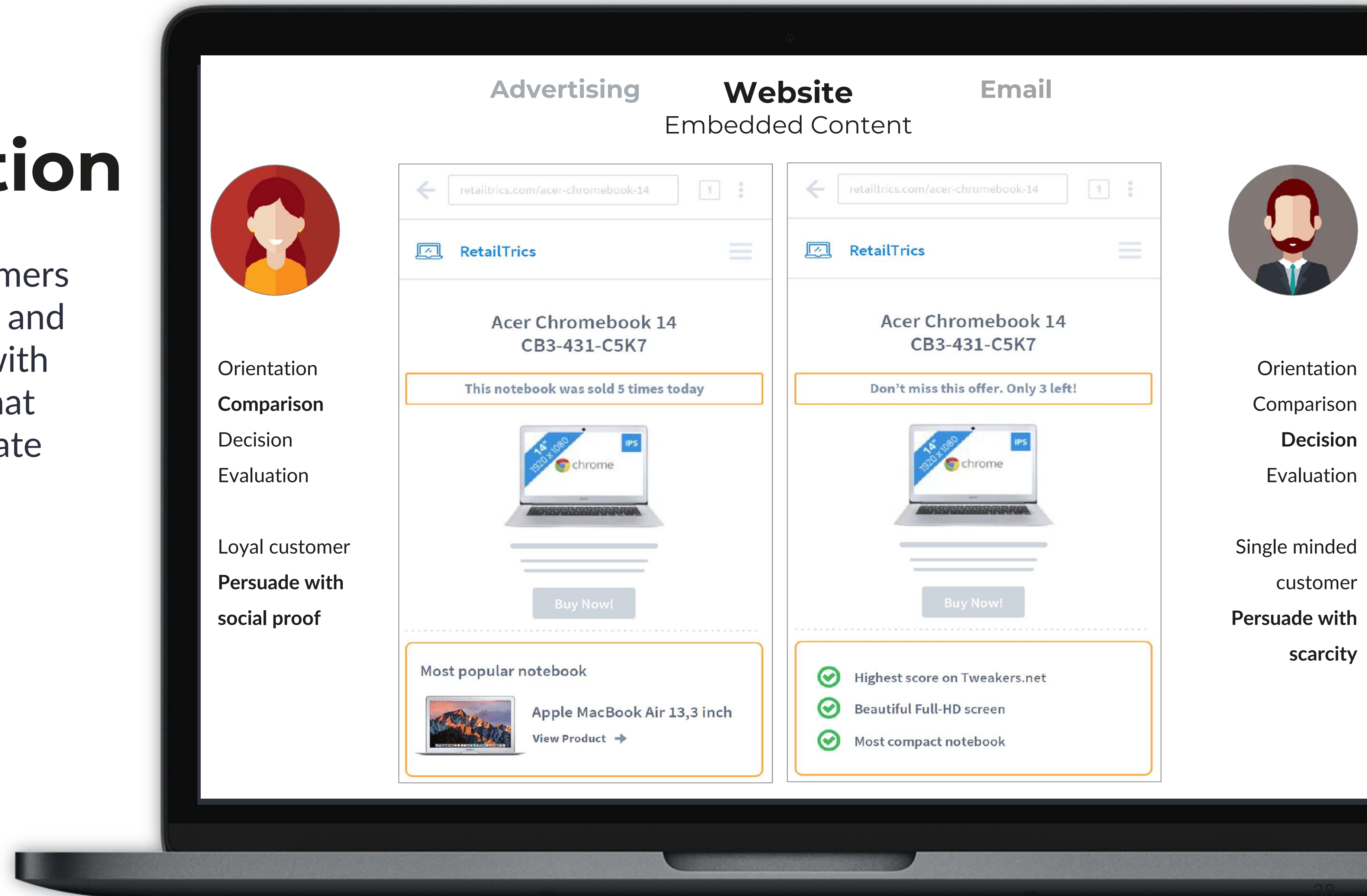


3) Hyper-personalization

The system will meet customers and prospects when, where and how they want to be met, with the best relevant content that maximizes the conversion rate

Learn more on  **YouTube**
or read the [Story](#)

growens.io (GROW)



Business Unit highlights: Datatrics

Company

- Fast-growing startup acquired in the Netherlands in 2018
- 30+ employees
- 270+ clients, typically SME with ecommerce website
- 50% revenues generated by Partners (Digital Agencies)

Competition

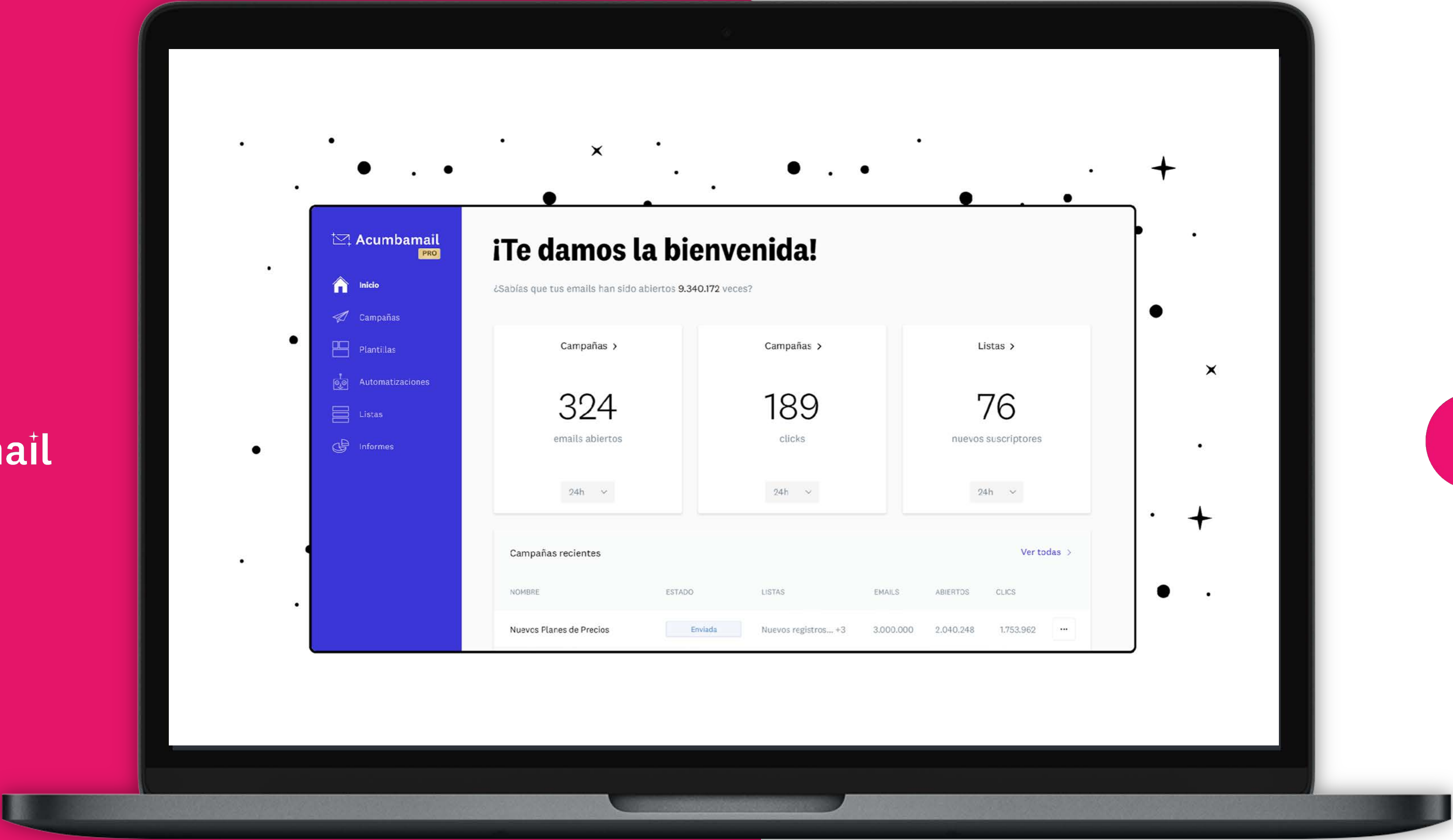
- Mid-market positioning where large US players (Adobe, Salesforce, Acoustic) focus on enterprise clients
- #1 player in the Netherlands
- Ca. 100 competitors worldwide, mostly VC-backed startups (Blueconic, Agillic)
- More advanced than traditional personalization engines (Barilliance, Dynamic Yield, Clerk.io)

Strategy

- Self-provisioning, freemium and local partnerships to expand in Europe and Latam

KPIs

- ARR: €2.4m
- Growth: 113% 4y CAGR
- Net Rev. Retention: 81%
- LTV: €18,689
- Payback period: 49 months
- EU-NPS: 26
- Recurring revenues: 100%
- EBITDA*: -69%
- Gross Margin*: 48%



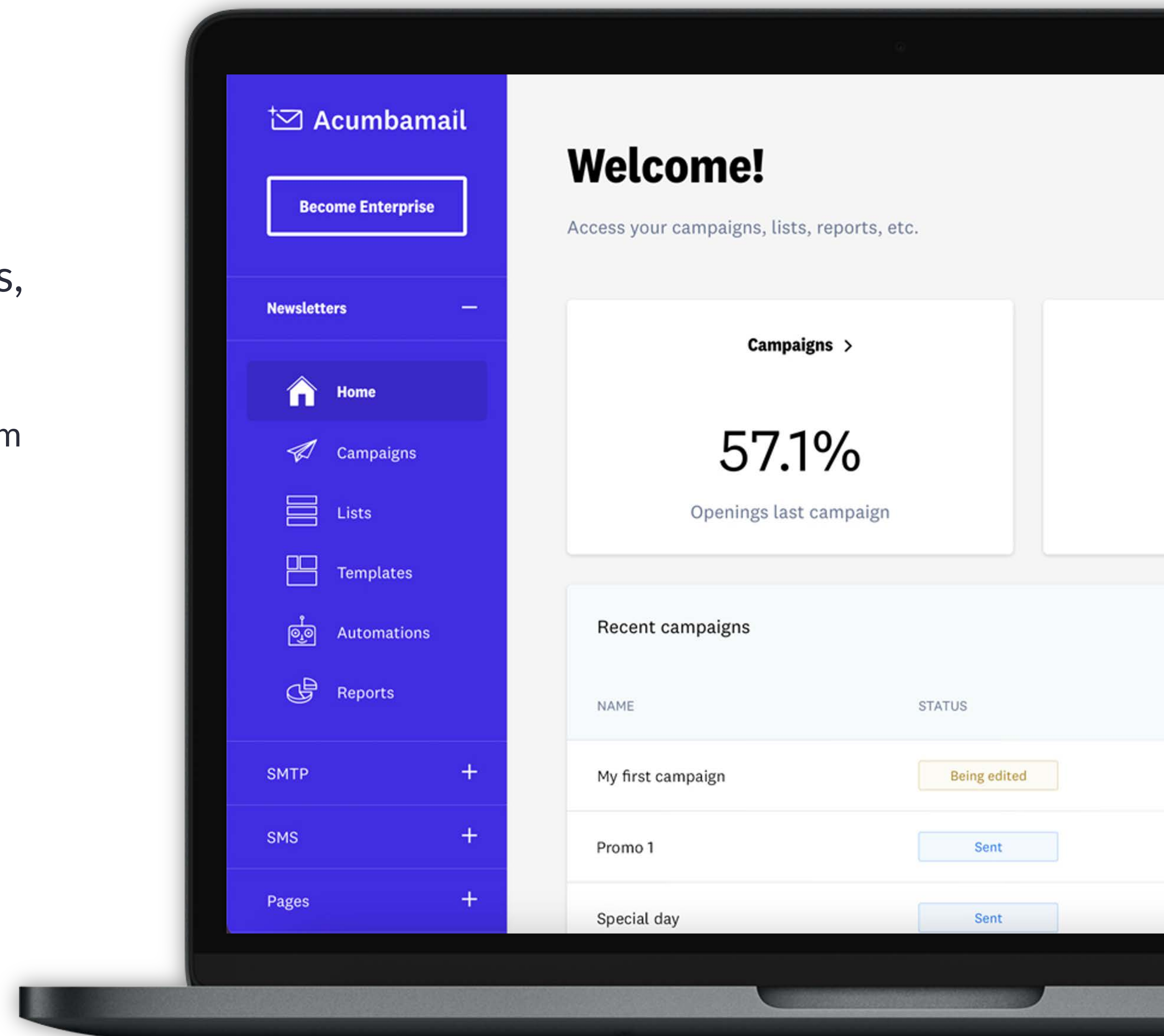
Acumbamail

Bootstrapped self-provisioning software platform for micro and small companies to manage email newsletters, SMS campaigns and marketing automation

Founded in 2013 in Spain, Acumbamail's offering is based on a freemium model managed by a very lean and efficient organization

Learn more on  YouTube

growens.io (GROW)



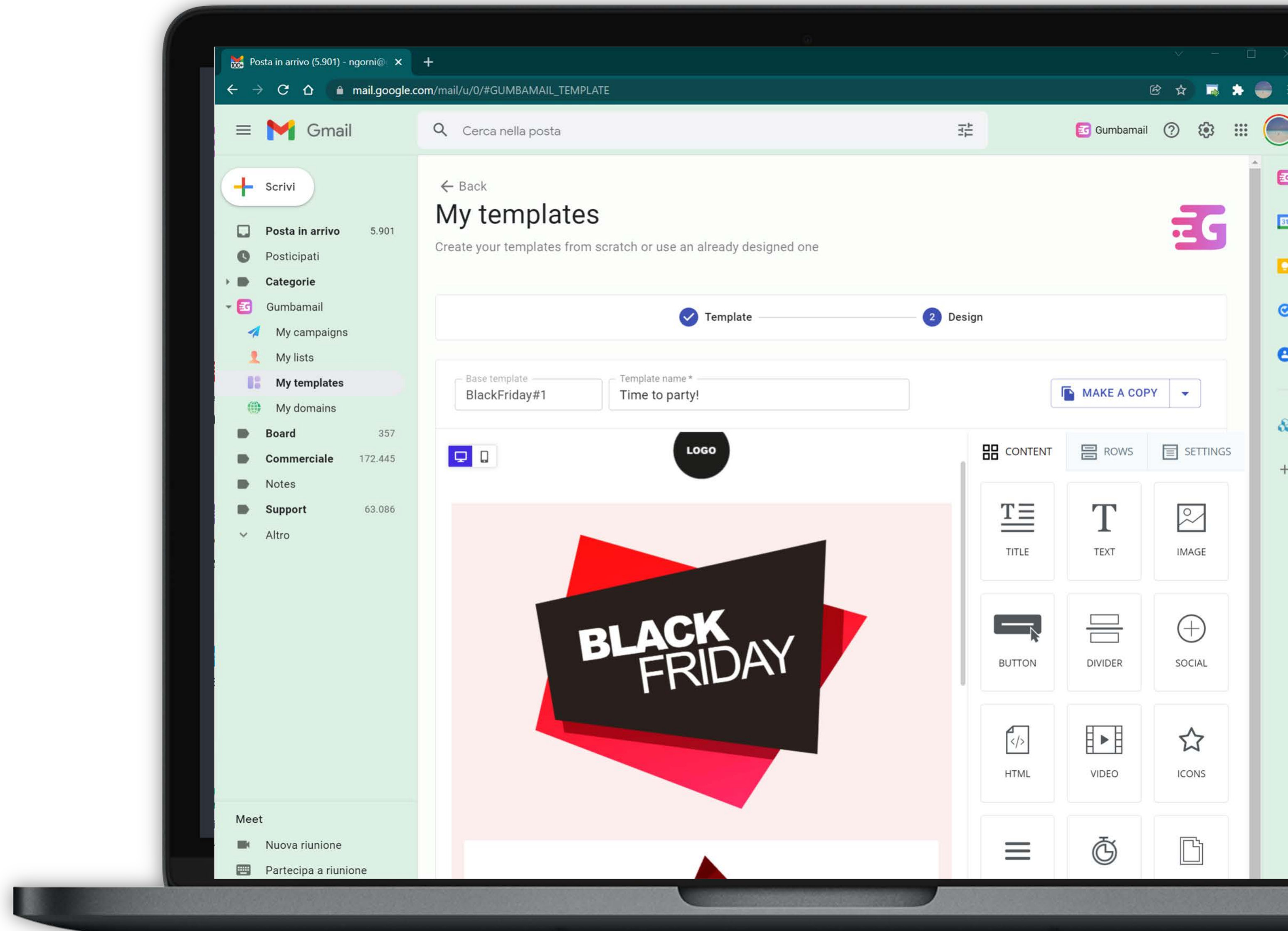
Gumbamail by Acumbamail

New product launched in 2021
Transforms Google Gmail into an email marketing platform

Extends Gmail functionalities with mail merge feature (i.e. Dear [name]) and unlimited deliveries per day

gumbamail.com

Learn more on  **YouTube** or read the [Story](#)



Business Unit highlights: Acumbamail

Company

- Fast-growing startup acquired in Spain in 2015
- 12 employees
- 3,500+ SME clients and 135,000+ free users, mainly in Spain and Latin America

Competition

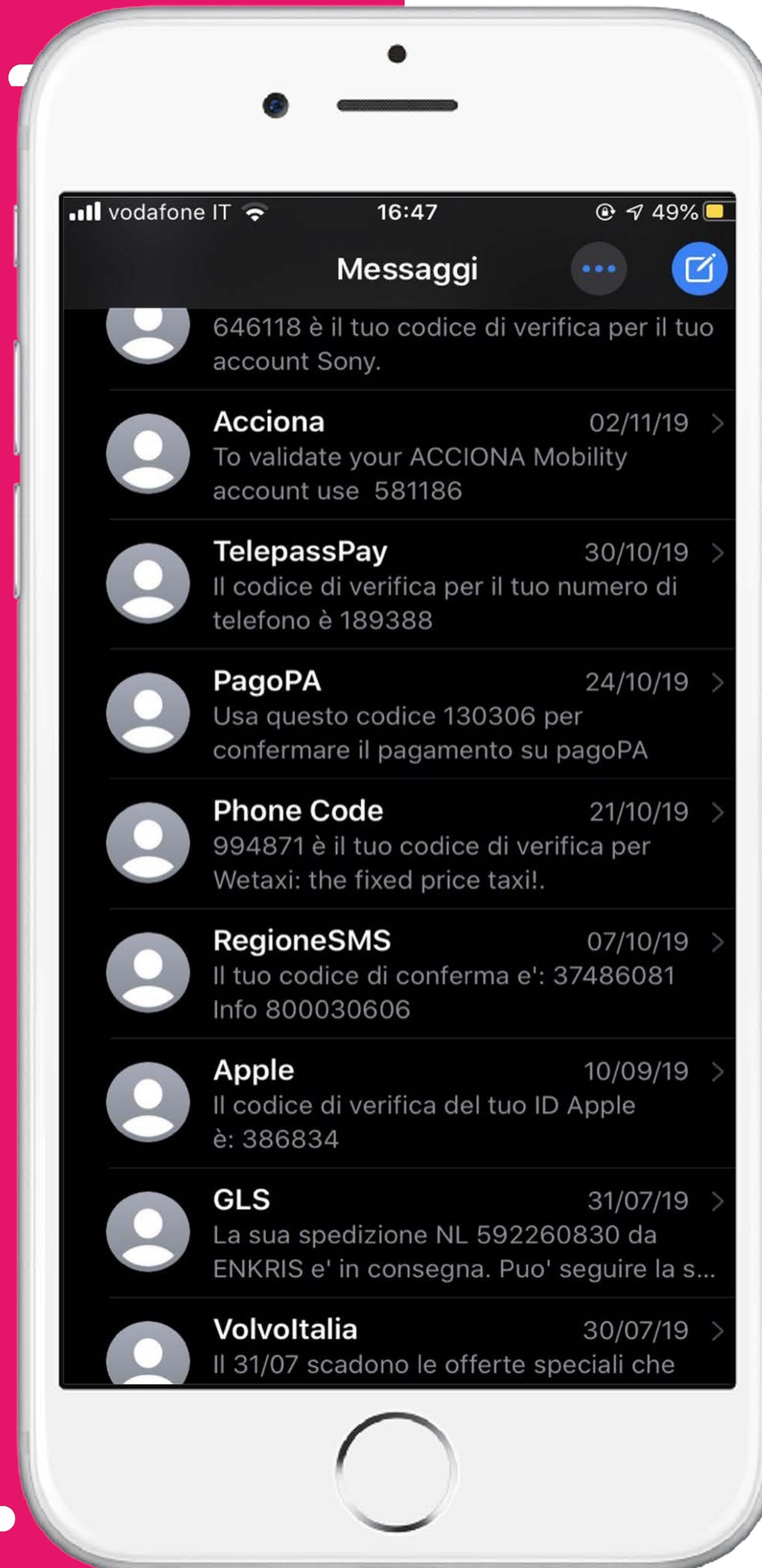
- Market leader in Spain
- Ca. 400 competitors worldwide, from small startups to very large ones like Mailchimp or Sendinblue

Strategy

- Keep the healthy pace by leveraging platforms and marketplaces like:
 - Google Gmail (Gumbamail extension)
 - WHCMS (web hosting management and billing software)
 - Appsumo (digital marketplace for entrepreneurs)
 - New features to drive expansion

KPIs

- ARR: €2m (+10%)
- Net Rev. Retention: 79%
- LTV: €1,168
- Payback period: 8 months
- NPS: 58
- Recurring revenues: 92%
- EBITDA*: 14%
- Gross Margin*: 86%



agiletelecom.com

(world)

300m

10k

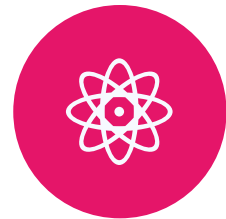
1k

1.2k

5.2b



Agile Telecom: the wholesale A2P messaging gateway



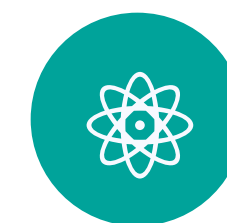
Telecom provider (OLO - Licensed Operator) offering wholesale A2P (Application-to-person) SMS delivery



370 direct connections with mobile carriers around the world, from British Telecom to Vodafone Europe



Specialized in low-latency **transactional messages** (One-time password, alerts, notifications...)



In-house proprietary technology for **SS7 protocol** (carrier-grade standard) and dynamic adaptive routing

Business unit highlights: Agile Telecom

Company

- Acquired in 2015 for €8m (1x EV/Sales), profitable since year one
- 16 employees
- 370+ direct connections

Competition

- #1 Italian player with ~2b SMS sent yearly
- Price leadership thanks to complete coverage, scale economies and proprietary technology

Strategy

- Consolidate the Italian market leadership, focus on margins
- Expand coverage through agreements with Mobile Carriers in other European and emerging countries

KPIs

- 12+bn messages sent
- 300+ wholesale clients
- Revenues: €32m (+10%)
- Gross Margin: 8-10%
- EBITDA: 2%

The competitive landscape

chiefmartec.com

April 2020

Marketing Technology Landscape The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1,936

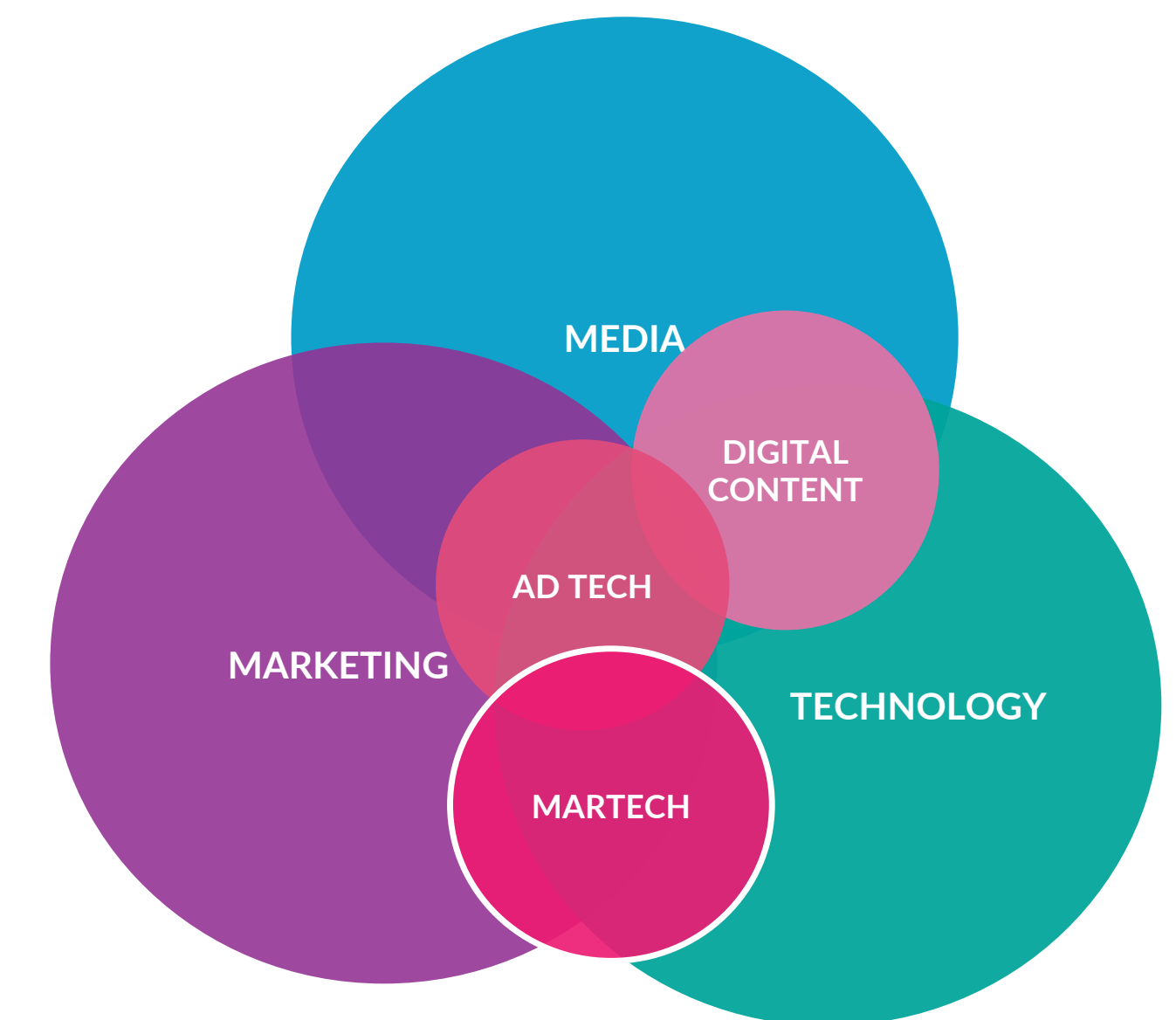
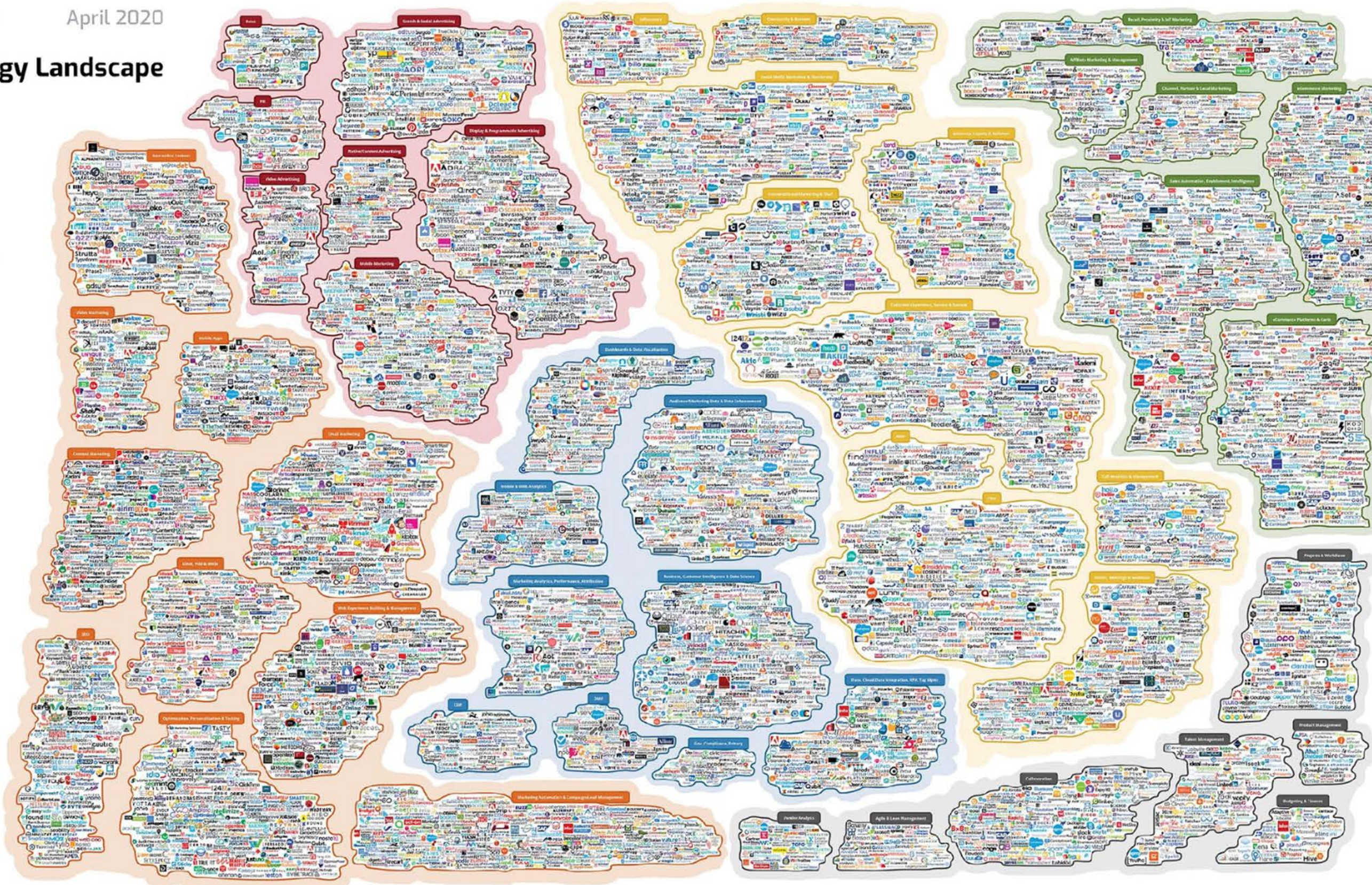
Social & Relationships 1,969

Commerce & Sales 1,314

Data 1,258

Management 601

Access all the data of this landscape & more at martech5000.com



Growens positioning is in MARTECH

Source: LUMA's Focus on Digital Media & Marketing

Copyright: © 2020 Marketing Technology Media, LLC. See <https://chiefmartec.com/2020/04/marketing-technology-landscape-2020-martech-5000/> for details and sources.

Produced by Scott Brinker (@chiefmartec) and Blue Green Brands (@bluegreenbrands).

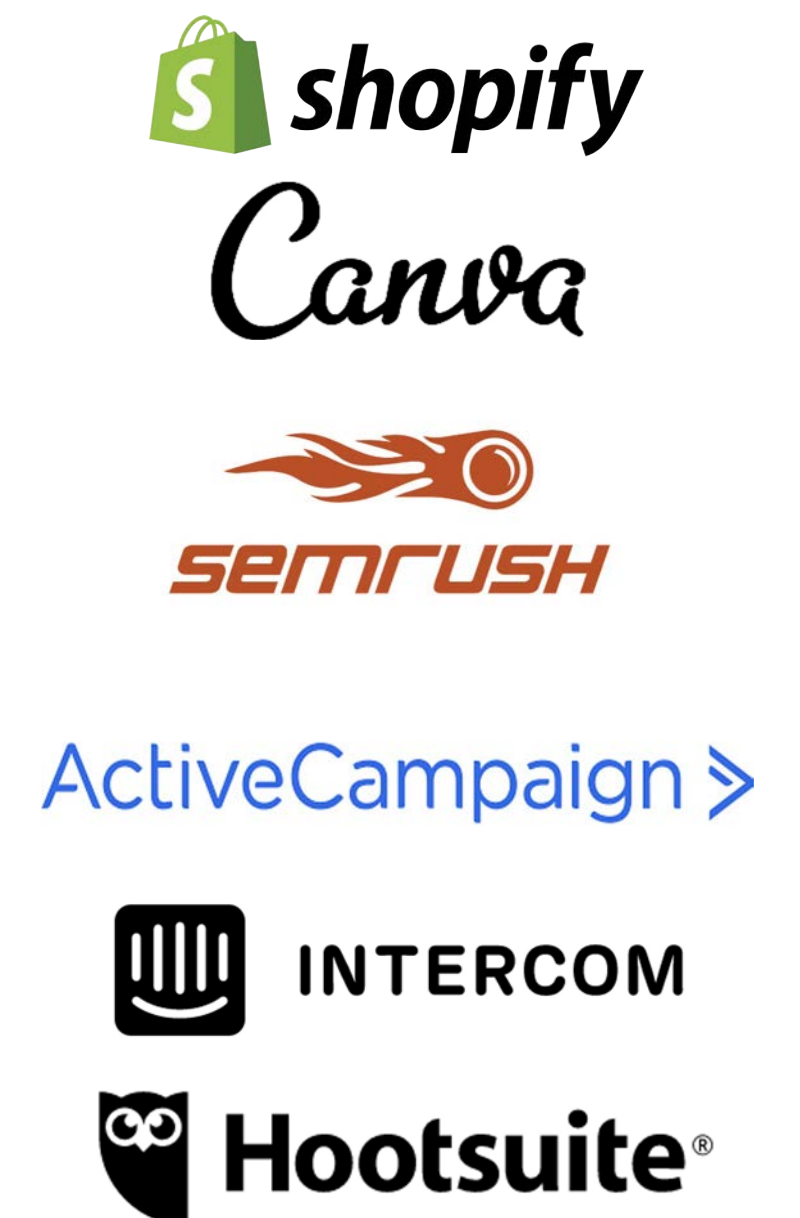
Growens approach: Suite vs Best-of-breed

Unified solution

- ↓ Vendor lock-in
- ↓ Not best-in-class solutions
- ↑ Lower integration costs
- ↑ One only supplier
- ↓ Slower innovation
- ↓ Less flexible
- ↓ More expensive

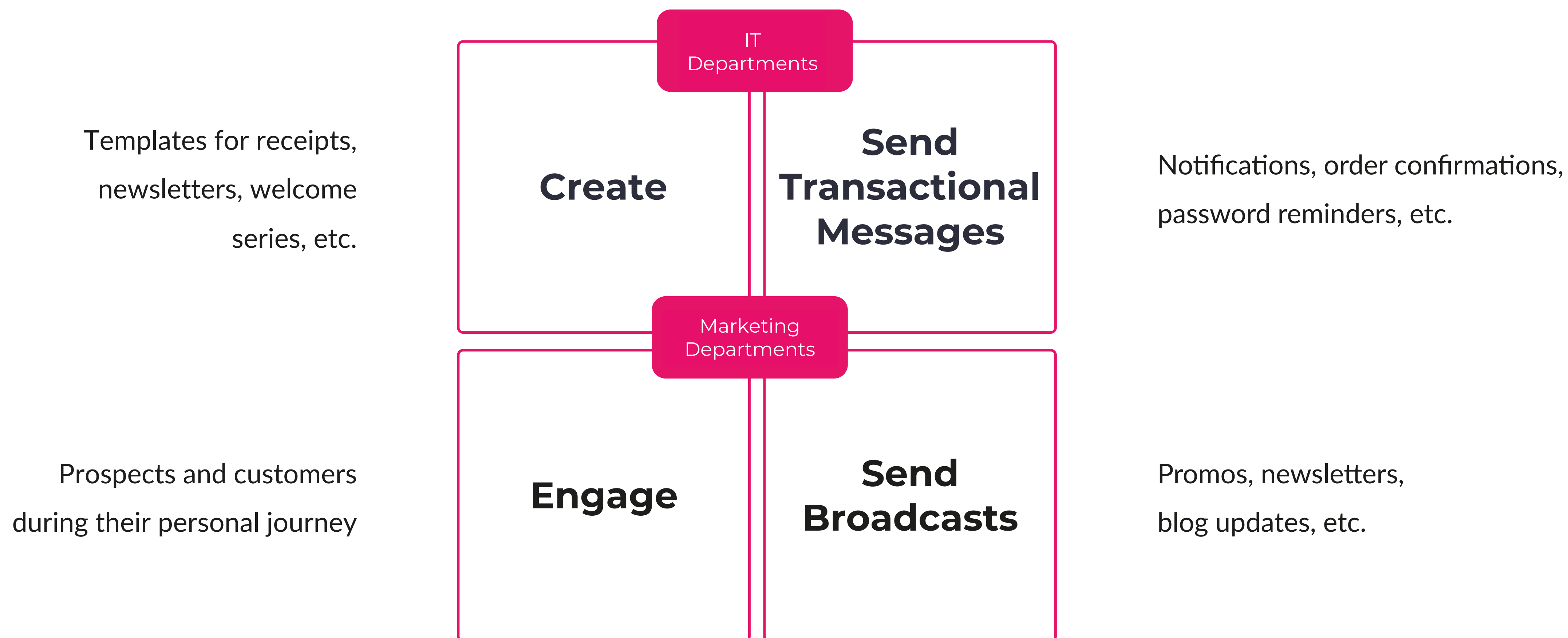
Multi-vendor stack

- ↑ No vendor lock-in
- ↑ Best-of-breed specialized solutions
- ↓ Higher integration costs
- ↓ Multiple suppliers
- ↑ Faster innovation
- ↑ Flexible to fit specific cases
- ↑ Cheaper



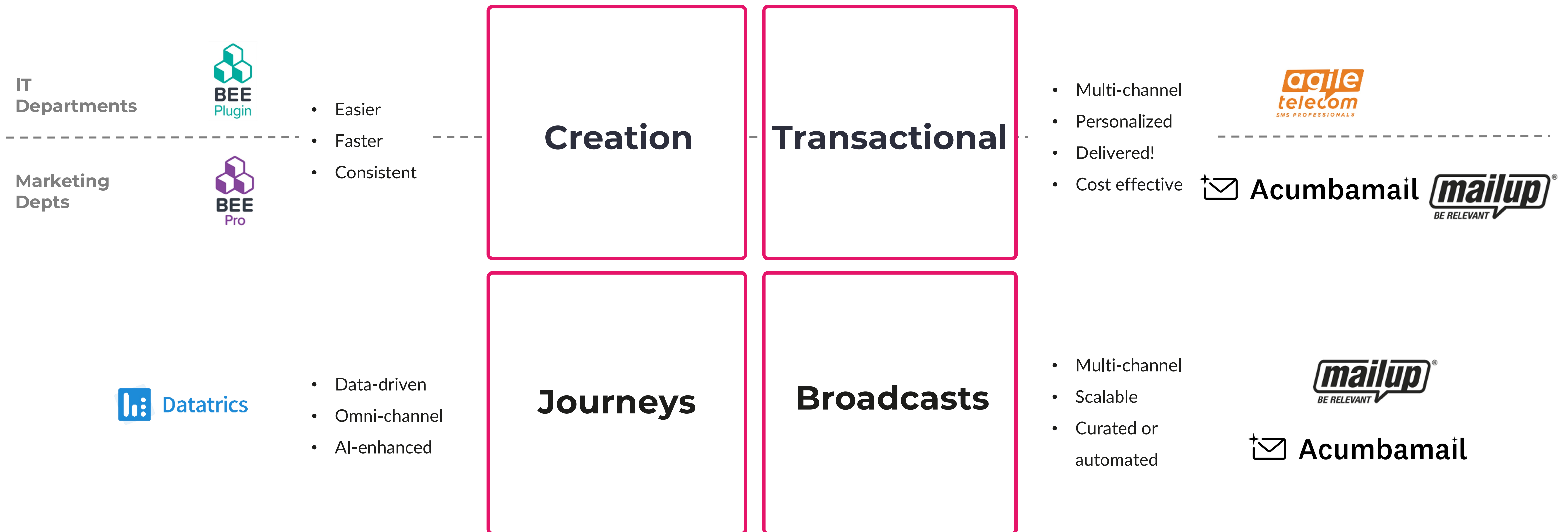
Needs we serve

Most marketing departments within companies (and software developers serving them) have these needs

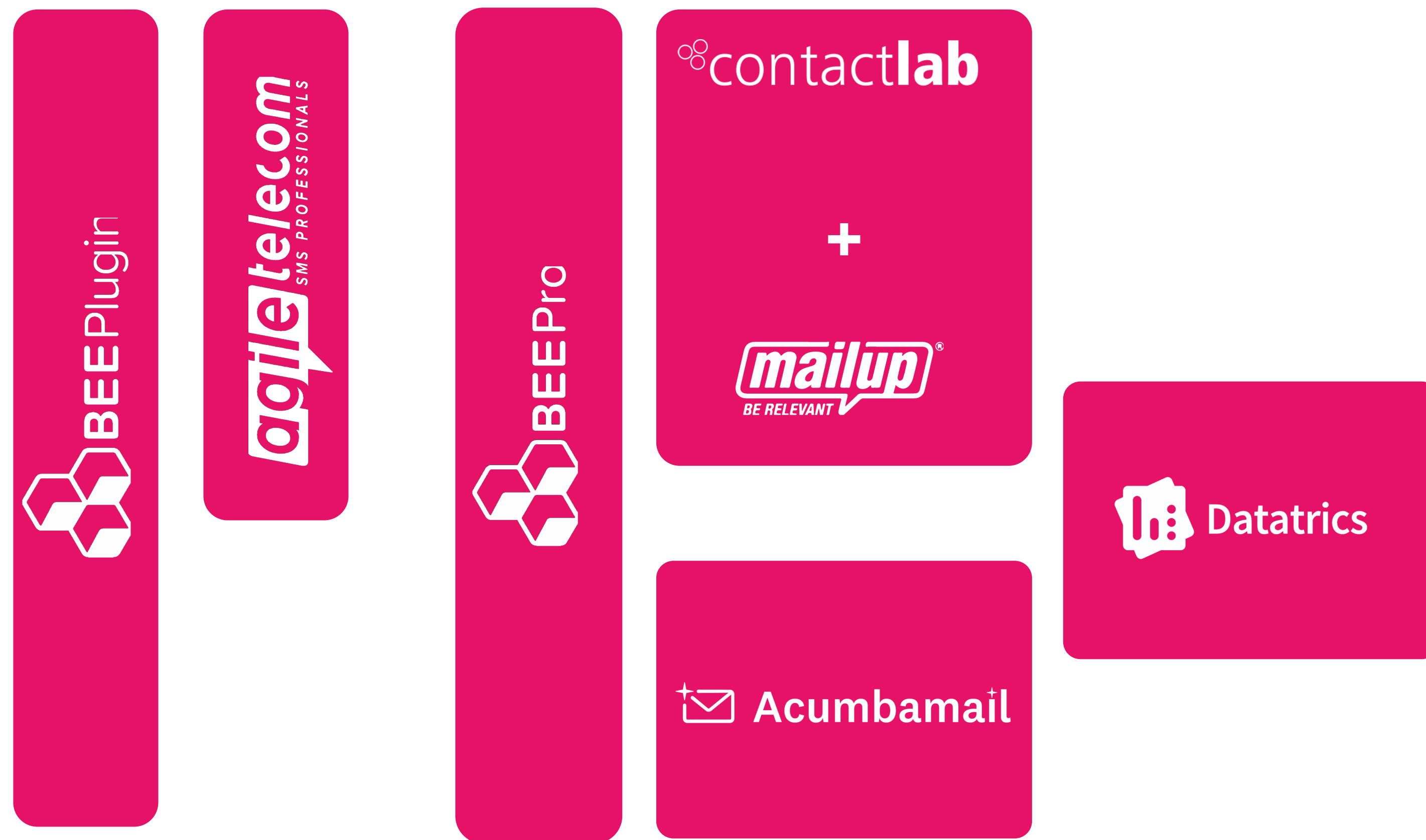


Needs we serve

Why choose Growens?



Products & Markets



Department

IT

MARKETING

HI-TOUCH

Go-to-market

LOW-TOUCH (Product-Led)

Industry Structure and Group Positioning

Message delivery

for Developers / IT



Platforms

for Marketers





Content Creation






































































for Designers / Developers



- Capturing value across the chain
- Increasing knowledge and exploit innovation

-  Current products
-  New products via R&D or M&A

Main competitors / comparables

	MailUp / Acumbamail	Agile Telecom	Datatrics	BEE	Growens Group
Italy	 	 *  	  *	BEE Pro (for email designers)  	 *
Europe	 *     	 *   *   * 	       	      	 *  ADDNODE GROUP *
Others	Latin America   Rest of the World  >  *    	  *    	     *    * 	BEE Plugin (for developers)    	 *  

Competitive Advantages

Agile Telecom

- Largest Italian provider (best terms)
- Proprietary SS7 technology
- Efficient (16 employees)

Acumbamail

- Fully local (Spain)
- Efficient go-to-market
- Scalable (6,000 users per employee)

MailUp+Contactlab

- Italian leadership (top-of-mind)
- Proprietary Deliverability Technology
- Original pricing model (pay-per-speed)

BEE Plugin

- Global leadership
- Proprietary rendering technology
- Network effect (AddOn partners+BEEPro)

BEE Pro

- Global leadership
- Large Email Designers Community
- Aggressive pricing with freemium

Datatrics

- Dutch leadership
- Unique freemium + self-provisioning in the CDP space
- Strong partners network

Competitive Advantages

Agile Telecom

- Largest Italian provider (best terms)
- Proprietary SS7 technology
- Efficient (16 employees)

Acumbamail

- Fully local (Spain)

MailUp+Contactlab

- Italian leadership (top-of-mind)
- Proprietary Deliverability Technology
- Multichannel (email, sms, messaging apps)

Growens

- Synergies and scale economies across multiple products
- Talent attraction
- Diversified and balanced portfolio (multiple regions and markets)
- 20y experience in a fast-paced evolving market

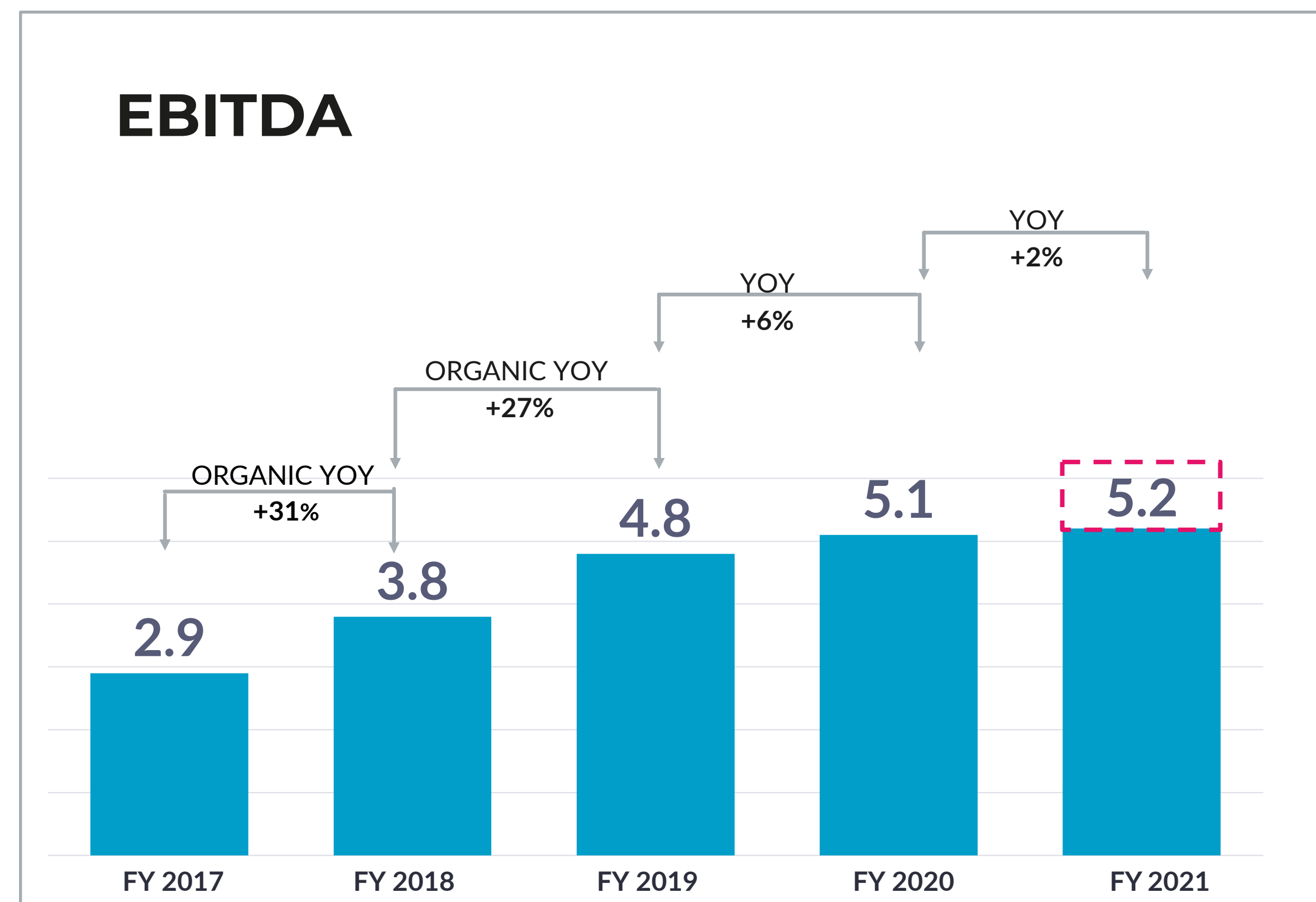
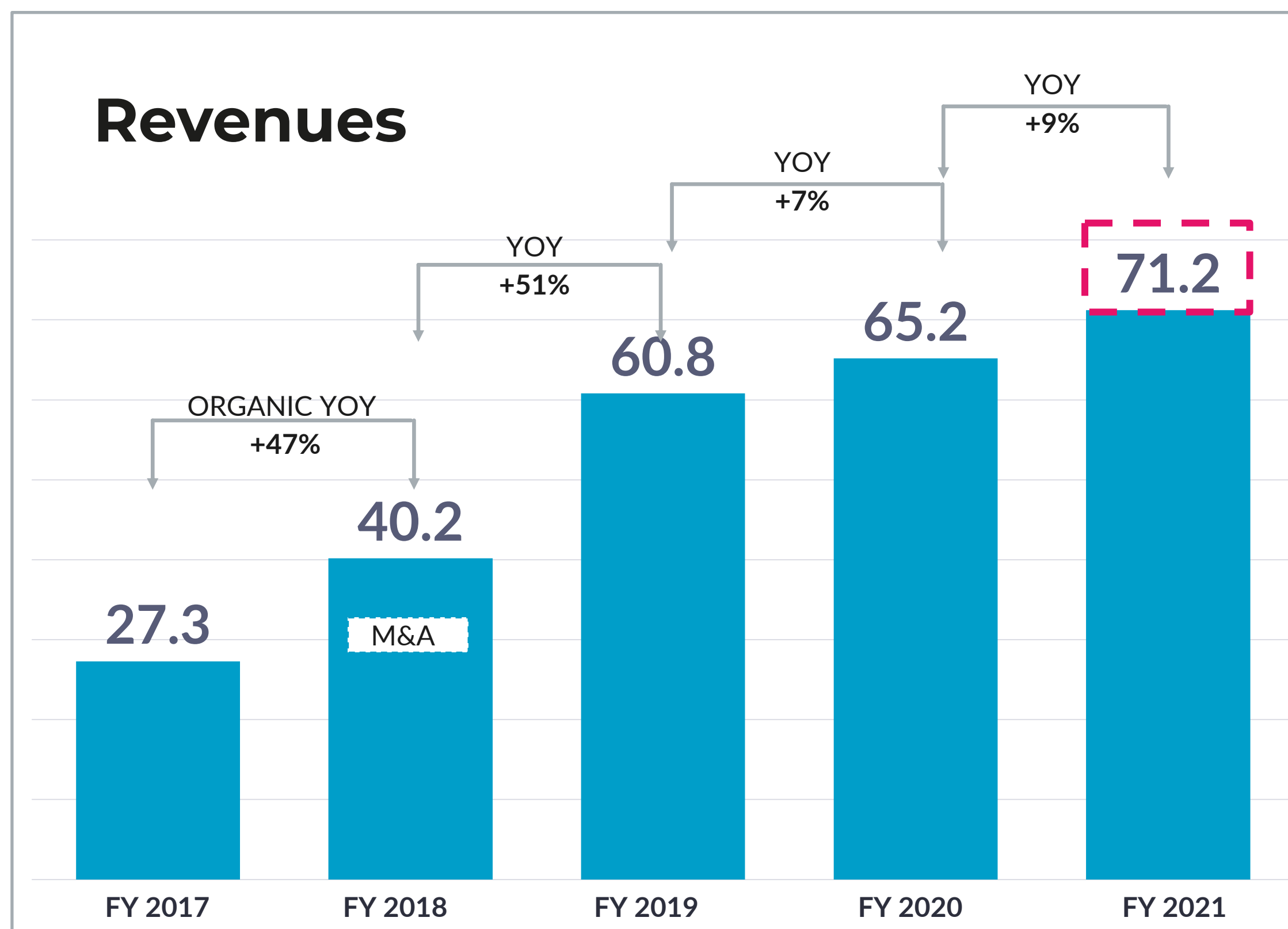
BEEPlugin

- Global leadership
- Proprietary rendering technology
- Multiple content types + Widget marketplace

Datatrics

- Patch leadership
- Unique freemium + self-provisioning in the CDP space
- Strong partners network

P&L FY 2017-2021



CONTACTLAB FY2021 ITA GAAP DATA

*In 2016 Group transitioned to IFRS accounting standards. FY 2015 is restated. Therefore historical data may not be comparable. Data in €m

** FY 2019 reported EBITDA affected by:

- (i) the positive impact from first-time adoption of the new IFRS 16 on lease accounting without comparative data restatement, starting from 1 January, 2019 (ca €834k)
- (ii) the negative impact of ca. €1m from contingent liabilities on certain supplies for Agile Telecom. solved with a transaction and subsequently discontinued
- (iii) the negative effect of Datatrics start-up margins by ca. €600k

P&L 1H 2021-2022

Revenues

+40% YOY
+35% ORGANIC

33.7

47.2

1H 2021

1H 2022

EBITDA

YOY
-44%

2.4

1.4

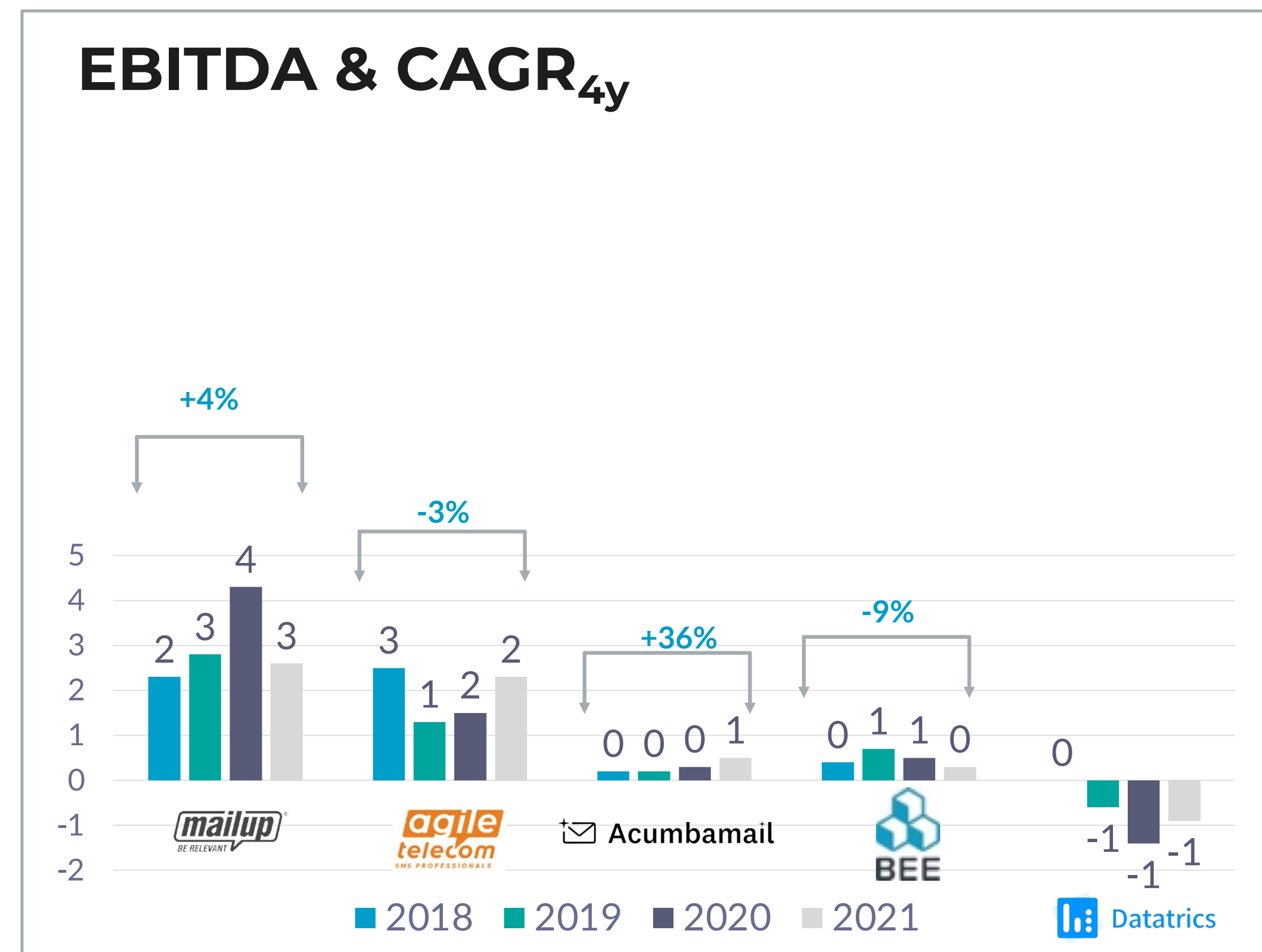
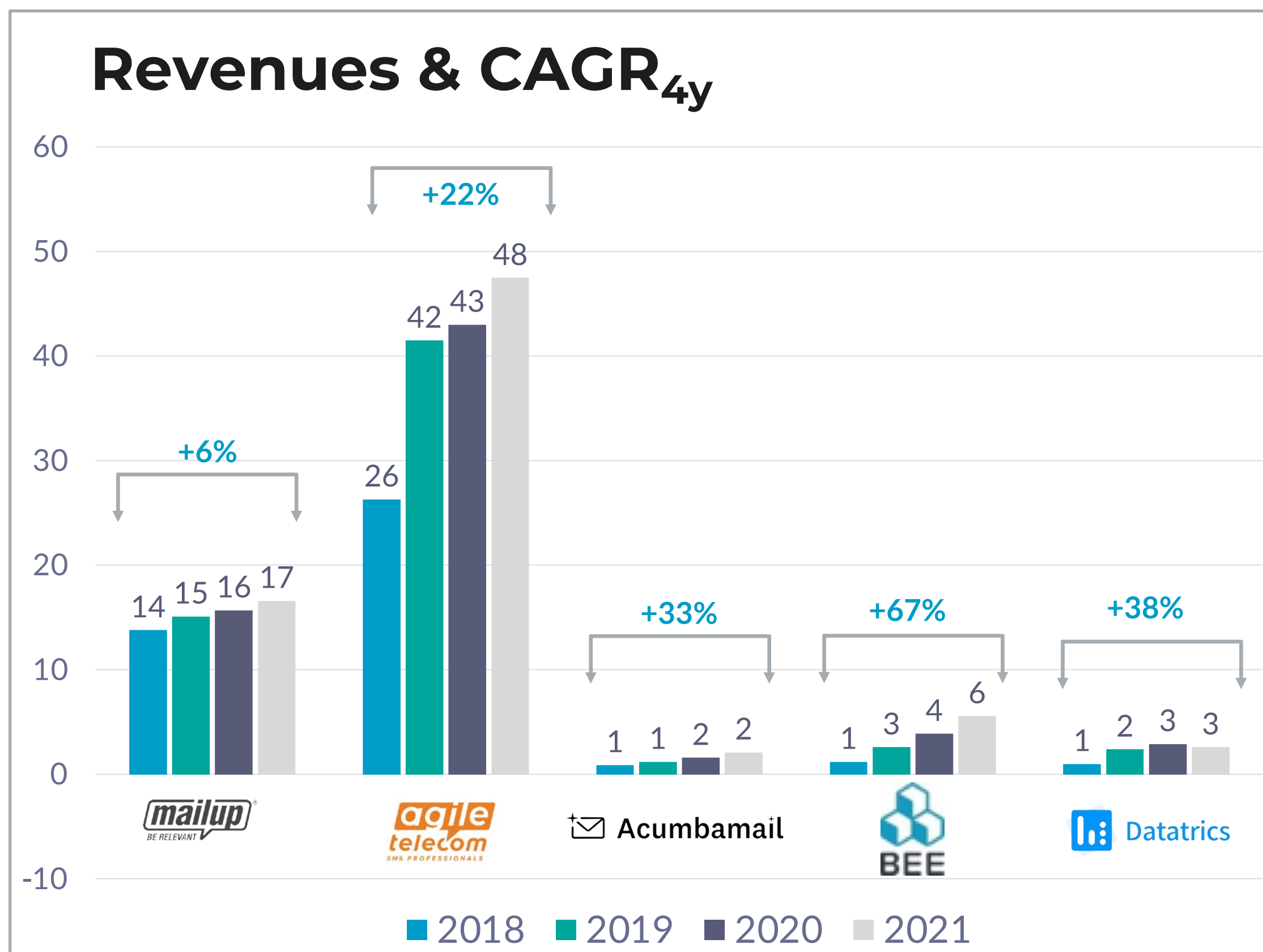
1H 2021

1H 2022

- COGS +52% -> CPaaS line lower profitability for the acquisition of strategic routes
- S&M +44% -> focus on BEE's development
- G&A +34% -> one-off acquisition costs of Contactlab

Contactlab data consolidated May-June 2022 according to IFRS.
Data in €m.

By business unit

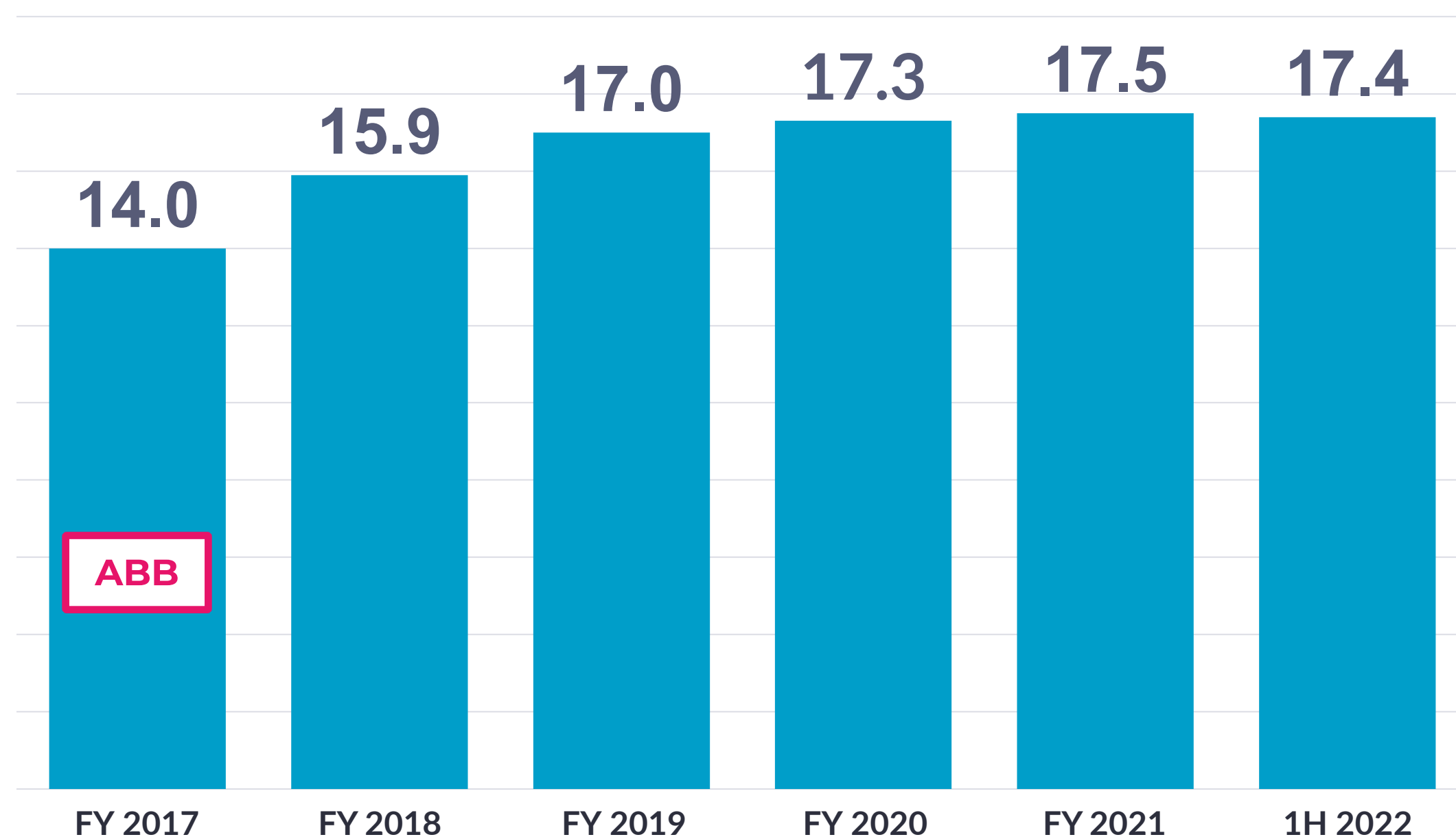


Data in €m

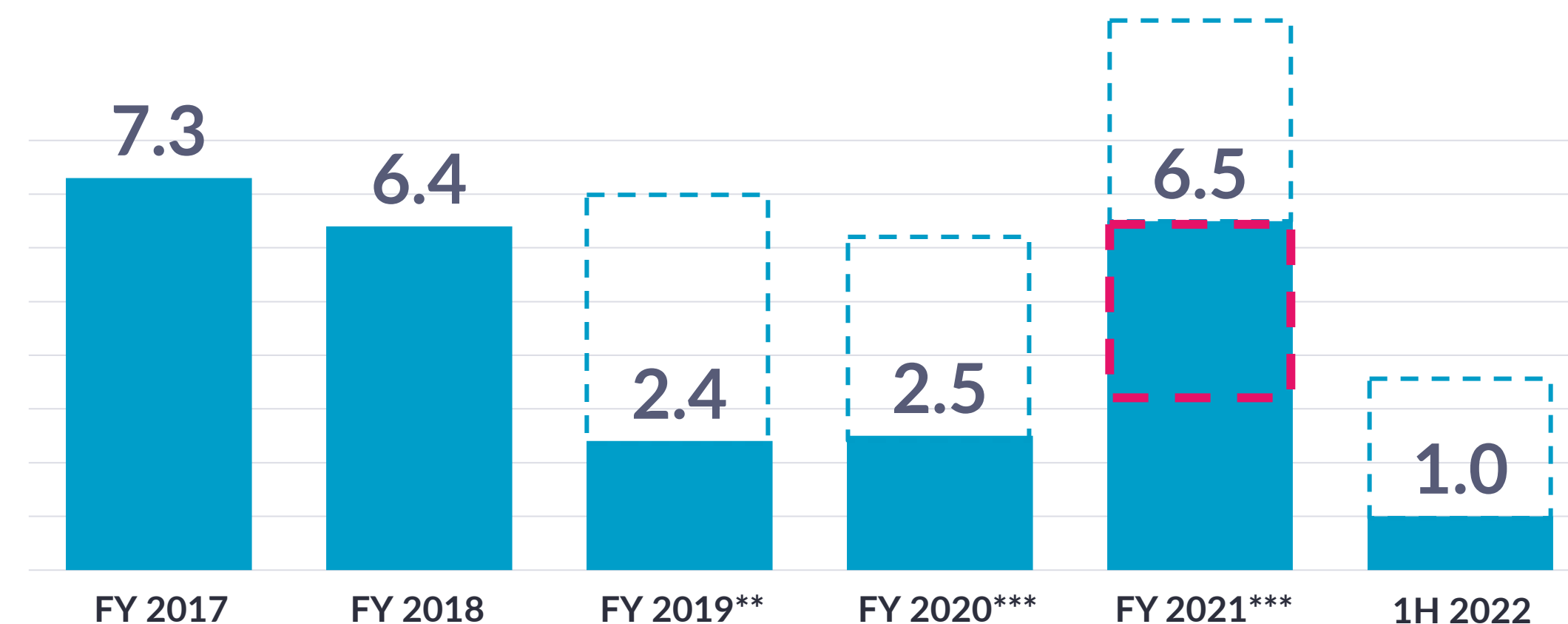
Starting from FY2019 the increased dimensions of the Group and the centralisation of certain internal activities at holding level, solely aimed at greater efficiency, selected recognition criteria have been introduced for holding service costs allocation to subsidiaries, affecting business units EBITDA other than MailUp. Hence FY 2019 and FY2020 EBITDA is not comparable with previous years. For Agile Telecom. FY2019 was affected by €1m extraordinary costs. Contactlab acquisition not included.

Balance Sheet

Shareholders' Equity



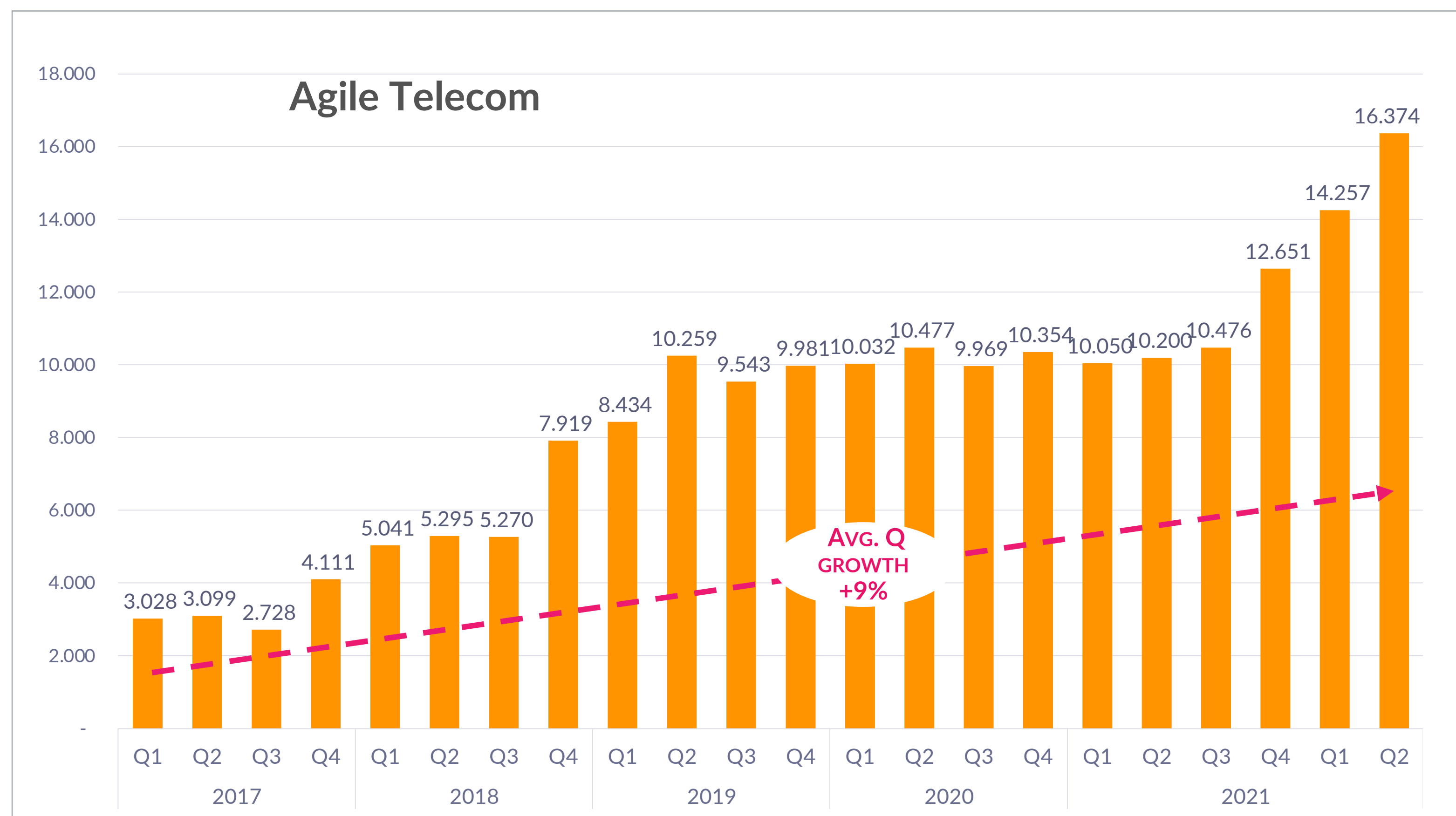
Net Cash Position



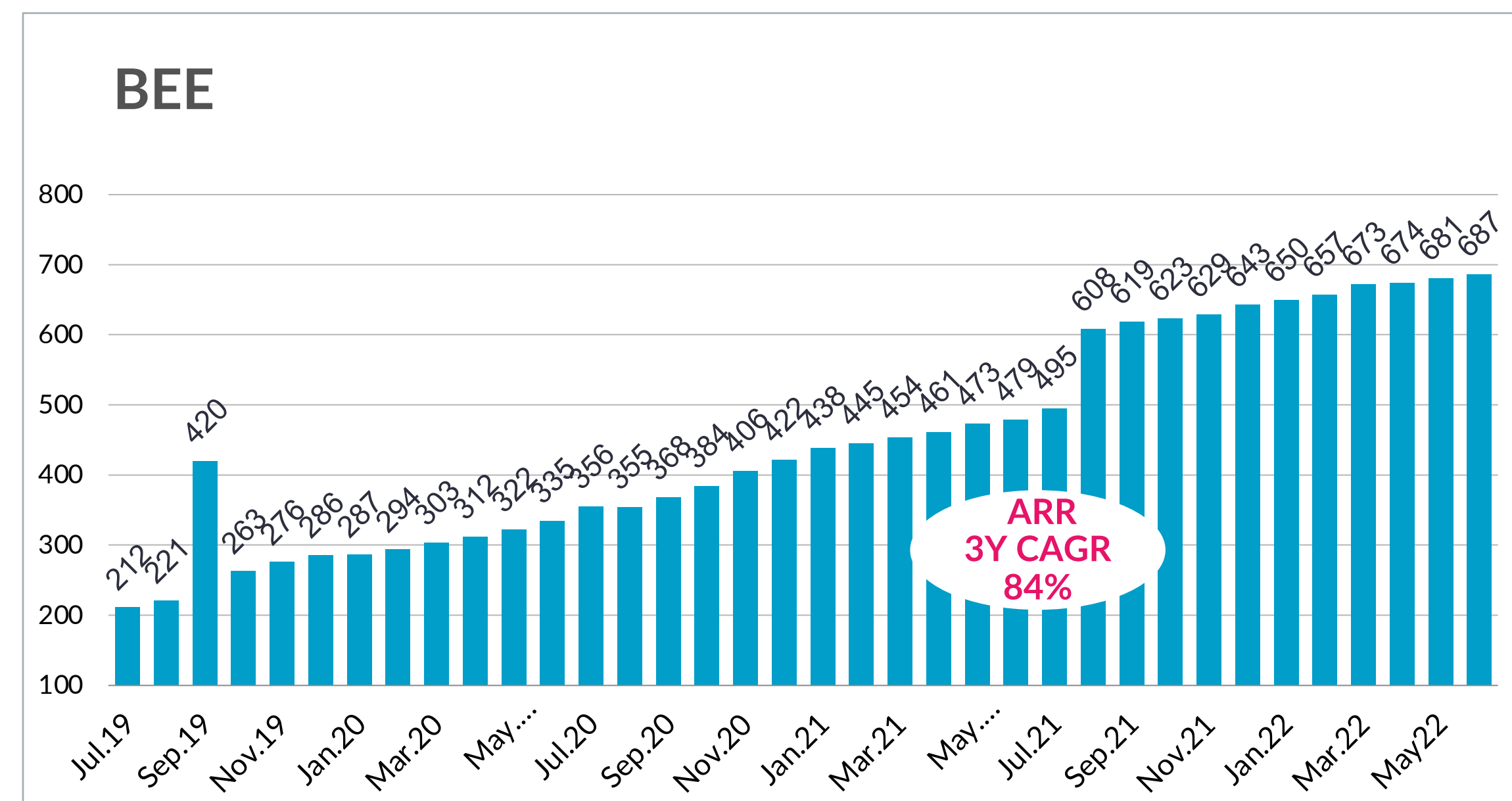
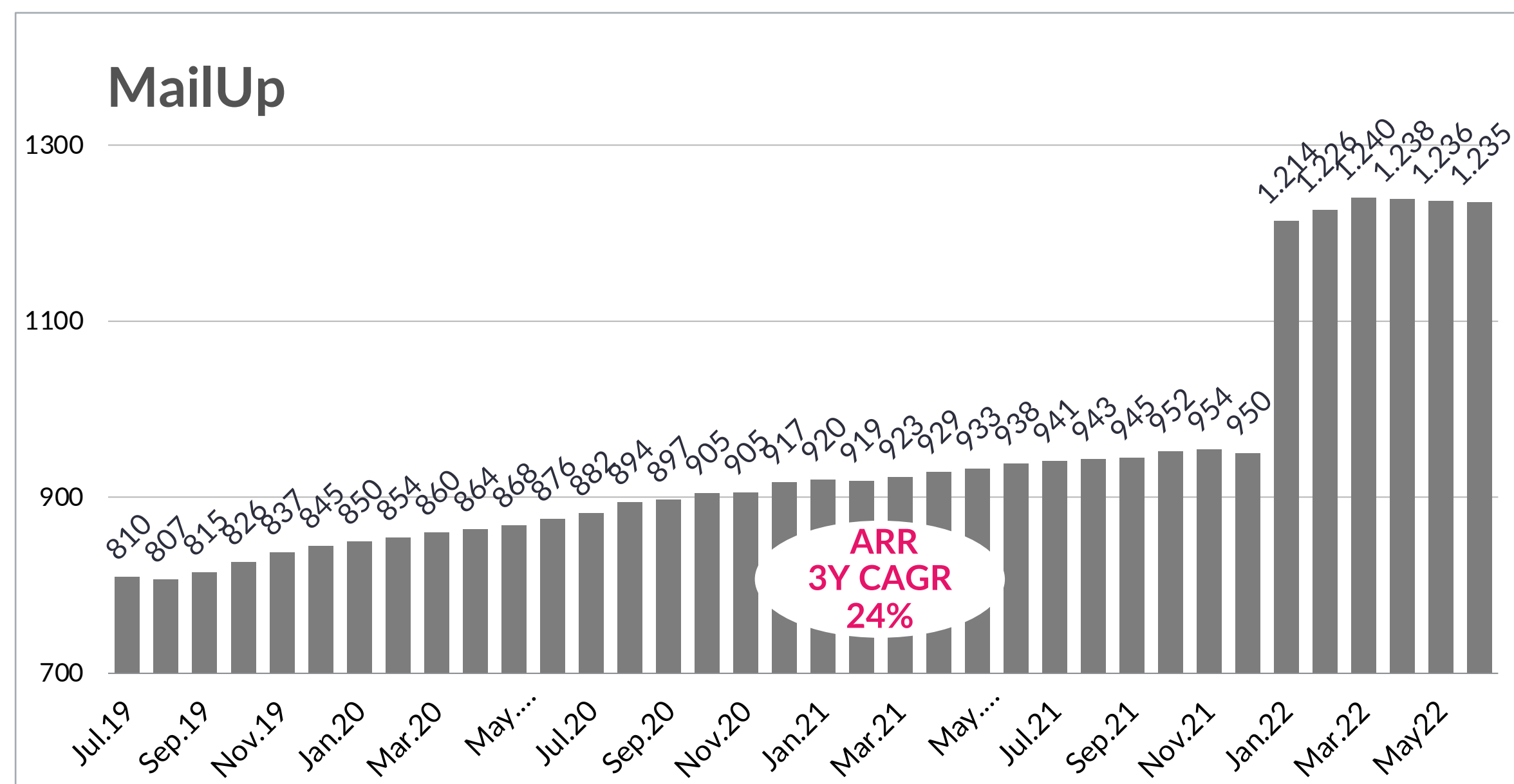
**CONTACTLAB
FY2021 ITA GAAP
DATA**

*In 2016 Group transitioned to IFRS accounting standards. FY 2015 is restated. Therefore historical data may not be comparable.
 ** 2019 NFP variation influenced by: Positive operating cash flow, bigger debt figure from IFRS 16 first-time adoption (€4.6m) cash outs for the last earn-out tranche on Agile Telecom (€600k) and second +third tranche on Datatrics's purchase price (EUR 748k).
 ***2020 and 2021 NFP also shown gross of IFRS16 impact
 1H 2022 cash includes €3.75m cash-out for Contactlab's acquisition.
 Data in €m.
 Cash ca. €9.7m

CPaaS quarterly sales

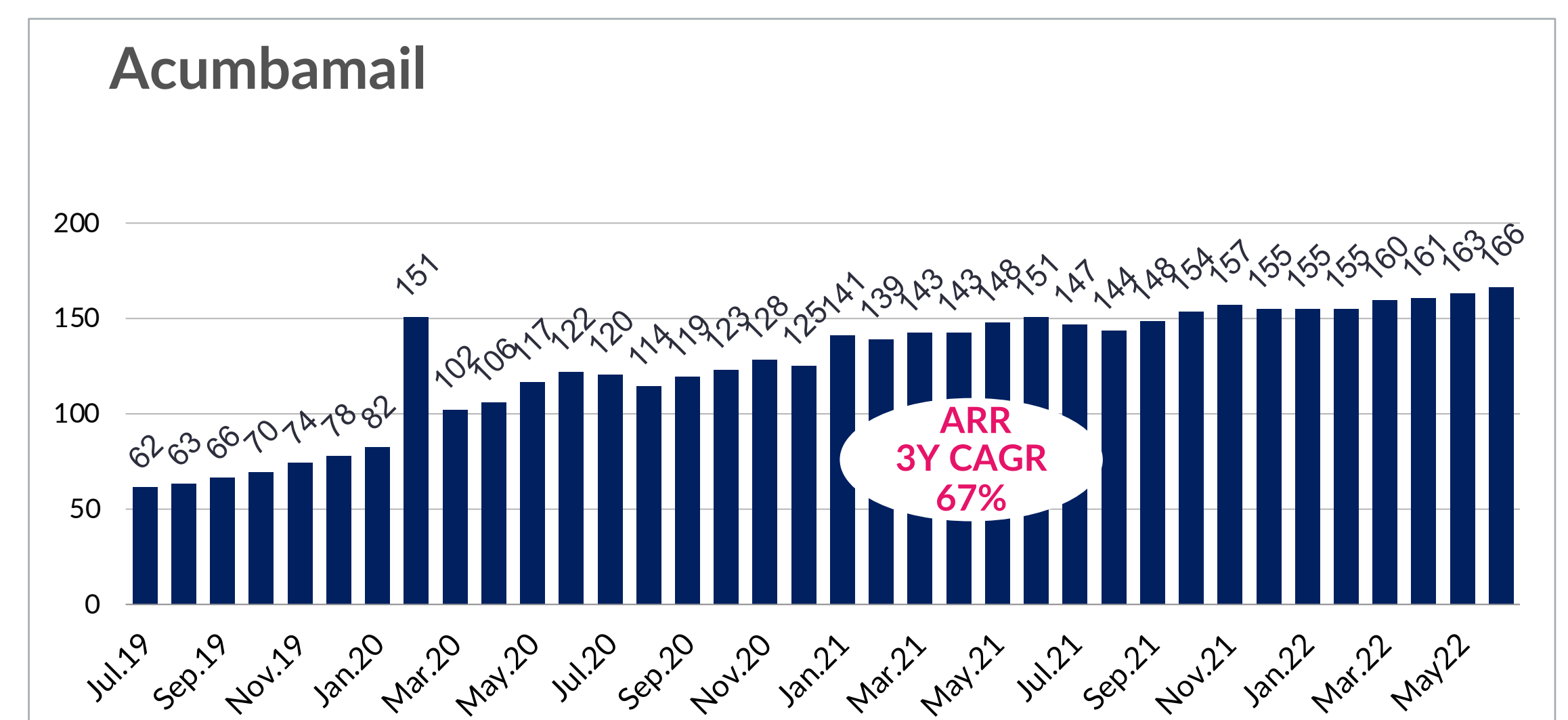
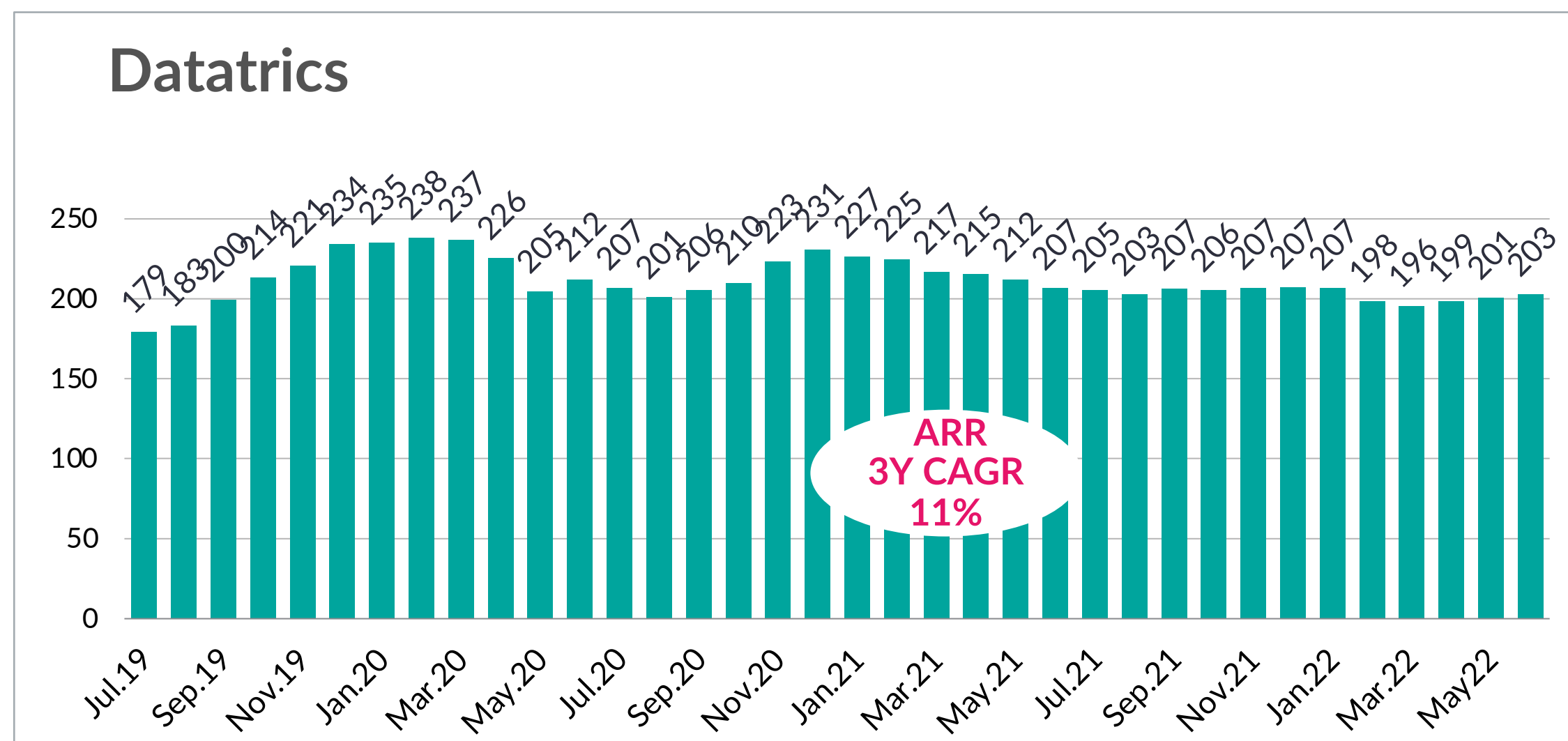


SaaS MRR by business unit / 1



Data in €/000 for MailUp (including Contactlab from January 2022) and in US\$/000 for BEE (not including usage)
 Data from management accounts, not subject to a BoD resolution, unaudited
 ARR = Last available month's MRR*12

SaaS MRR by business unit / 2



Board of Directors



Matteo Monfredini

Co-founder - Chairman & CFO

- Freelance software developer during his studies at the Politecnico University in Milan
- Co-founded Network srl in 1999 and MailUp in 2002



Armando Biondi

Non Executive Director

- Co-founder of AdEspresso
- One of the European Top Angels (with ~50 investments)
- Guest Contributor for VentureBeat, Business Insider, Entrepreneur and Fast Company



Nazzareno Gorni

Co-founder & CEO

- ICT Marketing and CRM Consultant since 1997
- Adjunct professor in Marketing, Consumerism & Communications
- Speaker and author of books about Email Marketing & Automation



Ignazio Castiglioni

Independent Director

- Founder and Chief Executive Officer of HAT Orizzonte Group
- Former Head of Private Equity of Vegagest SGR

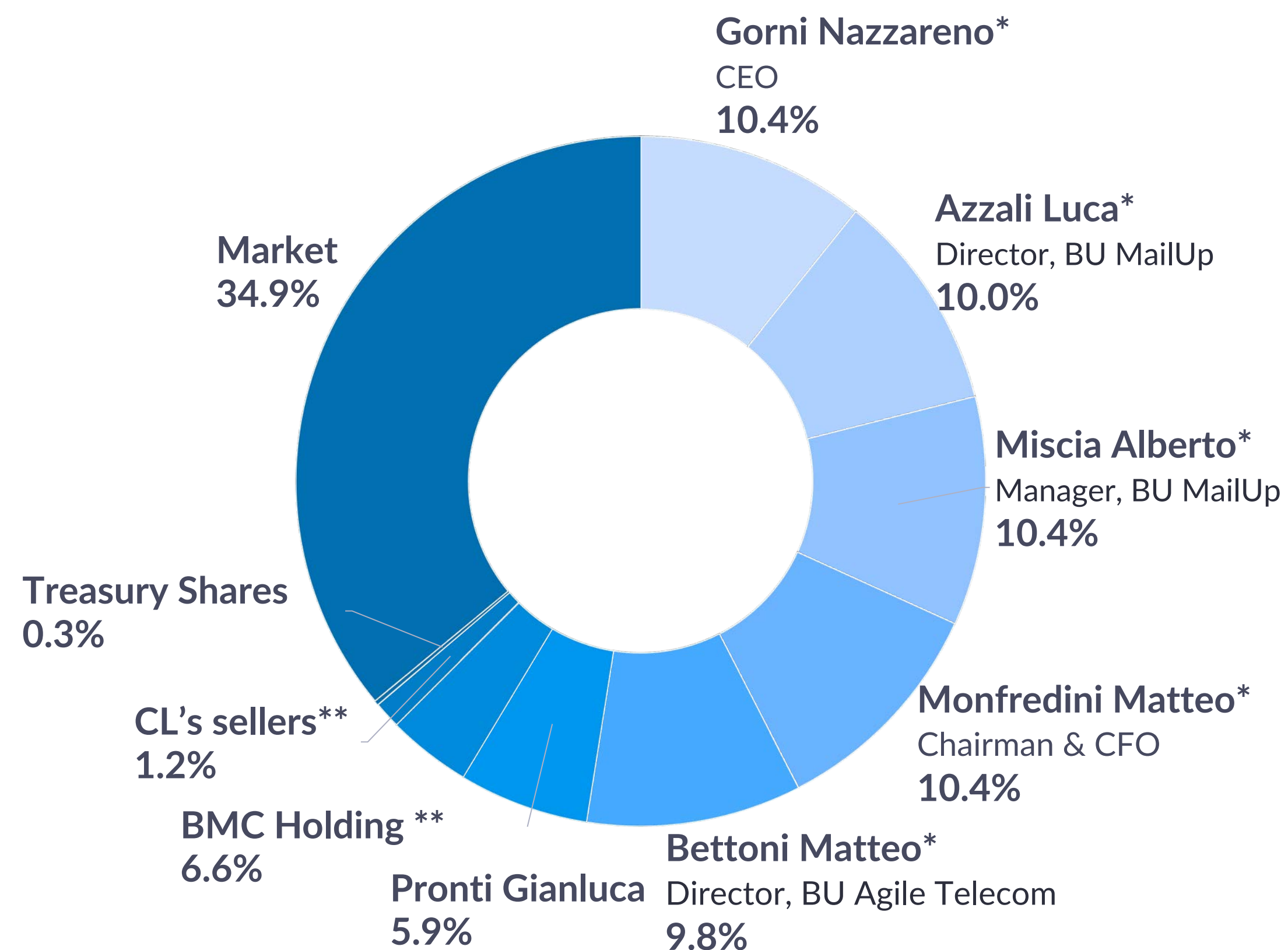


Micaela Cristina Capelli

Executive Director & IR

- Promoter Team and Board Member of Gabelli Value for Italy SPAC
- Capital Markets Director of Banca Esperia
- Capital Markets Manager of Centrobanca and UBI Banca
- Analyst at the Equity Market Listing of the Italian Stock Exchange

Stock Information / Shareholders



* Group's Founders and Management Team

** Subject to lock-up

*** General Shareholders' Meeting, April 22, 2022

Stable control

- Founders entered a **shareholders' agreement** regarding 45.1% of the share capital, in equal measure (2021-2023 lock-up)

Market friendly

- 1 independent Director, 1 female Director
- Free float ~35%
- Full Quarterly reports
- Upgraded management control system
- Management incentive plan + SOP
- Reporting in international accounting principles (IFRS)
- Risk management: introduced "Model 231"
- All information in both Italian and English

Top institutional holders***

- Norway Government Pension Fund
- Herald Investment Trust Plc
- Mediolanum
- Azimut
- Algebris

Prices & Volumes 5 years

Source: Borsa Italiana. as of 7 September 2022



EURONEXT GROWTH MILAN

ISIN IT0005040354
Bloomberg GROW IM
Reuters GROW.MI

Number of Shares 15.393.343
Fully Diluted 17.374.146
SOP 1.136.209

IPO Price (29 Jul 2014) €1.92

Current Price (7 Sept 2022) €4.65

Current Market Cap (7 Sept 2022) €71.6m

Perf 5YR +81%

Perf 1YR +4%

Perf 6m +2%

Avg daily volumes 2018 13k shares
Avg daily volumes 2019 26k shares
Avg daily volumes 2020 14k shares
Avg daily volumes 2021 10k shares
Avg daily volumes YTD 5k shares

ESG - Environment, Social, Governance

We care for employees, environment, people, community, investors



Environment

- **Carbon Neutrality goal:** CO₂ offset for all Business Units, by planting trees and supporting forest conservation projects
- **Climate Positivity goal:** starting 2022, 1 tree planted for every new customer
- Use of renewable energy (solar systems)
- Cloud sustainability (-67% carbon emissions thanks to cloud servers)



Social

- Flexibility & hybrid work
- No temporary staff
- Key stakeholder engagement: constant dialogue with customers, social parties, institutions, local communities, employees, etc.
- Support to non-profits, cultural associations & local sport organizations



Governance

- Voluntary ESG disclosure in accordance to GRI Standards
- Independents: 1/5
- Pay-per-performance
- Anti-corruption policy & Code of Ethics
- Tax transparency
- Top-score Legality Rating
- GDPR compliance

List of Parties

Euronext Growth Advisor



Audit & Accounting



Specialist



Broker / Coverage



Legal Advisor



Analyst Coverage and Outlook

ValueTrack | Flash Note | 13 July 2021

Growens
Sector: Marketing Technology

Cash Sales at €33.8mn in 1H21, +3.4% y/y

Analysts
Marco Greco
+39 02 80886654
marco.greco@value-track.com
Pietro Nargi
pietro.nargi@value-track.com

Fair Value (€) 5.65
Market Price (€) 4.53
Market Cap. (€m) 67.8

Growens is an integrated industrial group that creates technologies for predictive marketing, mobile messaging and content creation, meant for organisations wishing to communicate effectively with their customers worldwide.

2Q21 – recurring revenues at 32% of total

Growens just released its 2Q21 unaudited Cash Sales at €16.9mn, recording a +3.1% like-for-like y/y growth, still affected by negative implications linked to Covid-19-related sanitary emergency, and almost in line with sales dynamics faced during 1Q21. In 2Q21, management efforts were mostly focused on: (i) push on the SaaS component, with recurring revenues at €5.5mn (+11% y/y, c.a. 32% of total), (ii) business internationalisation (foreign Sales at €8.5mn, ~50% of total), (iii) hiring of new top managers for MailUp, BEE and Datatrics, expected to bring on satisfactory results by 2021 year-end, and (iv) acquisition of new top tier customers (NBA and LYMHJ just to make a few names), thus achieving 26.4k total number of clients (+3.6% y/y).

Less SMS, more emails. BEE grows impressively

Looking at 2Q21 results across different business segment, the SMS channel still suffered the slowdown of retail SMS traffic, particularly in Italy, with sales from Agile Telecom at €10.2mn, down 3% y/y.

On the other side, the email channel resumed to grow at double digit speed. MailUp, the Italian based provider reached €4.4mn Sales (+13% y/y), confirming a gradual recovery of marketing investments at domestic level, while Acumbamail, active in Spain and Latam, kept growing +25%y/y. The strongest performance was pursued by BEE, the California based email and content editor, with Sales at €1.2mn (+25% y/y, or +41% y/y at constant exchange rate), thanks to a combined increase in both customer base and revenue per client on the BEE Pro component, partially compensating the slowdown of BEE Plugin's sales cycle. Datatrics – still in the middle of the reorganization process – reported the worst growth performance in Cash Sales, down 9% y/y, heavily impacted by pandemic implications.

Slight top line estimates revision. Fair value stable at €5.65

We are slightly modifying the expected revenues mix, i.e. slower sales growth from Agile Telecom and Datatrics, partially offset by some acceleration from MailUp and Acumbamail, which in turn trigger higher margins, consistent with management guidance to focus more on the profitability side instead of mere sales growth.

We update our S&P valuation, which confirm a €5.65 fair value per share, implying 1.0x EV/Sales and 11.2x EV/EBITDA 2022E fair multiples.

KEY FINANCIALS (€m)

	2020A	2021E	2022E
TOTAL REVENUES	65.2	70.0	80.5
EBITDA	5.1	5.5	6.9
EBIT	1.4	1.7	3.0
NET PROFIT	0.6	1.2	2.1
NET PROFIT ADJ.	0.6	1.2	2.1
EQUITY	17.3	18.4	20.5
NET FINANCIAL POS.	2.5	3.1	6.6
EPS ADJ. (€)	0.04	0.08	0.14

Source: Growens (Historical figures), Value Track (2021E-22E estimates)

KEY FINANCIALS (€m)

	2020A	2021E	2022E
EBITDA MARGIN (%)	8.0	8.0	8.7
EBIT MARGIN (%)	2.2	2.5	3.8
NET DEBT / EBITDA (x)	nm	nm	nm
NET DEBT / EQUITY (x)	nm	nm	nm
EV/SALES (x)	1.0	0.9	0.8
EV/EBITDA (x)	12.8	11.8	8.6
EV/EBIT (x)	nm	37.9	20.2
P/E ADJ. (x)	nm	nm	33.0

Source: Growens (2020A), Value Track (2021E-22E estimates)
(*) As % of Net Revenues from Sales

STOCK DATA

FAIR VALUE (€)	5.65
MARKET PRICE (€)	4.53
SHS. OUT. (m)	15.0
MARKET CAP. (€m)	67.8
FREE FLOAT (%)	36.8
AVG. -20D VOL. (M)	10,135
RIC / BBG	GROW.MI / GROW.M
52 WK RANGE	4.02-5.68

Source: Stock Market Data

INTESA **SANPAOLO**

Equity

13 July 2021: 8:43 CET
Date and time of publication

Daily Note

Calls from Italy

On Our Radar: Today's Newsflow

Positive	Negative
Telecom Italia: Seri Industrial; SIF: Grifal	-

New Research

Iniziativa Bresciana (BUY)	Company Note: BUY; New TP EUR 24.2/sh
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Results

Brunello Cucinelli (ADD)	Results Preview
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Company News

8 Mediolanum (BUY)	Launch of Prestia
Catolica Ass.ni (Fender Shares)	Press on BCC Bancassurance Partnership
D. Comptel (HOLD)	Strengthening the e-Commerce Channel
ENAV (HOLD)	June 2021 En-route Traffic Data
Eni (HOLD)	JV for Scottish Offshore Wind
ENG (BUY)	Hydro & Thermal Disposals
Eurotech (BUY)	Leader in Railway IoT
Grifal (BUY)	New Plant in Romania Starting Production
Seri Industrial (BUY)	Decree for Taverola 2 Published
Telecom Italia (BUY)	TAR Undoes the Antitrust Fine on the 28-Day Billing

Sector News

Branded Goods Sector	LYMHJ Supports Return of Phoebe Philo with Her Own Label
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Italy/Equity Market

Chg (%)	1D	3M	6M	12M
FTSE All Share	0.9	3.9	12.4	28.7
FTSE MIB	0.9	3.4	11.6	27.9
FTSE IT Star	0.9	14.1	25.1	39.4
Euro Stoxx 50	0.6	6.1	12.2	17.5
Stoxx Small 200	0.8	7.4	15.5	38.5
NASDAQ	0.2	6.4	12.7	38.8
S&P 500	0.3	6.2	15.3	37.7

Stock Markets Performance

Record	4.8	Preli	-0.8
Amplifon	2.7	Sapem	-0.5
Hera	2.4	Tenaris	-0.4

FTSE MIB Best & Worst: 10% chg

Record	4.8 <td>Preli</td> <td>-0.8</td>	Preli	-0.8
Amplifon	2.7	Sapem	-0.5
Hera	2.4	Tenaris	-0.4

Financials Serv

Record	1.8 <td>Travel Leisure</td> <td>-1.3</td>	Travel Leisure	-1.3
Financials Serv	1.4	B Resources	0.0
Utilities	1.4	Retail	0.3

Euro Stoxx Best/Worst Sectors -10 %

Record	1.8 <td>Travel Leisure</td> <td>-1.3</td>	Travel Leisure	-1.3
Financials Serv	1.4	B Resources	0.0
Utilities	1.4	Retail	0.3

FTSE MIB-STAR Performance (-12M)


Source: FactSet

Upcoming Intesa Sanpaolo Events

Italian Equity Week	Virtual	7-9 September
SAVO Milan	Virtual	28-30 September
STAR Conference	Virtual	12-13 October

Roma, Italy

Report priced at market close day prior to issue. Ratings and Target Prices as assigned in the latest company reports (unless otherwise indicated).

Intesa Sanpaolo Research Dept
Equity Research Team
Corporate Banking Research Team
Sales & Trading
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13 July 2021: 08:44 CET
Date and time of first circulation

ARROWHEAD
BUSINESS AND INVESTMENT DECISIONS

Due Diligence and Valuation Report

Analyst Team
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aman.sabherwal@arrowheadbid.com
Sudhanshu Agarwal
sudhanshu.agarwal@arrowheadbid.com

Market Data

52-Week Range:	C3.81 - C5.74
Average Daily Volume:	5.74k
Market Cap. on date:	€65.1 million

Financial Forecast (in C) (FY Ending – Dec)

	'21P	'22P	'23P	'24P	'25P
NI (mn)	0.78	2.27	4.31	7.01	10.96
EPS	0.05	0.15	0.29	0.47	0.73

Company Overview
Growens S.p.A. ("Growens" or "the Group", previously MailUp S.p.A.) is a Milan, Italy based vertically integrated Cloud Marketing Technologies ("MarTech") sector. The Group offers a wide range of solutions, focusing on messaging, as well as data-driven and omni-channel marketing automation.
The Group has 5 key business units – MailUp, Agile Telecom ("Agile"), BEEfree.io, Datatrics and Acumbamail, and generates revenue from email, SMS, predictive marketing, and do-it-yourself ("DIY") content design products. SMS revenue contributed 50% to 70% of the Group's total revenue in the last five years, and Agile Telecom generated most of this. Growens stock price has been volatile in the last 12 months, oscillating between €4.02 and €5.68. The Group's stock fell sharply from €4.85 on Feb 17, 2020 to €3.88 on Mar 23, 2020 in the immediate aftermath of the Covid-19 outbreak as volumes of the Company's mainstay SMS business (particularly Marketing SMS) declined. The stock price has since recovered, reaching an all-time high of €5.68 on Sep 7, 2020, and closing at €4.45 on June 3, 2021. This volatility is consistent with the broader market as investors have preferred to invest in safer assets since the Covid-19 outbreak.
Key Highlights
1. Growens has followed an inorganic growth strategy with an aim of becoming a one-stop-shop for technology-driven marketing solutions. The Group

Key Risks
We believe that Growens has a medium risk profile. The Group has a stable revenue generator in Agile and potential high-growth businesses in BEE and Datatrics. However, these businesses are positively correlated to economic sentiment and consumer spending, both of which are currently down. Consequently, the Group might face some headwinds over the coming months.
Valuation & Assumptions
Based on its due diligence and valuation estimates, Arrowhead believes that Growens' fair share value lies in the €8.13 to €9.93 bracket, which has been calculated using a blended valuation method: with 50% weighting to the DCF method and 50% weighting to the Comparable Companies Valuation method. Our DCF model suggests a fair value of €7.98, while a relative valuation provides a fair value of €10.08.

Company: Growens S.p.A.
Ticker: BIT.GROW
Headquarters: Milan, Italy
CEO: Nazzareno Gorni
Website: www.growens.io

ARROWHEAD
Due Diligence and Valuation Report

BIT:GROW
See important disclosures on page 30 of this report.

FOR SIM
CORPORATE FAMILY OFFICE

Growens SpA

Italy – Marketing Technology

An acquisition might be around the corner

20th May 2021
GERMAN SPRING CONFERENCE
RIC: GROWE.MI
BBG: GROW IM

Growens SpA was virtually in Frankfurt for the German Spring Conference, during which the company's co-founder & CEO and Executive Director, Board member & IR manager took part in one-to-one meetings with eight key European investors. Here are the main points worth remembering from the meetings:

Rating: Buy
Price Target: € 6.00
Upside/Downside: 44.9%
Last Price: € 4.14
Market Cap.: € 62.2m
1Y High/Low: € 5.74 / € 3.81
Free Float: 36.8%
Major shareholders:

Alberto Mascia	10.7%
Matteo Manfredini	10.6%
Nazzareno Gorni	10.6%
Luca Azzali	10.2%
Matteo Bettini	10.1%



Source: FactSet

Well on track to announce at least one MSA deal by the end of the year

The huge cash available (€ 9.1m in Q1-21) and the potential leverage allow the group to seize a few MSA opportunities: management confirmed that the group is currently assessing a couple of targets, with a view to integrating a large size SaaS company. In particular, Growens is looking for EU or UK companies operating in the MarTech segment and owning software solutions complementary to MailUp, in order to enlarge the group's product portfolio as well as its market share. The targets should have a turnover between € 5m and € 15m and good cash flow generation. Management is confident to close at least one deal by the end of the year. Furthermore, after this round of acquisitions, the group is likely to start planning the uplisting on the MTA:STAR segment or any other foreign stock market in 2022 concurrently with a sizeable rights issue to feed a second round of M&A.

In Q1-21 sales grew by 4.8% YoY, EBITDA totalled € 1.4m vs € 0.5m in Q1-20

Q1-21 showed growing revenues and a massive improvement in margins thanks to several optimisation and cost saving strategies. Revenues grew by 4.8% YoY to € 16.6m, despite Q1-21 was to a certain extent a period of full lockdown, whilst Q1-20 was only partially affected by Covid-19. EBITDA totalled € 1.4m, 8.3% margin (vs € 0.5m, 3.4% margin in Q1-20). The strong improvement in margins was mainly related to the massive increase in gross profit, which soared by 25.7% YoY, more than proportionately to revenues thanks to several optimisation and cost saving measures. On the other hand, the group did not suspend or postpone any planned strategic projects, mainly related to R&D. Growens's reported revenues and EBITDA in Q1-21 represented 22.2% and 23.5% of our FY-21 top line and EBITDA estimates respectively, thus corroborating our 2021 projections. Just by way of comparison, in 2020 Q1 revenues and EBITDA accounted for 24.3% and 10.7% of FY figures respectively, while in 2019 they accounted for 22.0% and 10.1%.

A leading, fast-growing and global MarTech scale-up

After the first-rate growth since its establishment, Growens is now aiming at continuing its expansion and consolidating its competitive positioning in the reference market, relying on 1) its widespread client portfolio, 2) the ample amount of recurring revenues (generally 1/3 of FY sales) stemming from its SaaS business model, 3) good revenue distribution by geography (foreign sales accounted for more than 50%) and 4) a solid financial structure with vast M&A firepower.

Strengthening the operating structure in 2021 to support medium-term growth

In 2021, the group will continue to strengthen its operating structure, hiring senior staff members in order to take advantage of the recovery in the demand for marketing activities in the medium-term. According to our figures, Growens is projected to grow at a CAGR₂₀₂₁₋₂₃ of 12.8%, 22.1% and 85.3% in terms of revenues, EBITDA and EPS respectively. We reiterate our Buy recommendation on the stock, FY confirmed.

Growens, key financials and ratios

€ m	2019	2020	2021e	2022e	2023e
Total Revenues	60.8	65.2	74.8	84.2	93.7
EBITDA	4.8	5.1	5.4	7.5	9.3
EBIT	1.8	1.4	1.8	4.0	5.8
Net profit	1.2	0.6	1.1	2.5	3.6
NPV (company debt)	(2.4)	(2.5)	nm	(4.2)	(7.7)
EBITDA margin	7.9%	7.8%	7.3%	8.9%	9.9%
EBIT margin	3.0%	2.1%	2.4%	4.7%	6.2%
EPS	0.08	0.04	0.07	0.14	0.24
EPS growth	-8.4%	-50.9%	93.6%	124.4%	46.5%
Free Cash Flow Yield	4.7%	3.3%	2.7%	5.6%	7.0%
FCF x	47.4	177.2	56.9	25.4	17.3
EV/Sales x	13.3	16.8	13.2	10.4	8.8
EV/EBITDA x	0.86	1.06	0.78	0.65	0.54
EV/EBIT x	10.9	13.6	10.7	7.3	6.4
EV/EBT x	28.2	50.2	32.1	13.7	8.7

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Q3 and 9M results : Sales +8% and +7%

Consolidated sales recorded +6.8% in 9m 2021, EBITDA +1.0% | [Read the press release](#) | [Listen to the conference call](#)

Updated research reports

Updated analyses including 9m 2021 | [Download ISP Update](#) | [Download CFO SIM update](#) | [Download Value Track Update](#)

Growens enters Growth Leaders 2022

New important ranking among 450 Italian fastest growing companies in 2017-2020 - by II Sole24Ore and Statista | [Read the press release](#) | [Read the story](#)

ESG Survey

Please take a moment to contribute to our ESG survey as our valued stakeholders, questionnaire is voluntary and anonymous - THANKS! | [Take the ESG Survey](#)

Upcoming Events

9-14 January 2022

US Roadshow (to be confirmed)

27 January 2022

ISMO 2022 Italian Stock Market Opportunities Virtual Conference B. Intesa

Stock Chart



Appendix

1H 2022 Net Financial Position

Consolidated Net Financial Position	30/06/2022	31/12/2021	Change	Ch. %
A. Cash	9,761,497	13,324,983	(3,563,486)	(26.7%)
B. Cash equivalents				
C. Other current financial assets				
D. Cash and cash equivalents (A) + (B) + (C)	9,761,497	13,324,983	(3,563,486)	(26.7%)
E Financial debt	1,100,598	1,164,171	(63,572)	(5.5%)
F. Current financial debt	2,531,204	1,068,841	1,462,362	136.8%
G. Current financial position (E) + (F)	3,631,802	2,233,012	1,398,790	62.6%
H. Net short term financial position (G) - (D)	(6,129,695)	(11,091,971)	4,962,276	(44.7%)
I .Due to banks medium/long term	5,111,326	4,571,252	540,074	11.8%
J. Bonds issued				
K.Other financial liabilities medium/long term				
L. Non current financial position (I) + (J) + (K)	5,111,326	4,571,252	540,074	11.8%
M. Net financial position (H) + (L)	(1,018,369)	(6,520,719)	5,502,350	(84.4%)
o/w H. Current financial liabilities Rights of Use IFRS 16	925,749	998,388	(72,640)	(7.3%)
o/w M. Non current financial liabilities Rights of Use IFRS 16	1,744,570	2,300,390	(555,821)	(24.2%)
O. Net financial position without IFRS 16 effect	(3,688,687)	(9,819,497)	6,130,810	(62.4%)

Data in EUR

ESMA Guidelines 32-382-1138 of 04/03/2021 par. 175, guideline 39
Contactlab's acquisition not included in data as of 31 December 2021

P&L

	Half Year					
	30/06/2021	%	30/06/2020	%	Change	Ch.%
SaaS Revenues	16,897,544	35.8%	12,502,015	37.1%	4,395,530	35.2%
CPaaS Revenues	29,807,128	63.2%	20,736,869	61.5%	9,070,259	43.7%
Other Revenues	478,560	1.0%	452,503	1.3%	26,057	5.8%
Total Revenues	47,183,233	100.0%	33,691,387	100.0%	13,491,845	40.0%
Cost of Goods Sold	33,515,524	71.0%	22,095,818	65.6%	11,419,706	51.7%
Gross Profit	13,667,708	29.0%	11,595,569	34.4%	2,072,139	17.9%
Sales & Marketing costs	4,778,496	10.1%	3,315,335	9.8%	1,463,161	44.1%
Research & Development Opex	2,144,470	4.5%	1,840,168	5.5%	304,302	16.5%
Research & Development Capex	(1,599,738)	(3.4%)	(1,183,686)	(3.5%)	(416,052)	35.1%
Research & Development costs	3,744,208	7.9%	3,023,854	9.0%	720,354	23.8%
General & Admin Costs	5,387,987	11.4%	4,031,472	12.0%	1,356,515	33.6%
Total Costs	12,310,953	26.1%	9,186,976	27.3%	3,123,977	34.0%
EBITDA	1,356,755	2.9%	2,408,593	7.1%	(1,051,838)	(43.7%)
General Depreciation Costs	217,587	0.5%	184,055	0.5%	33,532	18.2%
Right of Use Amort. Costs	504,315	1.1%	548,002	1.6%	(43,687)	(8.0%)
R&D Amortization Costs	1,659,584	3.5%	1,197,678	3.6%	461,906	38.6%
EBIT	(1,024,731)	(2.2%)	478,858	1.4%	(1,503,589)	n.m.
Net financial income/(charges)	66,077	0.1%	(33,720)	(0.1%)	99,797	n.m.
EBT	(958,654)	(2.0%)	445,138	1.3%	(1,403,792)	n.m.
Current Income Taxes	(173,416)	(0.4%)	(396,865)	(1.2%)	223,449	(56.3%)
Deferred Taxes	194,709	0.4%	250,678	0.7%	(55,969)	(22.3%)
Net Profit (Loss)	(937,360)	(2.0%)	298,951	0.9%	(1,236,311)	n.m.
Group Net Profit (Loss)	(930,945)	(2.0%)	298,951	0.9%	(1,229,896)	n.m.
Minority Net Profit (Loss)	(6,415)	(0.0%)		0.0%	(6,415)	n.m.

Full Year

	Full Year					
	31/12/2021	%	31/12/2020	%	Change	Ch.%
SaaS Revenues	26,089,735	36.6%	23,673,265	36.3%	2,416,470	10.2%
CPaaS Revenues	44,070,048	61.9%	40,028,068	61.4%	4,041,980	10.1%
Other Revenues	1,077,179	1.5%	1,532,255	2.3%	(455,076)	(29.7%)
Total Revenues	71,236,961	100.0 %	65,233,588	100.0%	6,003,372	9.2%
Cost of Goods Sold	47,436,618	66.6%	43,879,717	67.3%	3,556,901	8.1%
Gross Profit	23,800,343	33.4%	21,353,872	32.7%	2,446,472	11.5%
Sales & Marketing costs	7,323,997	10.3%	6,402,060	9.8%	921,938	14.4%
Research & Development Opex	3,175,065	4.5%	2,881,405	4.4%	293,661	10.2%
Research & Development Capex	(2,661,338)	(3.7%)	(1,868,113)	(2.9%)	(793,225)	42.5%
Research & Development costs	5,836,403	8.2%	4,749,518	7.3%	1,086,886	22.9%
General & Admin Costs	8,099,937	11.4%	6,981,703	10.7%	1,118,234	16.0%
Total Costs	18,599,000	26.1%	16,265,167	24.9%	2,333,833	14.3%
EBITDA	5,201,344	7.3%	5,088,705	7.8%	112,639	2.2%
General Depreciation Costs	344,028	0.5%	433,251	0.7%	(89,223)	(20.6%)
Right of Use Amort. Costs	1,188,778	1.7%	1,096,314	1.7%	92,464	8.4%
R&D Amortization Costs	2,385,842	3.3%	2,024,675	3.1%	361,166	17.8%
EBIT	1,132,031	1.6%	1,379,955	2.1%	(247,924)	(18.0%)
Net financial income/(charges)	(49,653)	(0.1%)	(178,809)	(0.3%)	129,155	72.2%
EBT	1,082,377	1.5%	1,201,146	1.8%	(118,769)	(9.9%)
Current Income Taxes	(848,723)	(1.2%)	(565,811)	(0.9%)	(282,912)	50.0%
Deferred Taxes	134,955	0.2%	(70,407)	(0.1%)	205,362	(291.7%)
Net Profit (Loss)	368,608	0.5%	564,927	0.9%	(196,319)	(34.8%)

Data in EUR

Balance sheet

	30/06/2022	31/12/2021	Change	Ch. %
Intangible fixed assets	10,610,339	6,934,260	3,676,079	53.0%
Goodwill	18,764,885	15,326,343	3,438,542	22.4%
Tangible fixed assets	1,411,901	1,451,491	(39,590)	(2.7%)
Rights of Use (IFRS 16)	2,613,694	3,168,182	(554,488)	(17.5%)
Financial fixed assets	310,012	200,985	109,027	54.2%
Fixed Assets	33,710,831	27,081,261	6,629,570	24.5%
Receivables from customers	16,294,203	12,465,270	3,828,932	30.7%
Payables to supplier	(15,099,948)	(14,188,380)	(911,568)	6.4%
Payables to associated companies		(2,000)	2,000	n.m.
Commercial Trade Working Capital	1,194,255	(1,725,110)	2,919,365	n.m.
Tax receivables and payables	975,861	290,878	684,983	n.m.
Accruals and deferrals	(9,200,532)	(7,845,047)	(1,355,485)	17.3%
Other receivables and payables	(4,633,512)	(3,589,466)	(1,044,046)	29.1%
Net Working Capital	(11,663,928)	(12,868,744)	1,204,816	(9.4%)
Provisions for risks and charges	(1,424,686)	(936,801)	(487,884)	52.1%
Provisions for severance and pension	(4,220,419)	(2,265,831)	(1,954,588)	86.3%
Net Capital Invested	16,401,799	11,009,885	5,391,914	49.0%
Share capital	374,276	374,276	(0)	(0.0%)
Reserves	17,992,293	16,775,315	1,216,978	7.3%
Profit (Loss) for the period	(930,945)	387,098	(1,318,043)	n.m.
Third parties Net Equity	(15,456)	(6,086)	(9,371)	n.m.
Net Equity	17,420,167	17,530,603	(110,436)	(0.6%)
Cash	(9,761,497)	(13,324,983)	3,563,486	(26.7%)
Short-term debt	3,631,802	2,233,012	1,398,790	n.s.
AFS Financial Assets				
Medium/long-term debt	5,111,326	4,571,252	540,074	24.1%
Net financial position	(1,018,369)	(6,520,719)	5,502,350	(84.4%)
<i>ST Financial liabilities right of use (IFRS16)</i>	<i>925,749</i>	<i>998,388</i>	<i>(72,640)</i>	<i>(7.3%)</i>
<i>LT Financial liabilities right of use (IFRS16)</i>	<i>1,744,570</i>	<i>2,300,390</i>	<i>(555,821)</i>	<i>(24.2%)</i>
Net financial position ex IFRS16	(3,688,687)	(9,819,497)	6,130,810	(62.4%)
Total sources	16,401,799	11,009,885	5,391,914	49.0%

Data in EUR
Contactlab's acquisition
included as of 30 June 2022

By Business Unit

FY 2021

	REVENUES			EBITDA		
	FY 2021	FY 2020	Δ%	FY 2021	FY 2020	Δ%
MailUp	16.6	15.7	5.9%	2.6	4.3	(38.2%)
Agile Telecom	47.5	43.0	10.4%	2.3	1.5	57.2%
BEE	5.6	3.9	42.6%	0.3	0.5	(34.1%)
Datatrics	2.6	2.9	(10.6%)	(0.9)	(1.4)	40.6%
Acumbamail	2.1	1.6	34.0%	0.5	0.3	52.6%
Holding	7.1	6.4	12.2%	0.1	(0.4)	(113.3%)
Consol. Adjustments	(10.3)	(8.2)		(0.2)	0.4	-
Total	71.2	65.2	9.2%	5.2	5.1	2.2%

1H 2022

	REVENUES			EBITDA		
	1H 2022	1H 2021	Δ%	1H 2022	1H 2021	Δ%
MailUp+Contactlab	10.6	8.2	28.9%	1.1	1.4	(21.1%)
Agile Telecom	32.0	22.3	43.4%	0.7	1.1	(34.1%)
BEE	4.0	2.4	67.2%	0.4	0.1	178.8%
Datatrics	1.2	1.3	(8.5%)	(0.9)	(0.4)	(112.0%)
Acumbamail	1.2	1.0	19.9%	0.2	0.2	(21.2%)
Holding	4.8	3.5	38.0%	(0.3)	(0.2)	45.6%
Consol. Adjustments	(6.5)	(4.9)		0.1	0.2	
Total	47.2	33.7	40.0%	1.4	2.4	(43.7%)

Data in EUR

Contactlab's data included from 1 May 2022

July 2022 ARR and Cash Sales Preview

SaaS ARR

Business Unit	ARR July 2022	ARR July 2021	Ch %
MailUp+Contactlab	14.8	11.2	31.9%
BEE	8.4	5.2	61.2%
Acumbamail	2.0	1.8	10.4%
Datatricks	2.4	2.5	(2.0%)
Total	27.7	20.8	33.3%

CPaaS Q1 cash sales

	Q2 2022	Q2 2021	Ch %
Agile Telecom	16.4	10.7	43.0%

Data in EUR

Contactlab's data included from 1 May 2022

P&L

FY2021

	Growens	%	Contactlab	%
SaaS Revenues	26,090	36.6%	10,888	100.0%
CPaaS Revenues	44,070	61.9%		
Other Revenues	1,077	1.5%		
Total Revenues	71,237	100.0 %	10,888	100.0%
Cost of Goods Sold	47,437	66.6%	6,048	55.6%
Gross Profit	23,800	33.4%	4,840	44.5%
Sales & Marketing costs	7,324	10.3%	31	0.0%
Research & Development Opex	3,175	4.5%	340	3.1%
<i>Research & Development Capex</i>	(2,661)	(3.7%)	(946)	(8.7%)
<i>Research & Development costs</i>	5,836	8.2%		
General & Admin Costs	8,100	11.4%	4,397	40.4%
Total Costs	18,599	26.1%	3,822	35.1%
EBITDA	5,201	7.3%	1,018	9.3%
General Depreciation Costs	344	0.5%		
Right of Use Amortization Costs	1,189	1.7%		
R&D Amortization Costs	2,386	3.3%		
Amortization & Depreciation	151	0.2%	1,532	14.1%
EBIT	1,132	1.6%	(514)	(4.7%)
Net financial income/(charges)	(50)	(0.1%)	(29)	(0.3%)
EBT	1,082	1.5%	(543)	(5.0%)
Current Income Taxes	(849)	(1.2%)	0	(0.0%)
Deferred Taxes	135	0.2%	1	(0.0%)
Net Profit (Loss)	369	0.5%	(542)	(5.0%)

Balance sheet FY 2021

	Growens	Contactlab
Intangible fixed assets	6,934	985
Goodwill	15,326	
Tangible fixed assets	1,452	103
Rights of Use (IFRS 16)	3,168	
Financial fixed assets	201	50
Fixed Assets	27,081	1,138
Receivables from customers	12,465	3,391
Payables to suppliers	(14,188)	(832)
Payables to associated companies	(2)	
Commercial Trade Working Capital	(1,725)	2,559
Tax receivables and payables	291	
Accruals and deferrals	(7,845)	(882)
Other receivables and payables	(3,589)	(438)
Net Working Capital	(12,869)	1,239
Provisions for risks and charges	(937)	
Provisions for severance and pension	(2,266)	(1,733)
Net Capital Invested	11,010	644
Share capital	374	1,229
Reserves	16,775	377
Profit (Loss) for the period	387	(542)
Third parties Net Equity	(6)	
Net Equity	17,531	1,064
Cash	(13,325)	(1,747)
Short-term debt	1,235	307
Financial liabilities right of use (short term)	998	
AFS Financial Assets	0	
Medium/long-term debt	2,271	1,021
Financial liabilities right of use (medium/long term)	2,300	
Net financial position	(6,521)	(419)
Total sources	11,010	644

Glossary

ARPA - Average Revenue per Account, generally measured on a monthly or annual basis

ARR - Annual Recurring Revenue, a measure of predictable subscription-based revenue stream

CAC - Cost to Acquire a new Client, equal to the total sales and marketing expense divided by the number of new clients

CPAAS - Communications Platform as a Service is a cloud-based, programmable multichannel communications platform that lets you add messaging features to your existing business software using APIs

CDP - Customer Data Platform, a marketer-managed system that creates persistent, unified, customer database that is accessible to other systems

LTV - Life Time Value, an estimation of the aggregate gross margin contribution of the average customer over the life of the customer

MRR - Monthly Recurring Revenue, a measure of predictable subscription-based revenue stream

NET RETENTION (%) - How much revenue growth or churn the company had over time from the existing pool of customers. Takes into account expansion (upgrades), contraction (downgrades), and churn

NPS - Net Promoter Score, a method of using a single survey to gauge customer satisfaction. Range is from -100 to +100. Average for SaaS is 31

Payback Period - 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)

RECURRING REVENUE - The portion of a company's revenue that is expected to continue in the future. Unlike one-off sales, these revenues are predictable, stable and can be counted on to occur at regular intervals going forward with a relatively high degree of certainty. In SaaS they are referred to the annual or monthly subscriptions

SAAS - Software-as-a-service uses cloud computing to provide users with access to a program via the internet

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