



PRESS RELEASE

Growens enters the index Intermonte Valore Italia

Milan, 2 July, 2026 – Growens S.p.A. –GROW (the “**Company**” or the “**Issuer**” or “**Growens**”), a company admitted to trading on the multilateral trading facility Euronext Growth Milan and operating in the cloud marketing technology field, announces that it has been selected among the one hundred companies listed on Borsa Italiana that make up the **Intermonte Valore Italia Index**, dedicated to SMEs with a market capitalisation of less than one billion euros and not belonging to the FTSE MIB.

The Index was created with the aim of enhancing the universe of listed Italian small and medium-sized enterprises, creating a meeting point between entrepreneurship, capital markets and the wider national economic system. It represents a genuine cross-section of the finest expertise in the Italian economy, helping to broaden and diversify investment opportunities compared to traditional indices, for both domestic and international investors.

Companies are selected through rigorous technical and financial criteria intended to ensure adequate levels of liquidity, transparency and investability, including: minimum free float, sound governance standards, analyst coverage, financial sustainability and level of indebtedness, as well as representativeness within the Index itself.

The Index is part of **PMI2Change**, the innovative Banca Generali project presented on 1 July 2026 in the setting of Palazzo Mezzanotte at Borsa Italiana, which aims to support the growth and competitiveness journey of Italian entrepreneurs, fostering the development of the country's listed SMEs. The project addresses the problem of the limited liquidity and valuation of listed SMEs, helping to create the best conditions for a more efficient meeting between capital and companies.

The initiative was created by leveraging the expertise of Intermonte, a leading Italian operator in the sector with over thirty years of experience in the financial markets – particularly in SME research, sales & trading, market making and investment banking – an integral part of the Banca Generali Group since the beginning of 2025.

Starting from the Index, Banca Generali, together with Investlinx and Intermonte, has presented a new **actively managed, PIR-compliant ETF** that will invest predominantly in the universe defined by the Index itself. Banca Generali has committed to supporting the launch of the instrument with an initial fundraising of 100 million euros in the first few months, with a gradual increase in exposure to reach 500 million euros over the medium term.

It is therefore estimated that the initiative could help generate new investment flows of 1–2 million euros per day, representing over 5% of the Index's free float.



Growens (GROW) is a leading European player in the field of Cloud Marketing Technologies, serving thousands of clients worldwide. Its SaaS and CPaaS solutions allow SMEs and large corporations globally to master the evolving ways of communicating with customers. Starting from the original business MailUp the Group grew steadily since 2002, both organically and via M&A, peaking with the launch of innovative products such as [BEefree.io](https://www.befree.io).

The company is admitted to trading on the Euronext Growth Milan (EGM) market managed by the Italian Stock Exchange, with a free float above 35%.

ISIN IT0005040354 - Reuters: GROW.MI - Bloomberg: GROW IM

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

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