



PRICE SENSITIVE

PRESS RELEASE

SaaS Annual Recurring Revenues up 8,5% CPaaS Sales up 4%

Milan, 10 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, has announced today certain data from management accounts, related to the business lines SaaS and CPaaS as of June 2026 and Q2 2026 respectively.

Unaudited data show the following results:

- as per the SaaS (Software as a Service) business line, an ARR of 15.9M EUR as of June 2026, increasing by 6% vs the same data of 2025 (or + 8,5% at constant USD/EUR fx);
- as per the CPaaS (Communication Platform as a Service) business line, gross sales increasing by 4% in Q2 2026 at 15.2M EUR, vs 14.6M EUR in Q2 2025.

Main figures

SAAS ARR

Business Unit	ARR June 2026	ARR June 2025	Ch %
Beefree EUR/000	15,868	14,968	6.0%
Beefree USD/000	18,365	16,922	8.5%

Data in EUR/000. Data from management accounts, not subject to a BoD resolution, unaudited. Annual Recurring Revenue is calculated as the sum of untermiated annual subscriptions active as of June 2026 and 2025. Monthly subscriptions are annualized (multiplied by 12). Subscriptions represent recurring revenues: they do not include professional services, SMS traffic, and other services sold on a one-off basis, whereas they include usage fees such as API calls, image hosting and additional users with a recurring pattern (June 2026 estimates). ARR is not comparable with historical CPaaS sales below.

CPAAS SALES

Business Unit	Q2 2026	Q2 2025	Ch %
Agile Telecom	15,216	14,623	4.1%

Data in EUR/000.

Data from management accounts, not subject to a BoD resolution, unaudited. Figures might differ from reported sales because of period adjustments.

Within the CPaaS business line, **Agile Telecom** posted Q2 sales of ca 15.2M EUR sales, growing by 4+% over the same period of the previous year, and +12.4 in the half year, reflecting both the acquisition of new customers and increased traffic from existing customers.

As per the SaaS business line, the business unit **Beefree** (beefree.io), posted a 15.9M EUR ARR (or 18.4M USD), based on the historical EUR/USD exchange rate at contract execution, representing a 6% increase (or +8,5% at constant currency) compared to the same period of the previous fiscal year, mainly due to Beefree SDK's growth and repricing in May.



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://beefree.io).

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

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