



## PRESS RELEASE

### **Growens achieves two ChooseMyCompany Certifications and receives AIDP Award for excellence in well-being, sustainability, and innovation**

**Milan, 18 June, 2024** – **Growens** –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 received **three prestigious awards** recognizing its projects that promote well-being, sustainability, and innovation. These include two certifications from **ChooseMyCompany** and an award from **AIDP** (Italian Association for Personnel Management).

#### ***ChooseMyCompany - HappyIndex®AtWork & WelImpactIndex®Italy certifications***

**ChooseMyCompany** has honored Growens with two significant certifications: 6<sup>th</sup> place in the **HappyIndex®AtWork 2024** ranking and 5<sup>th</sup> place in the **WelImpactIndex®Italy 2024** ranking. These accolades are based on the results of an anonymous survey conducted among Growens employees.

The **HappyIndex®AtWork** certification is awarded to companies that demonstrate high levels of employee satisfaction and well-being. This recognition considers various aspects of the work environment, including satisfaction, motivation, work-life balance, and relationships with colleagues and management.

The **WelImpactIndex®Italy** certification evaluates companies based on their impact on their local communities, assessing their commitment and initiatives in social and environmental fields, the sustainability of their practices, and their corporate ethics.

## **AIDP Awards - "Workplace Management" category**

In its twelfth edition, the AIDP Awards recognize HR Departments that promote projects that stand out for their **innovation, complexity, originality, quality**, pragmatism, impact on company structure and people, and replicability in other contexts.

Growens received the **3<sup>rd</sup> prize** in the "Workplace Management" category for its **Growers at Growens project**—an **urban vegetable garden** on the terraces of the Growens Cremona office, involving the entire company in the production and distribution of farm-to-table vegetables.

*"Growens has always championed growth and innovation. The revolution of company gardens represents an opportunity to transform offices from mere workplaces to stimulating spaces for personal enrichment, fostering interactions and promoting the psychophysical well-being of employees"*, commented **Enrica Lipari, People & Culture Director** at Growens and AIDP Award winner.

*"It is a great satisfaction to see our commitment to building an excellent work environment recognized by such prestigious bodies"*, added Growens **CEO Nazzareno Gorni**. *"This recognition helps us attract top talent, ensure a high level of innovation, and is a crucial enabler for achieving our ambitious goals."*



**Growens (GROW)** è uno dei principali player in Europa nel campo delle Cloud Marketing Technologies, con migliaia di clienti in tutto il mondo. Le sue soluzioni SaaS e CPaaS consentono a PMI e grandi aziende di comunicare efficacemente con i propri clienti attraverso modalità in costante evoluzione. A partire da MailUp, dal 2002 il Gruppo ha intrapreso un percorso di costante crescita sia organica sia per linee esterne, culminato nel lancio di prodotti innovativi come [Beefree.io](https://beefree.io).

La società è ammessa alle negoziazioni sul sistema multilaterale di negoziazioni Euronext Growth Milan (EGM) dal 2014, con un flottante superiore al 31%.

**Growens (GROW)** is a leading European player in the field of Cloud Marketing Technologies, serving thousands of clients worldwide. Its SaaS and CPaaS solutions allows 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 31%.

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

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

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