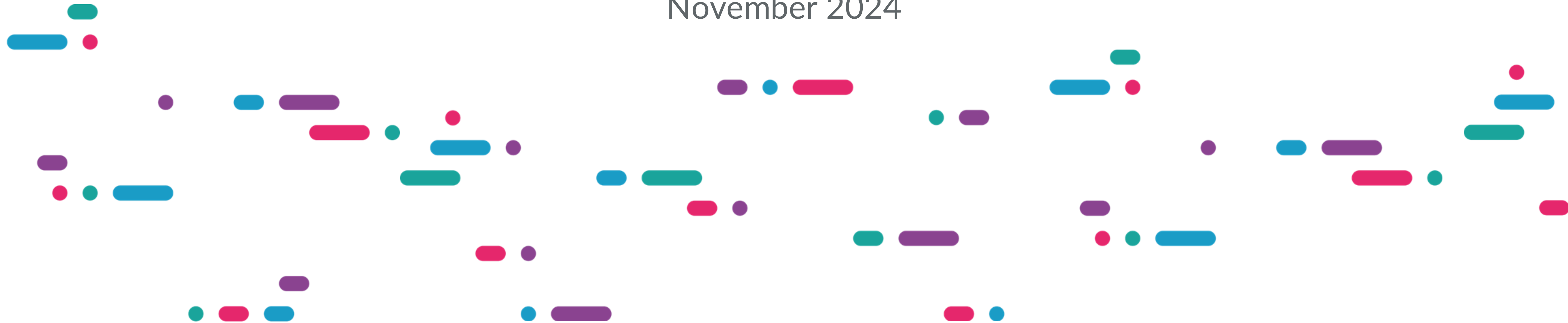




Overview and latest results

November 2024



Agenda

- 1 **What's Up**
- 2 **Business Units**
- 3 **Select Financials**
- 4 **Investor Information**

Chapter 1

What's up



Growens at a Glance



Innovation

- Fast-growing industry:
Technology / cloud software / content design (SAAS)
- **Mobile messaging and no-code Email content creation**



Growth

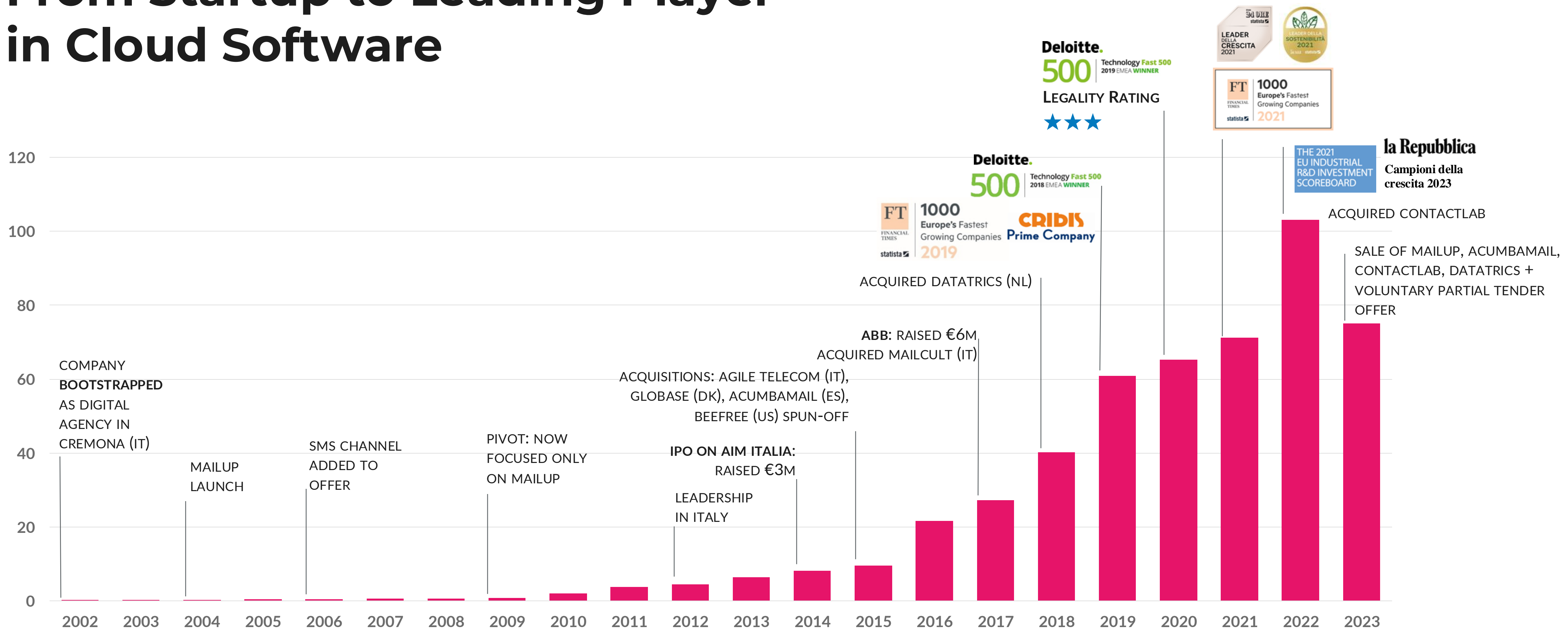
- Revenues 3y CAGR
 - +35% Beefree
 - +14% Agile Telecom
- **7 acquisitions since 2015**
- **2 divestments (€78m)**



Global Expansion

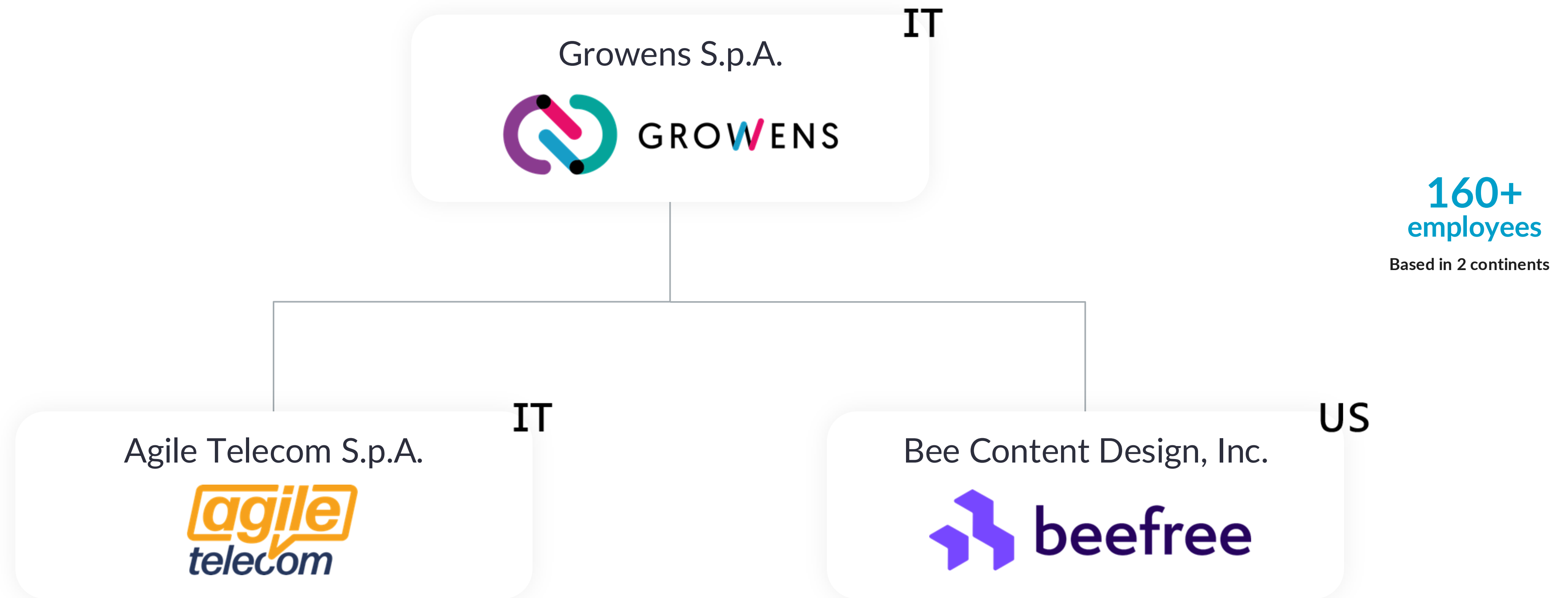
- **International revenues from 10% to 80% since IPO**
- **Serving ca. 10,000 clients (+1mln free users) in 115+ countries**
- **160 employees in 2 continents**

From Startup to Leading Player in Cloud Software

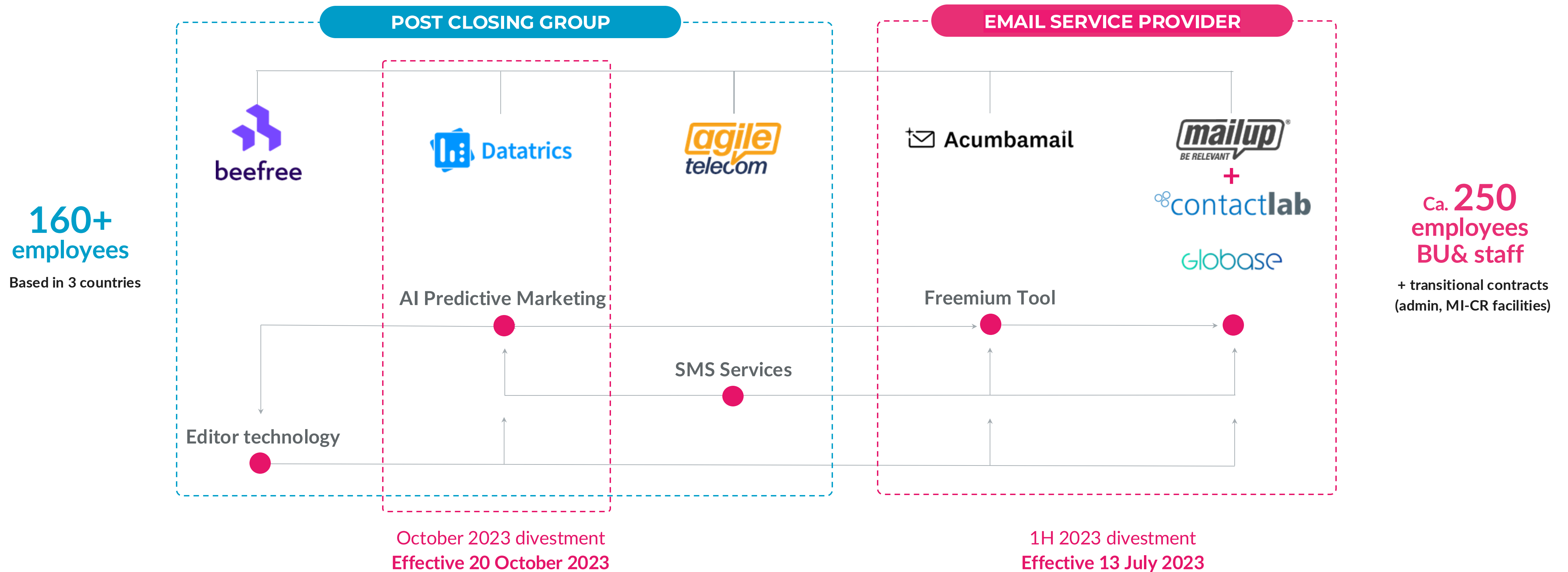


*In 2016 Group transitioned to IFRS accounting standards. FY 2015 is restated. Therefore historical data may not be comparable. Data in EUR/m. Source: Company and Group financial statements

Current Perimeter – FY 2023



Transitional Perimeter – 2023 M&A



2023 ESP Sale - Deal Overview



Strategic Rationale

- Derisking of Group position in mature business
- Consistent cash-in
- Focus on development of Beefree
- Provide return to stakeholders
- Fundamental change of business under EGM Regulations for Companies



Deal Consideration

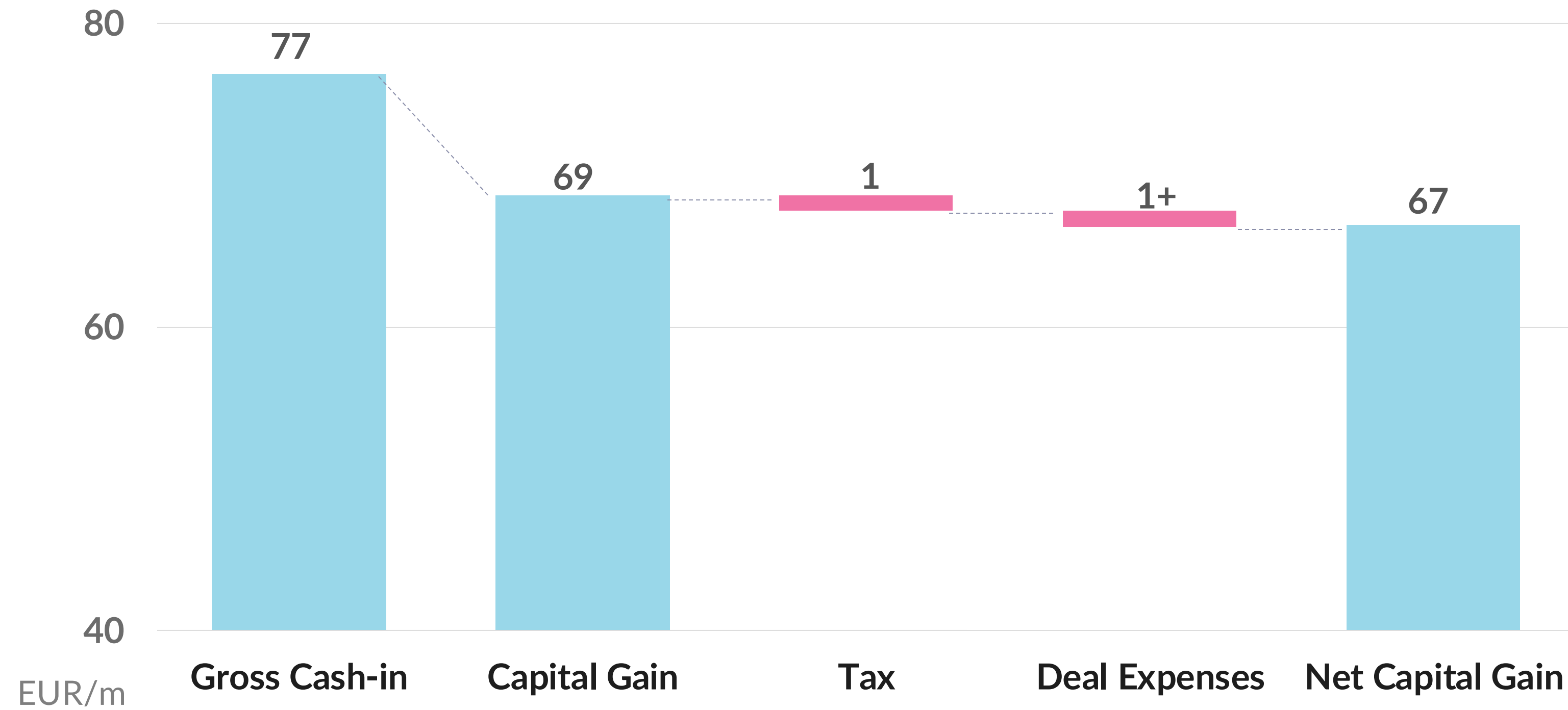
- Sale of
 - MailUp business (carve-out from Growens)
 - 100% of Contactlab S.p.A.
 - 100% of Acumbamail S.L.
 - 100% of MailUp Nordics/Globase
- **Euro 76.7 million** total gross consideration



Key Milestones 2023

- February 2 Signing
- March 9 GSM
- June 30 Contribution of MailUp business into Contactlab
- July 13 Closing
- July 13-28 Withdrawal right exercise period (0 requests)

2023 ESP Sale - Transaction Economics



2023 Datatrics Sale - Deal Overview



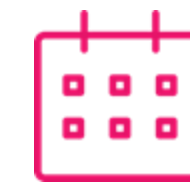
Strategic Rationale

- Derisking of Group position in inefficient business
- Stop-loss
- Focus on development of Beefree



Deal Consideration

- Sale of
 - 100% of Datatrics BV
- **Euro 1.6 million** total consideration (in cash)



Key Milestones 2023

- October 6 Signing
- October 20 Closing

2024 RGE Acquisition - Deal Overview



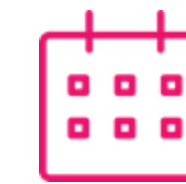
Strategic Rationale

- Increase Beefree's audience and the number of customers
- Close the gap between finding inspiration and creating valuable content from it



Deal Consideration

- Acquisition of RGE's assets
- **USD 6.6 million** total consideration
 - up to 600k in cash
 - up to 6M earn-out, o/w up to 3M in Growens shares



Key Milestones 2024

- April 15 Signing and Closing

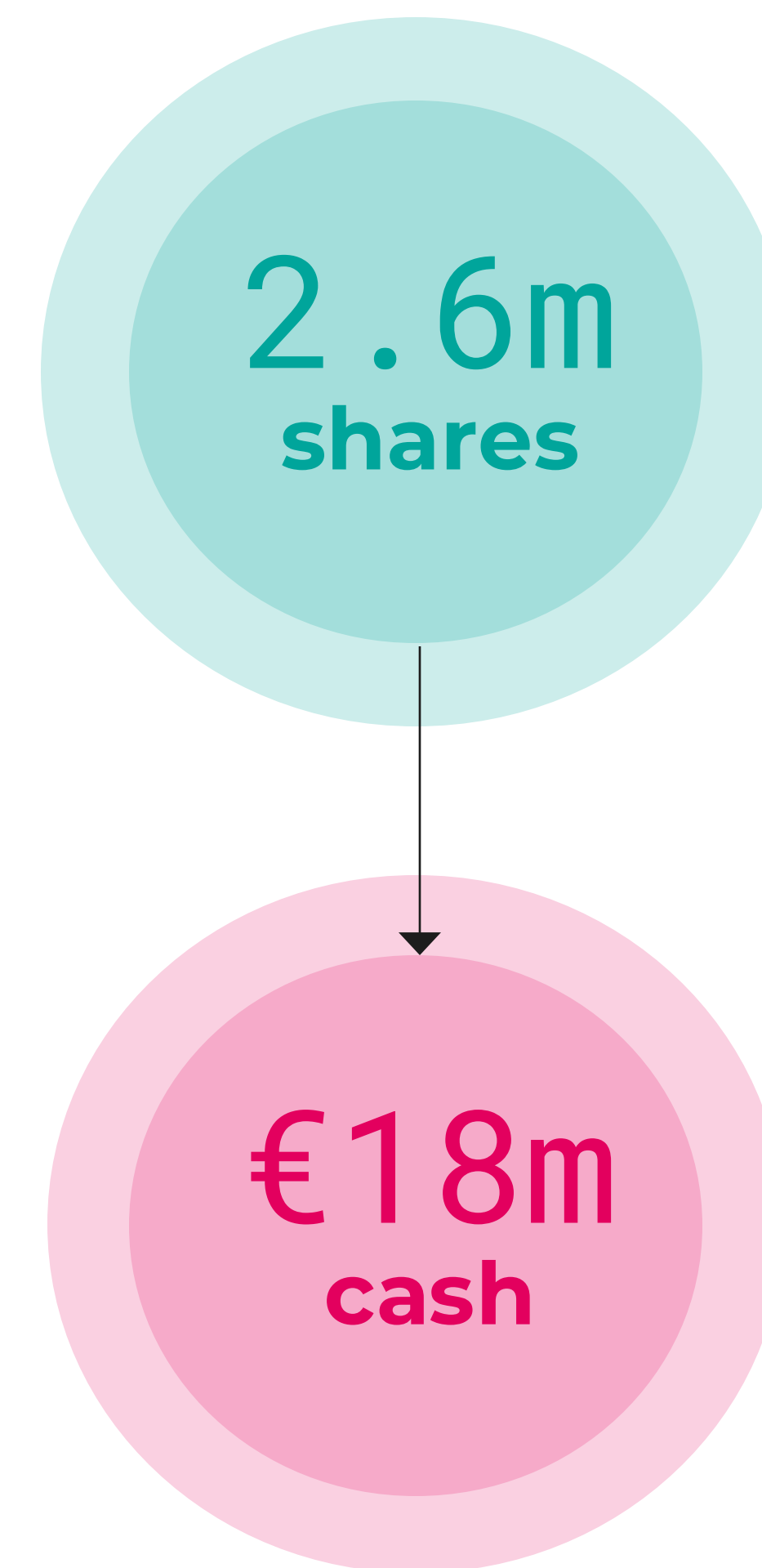
Value Creation / Voluntary Partial Tender Offer

Offer Details

- Launched on a maximum 2.6m ordinary shares, or 17.2% of the share capital
- Offer price €6,80 per share
- +15,7% premium price over the 3-month average @ announcement
- Unanimously resolved upon by GSM and BoD on 18 September, 2023
- Approved by Consob 8 November, 2023
- Acceptance period 13 November, 2023- 6 December, 2023
- Payment Date 13 December, 2023
- Ca. 5m Shares tendered to the Offer
- Final Division Rate ca. 53%

Offer Rationale

- Sensible investment for part of the ESP sale proceeds
- Important liquidity event for investors at a record high price
- Most efficient way to distribute value to shareholders before 2023 year end
- Acquisition of an asset which can be used in the future for incentives, M&A and other



Value Creation / Growens First Dividend

Dividend Details

- **37.5% payout** on the consolidated net income for 2023
- **28.2% dividend yield** at proposal current prices (17 March, 2024)
- Approved by the GSM on 18 April, 2024

Payment Scheme

First tranche

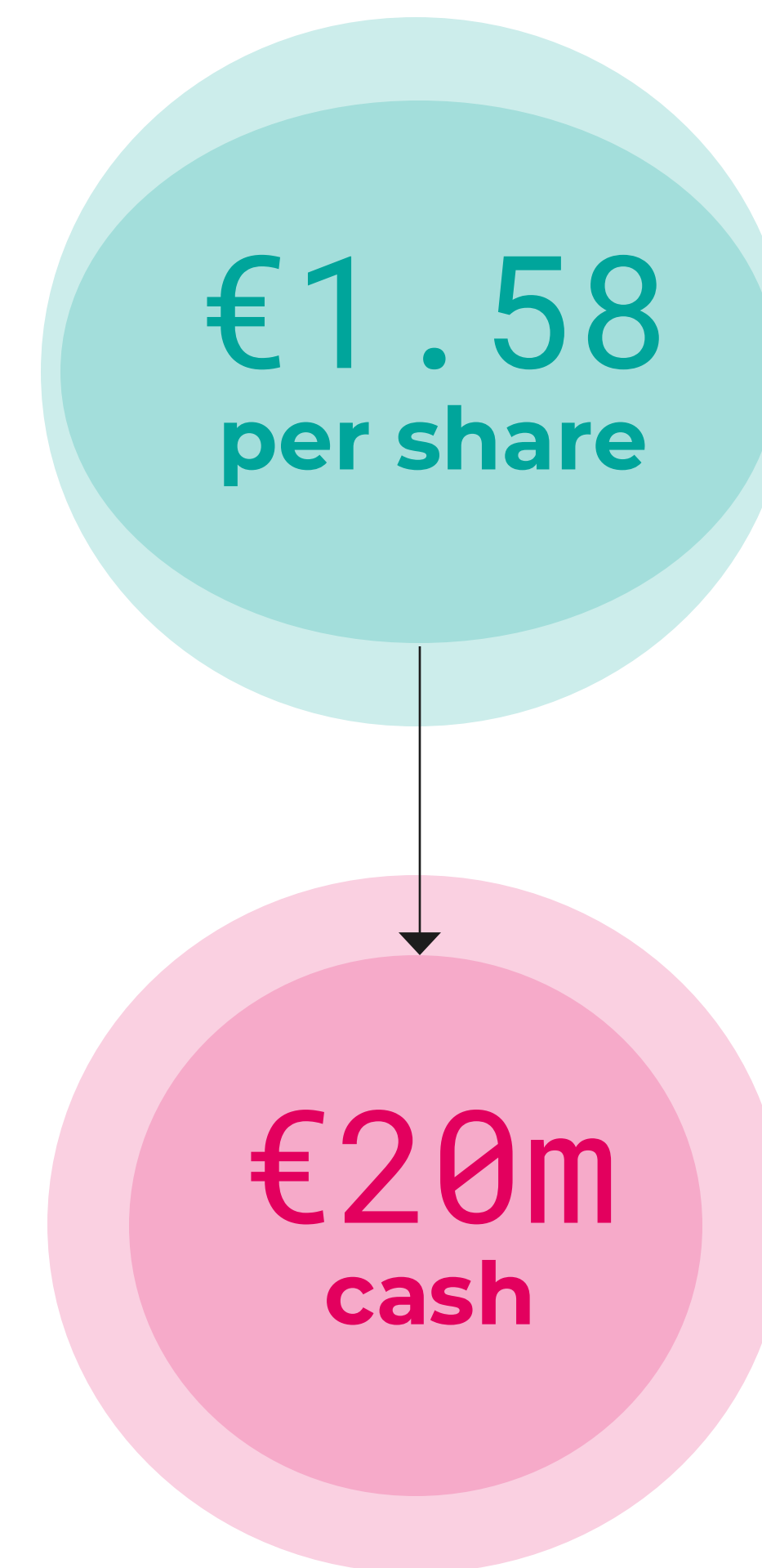
0.79 EUR per share derived from the distribution of extraordinary profits

- payment date May 8, 2024
- ex-dividend date May 6, 2024
- record date May 7, 2024

Second tranche

0.79 EUR per share derived from the distribution of extraordinary profits

- payment date September 4, 2024
- ex-dividend date September 2, 2024
- record date September 3, 2024



2023 – 2026 Growth Drivers



Organic growth

- Focus on Beefree: R&D & M&S
- €15m investment in 2024-2026



M&A

- Focus on Beefree / add-ons
- Opportunistic divestments

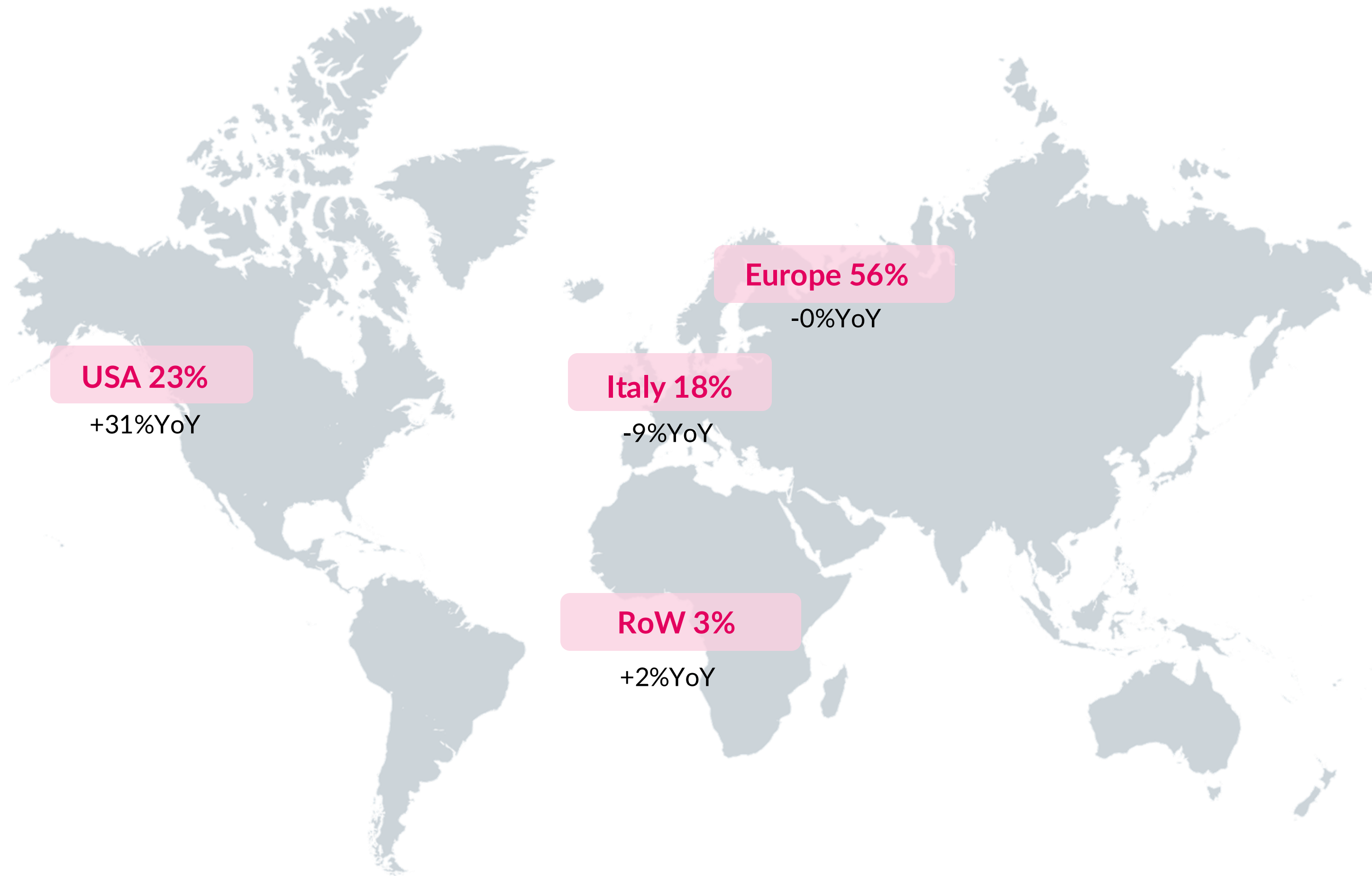


Mid/long term financial growth

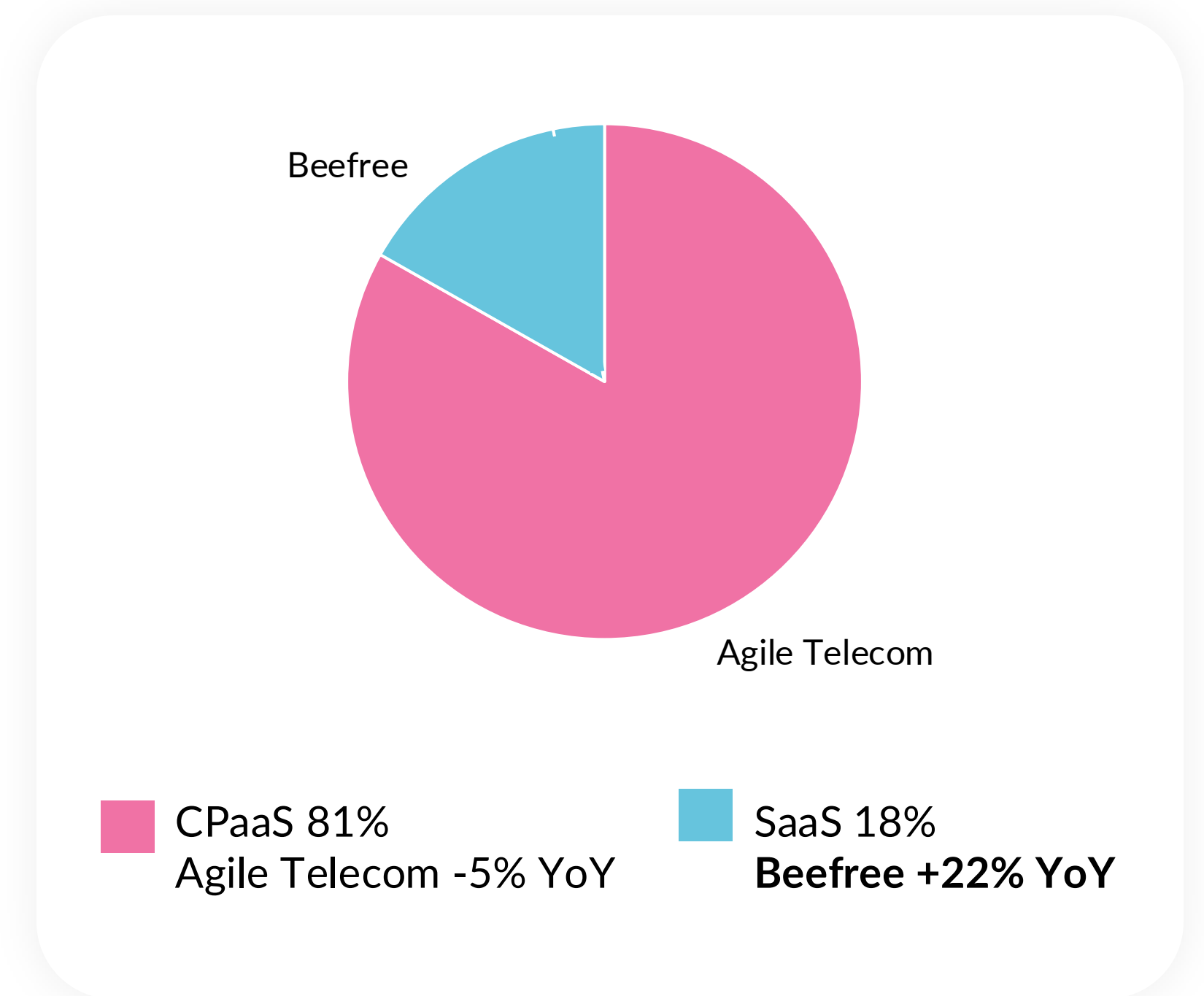
- Rule of 40*: Sales growth% + EBITDA margin% > 40%
- Return for stakeholders

** With regard to Beefree's three- year plan*

Revenue Distribution 1H 2024



SaaS incidence



Beefree Guidance 2024-2026

2024

- Launch of **new commercial package** offering for Beefree (March 2024) and Beefree SDK (by Q3 2024)
- **R&D**: development of new features leveraging generative AI, introduction of incremental improvements, launch of a multi-region infrastructure, new features for the enterprise market, and new connectors to integrate new platforms into Beefree
- **Go-to-market** initiatives, leveraging resources acquired with RGE: partnerships, community, indirect channel development, multilingual approach, development of a new Growth team

USD 15-18m
ARR
 Dec 2024E

2024-2026

- **Revenue CAGR 2023-2026** 35%+
- **Steady-state gross margin (2026)** 75%+
- **Headcount CAGR 2023-2026** 5%+
- **EBITDA break-even** 2025
- **Steady-state EBITDA margin (2026)** 15%+
- **CAPEX 2024-2026** approximately USD 15m
- **Negative cash flow 2024-2025** for USD 8-10m
- **Cash flow break-even** 2026

USD 30-35m
ARR
 Dec 2026E

North America Presence



Local presence: BEE Content Design, Inc.

- Based in San Francisco, 97% owned by Growens
- 90 employees (CEO, Sales, Support and Marketing functions)
- 9,000 clients and 1,000+ SaaS applications
- Market leader in email and landing page creation technology



Consolidated North America results:

- USD 13.8m* Revenues as of Q3 2024
- USD 15.2m ARR (23% YoY growth) as of September 2024

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

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


















Chapter 2

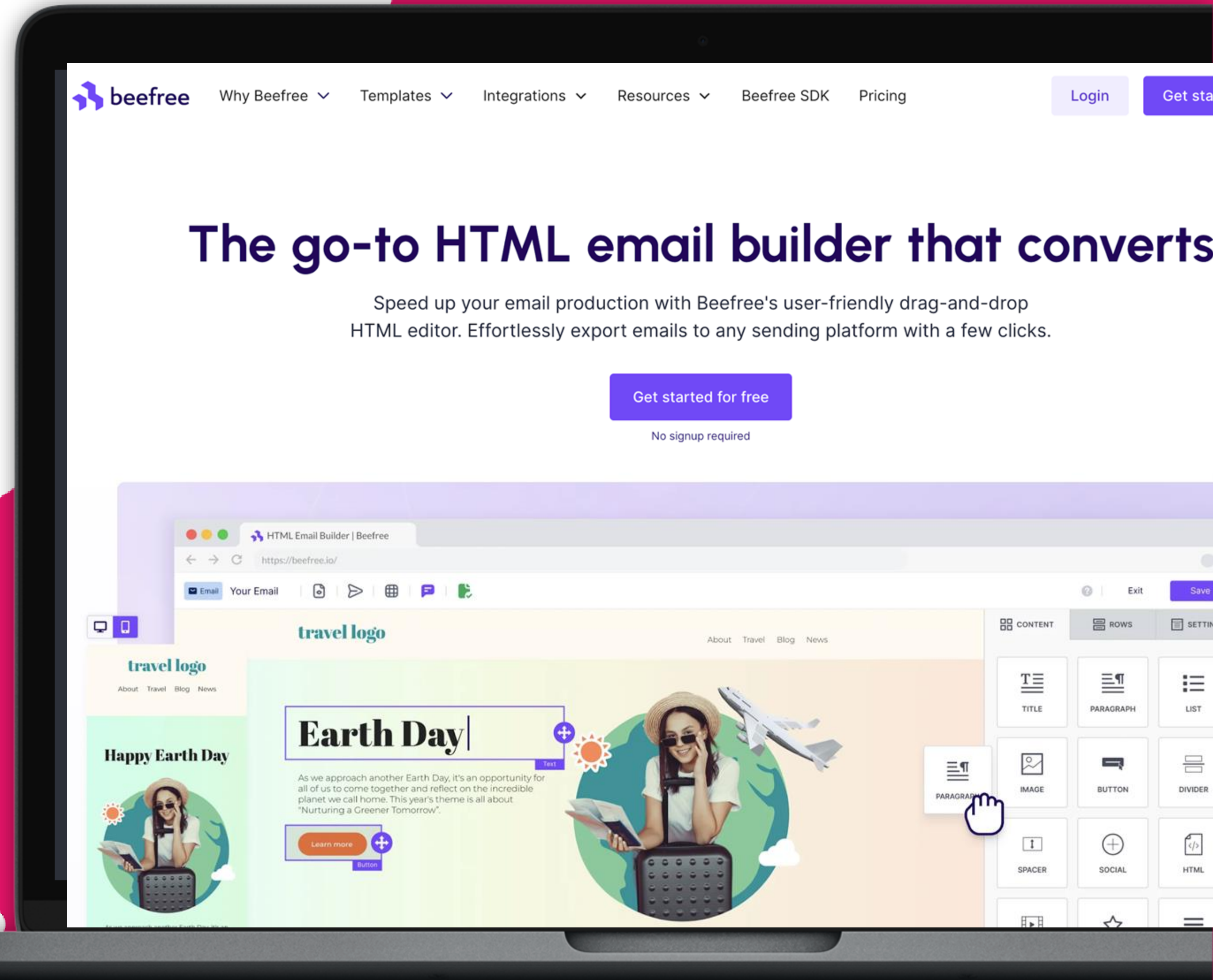
Business Units





No-code design democratization

beefree.io



Project Rationale

In 2015 Beefree was an internal Growens growth hack 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
- Beefree focuses on Emails, Landing pages and Pop-ups



Beefree 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



...solving a paramount need

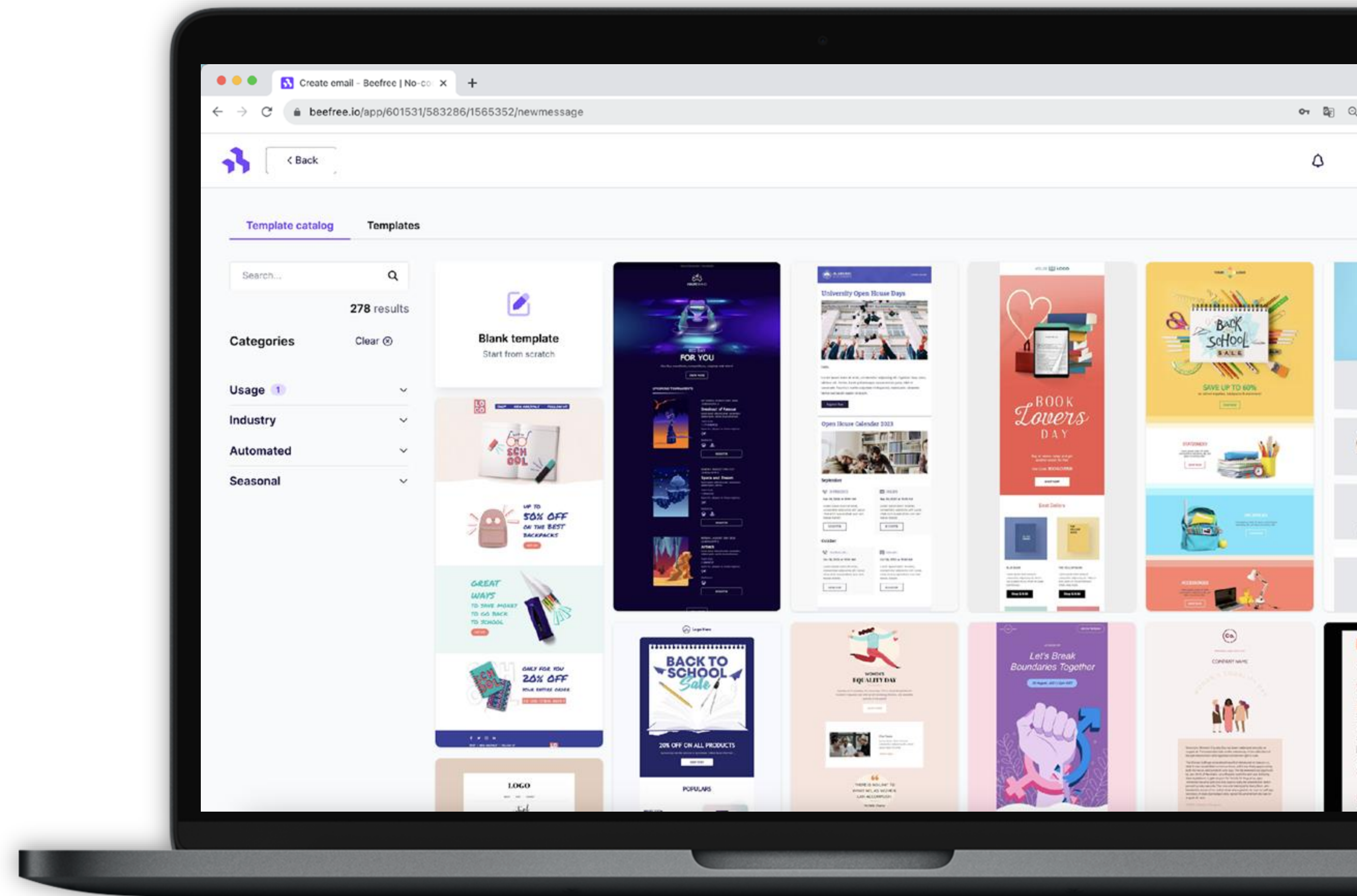
Assure *compatibility* overtime: no display issues on any device/charset/screen size/email client/browser

Learn more on YouTube

Beefree

For Email Designers

- 1,500+ templates thanks to a great designer community
- Advanced Co-editing and collaboration features
- Integrated with the main marketing platforms
- Free editor (also a Gmail extension) generates *product-led* growth
- 1.1m free users; 9,400+ clients
- Beefree Enterprise: comprehensive contracts



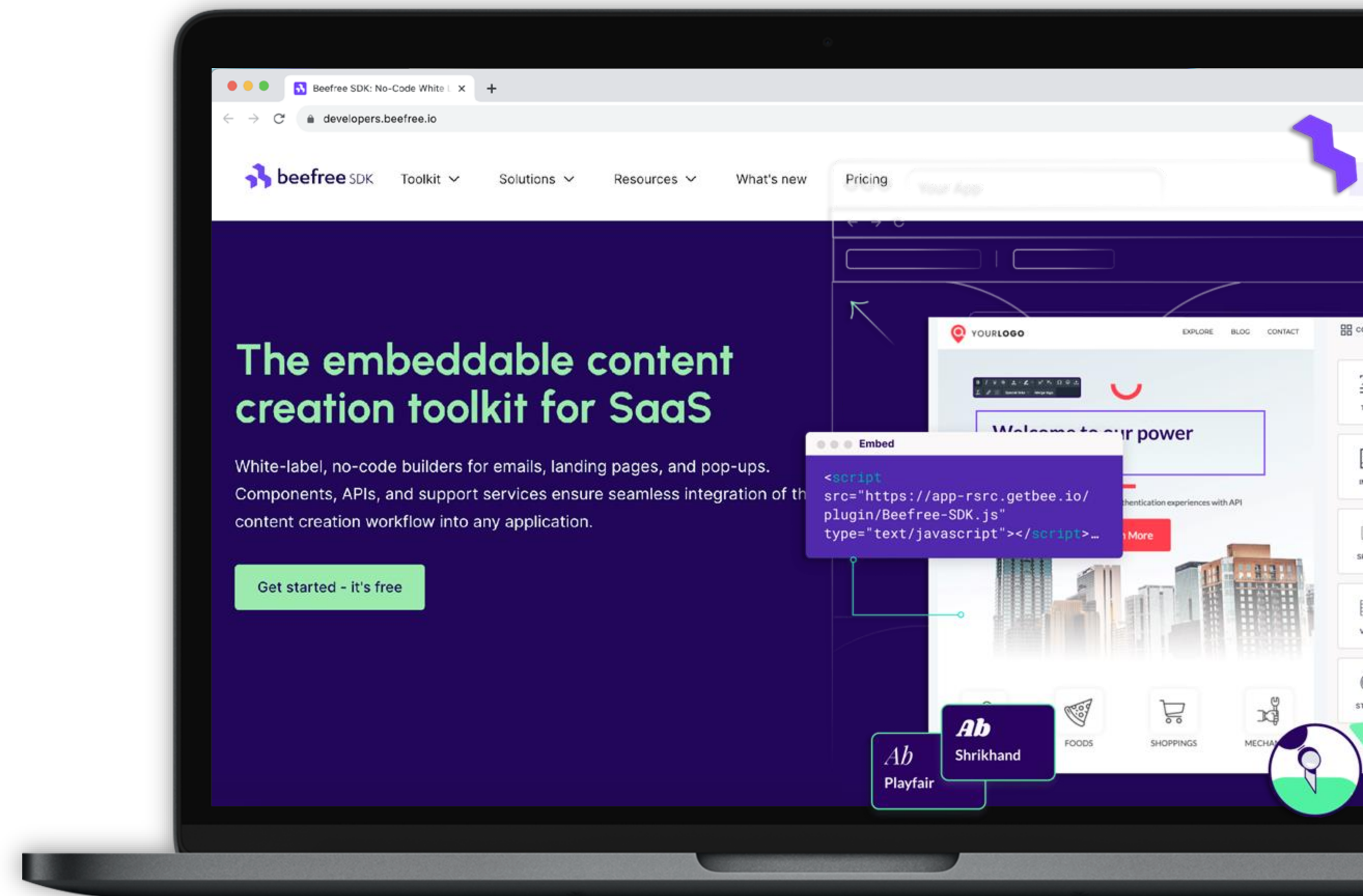
Learn more on

or read the [Interview](#)

Beefree SDK

Embeddable editor for SaaS applications

- A completely customizable editor
- Easy «Make vs Buy» pitch: companies save money and time by embedding Beefree vs. building their own drag-n-drop editor
- Clear advantages:
 - ✓ Fast deployment (<30 days) and easy integration
 - ✓ Low maintenance costs
 - ✓ Reliable technology that scales automatically
 - ✓ Fully customizable and seamlessly embeddable
 - ✓ Hosted on AWS, 99.5% uptime, ISO 27001 and SOC2 certified for added reliability and security



Beefree SDK

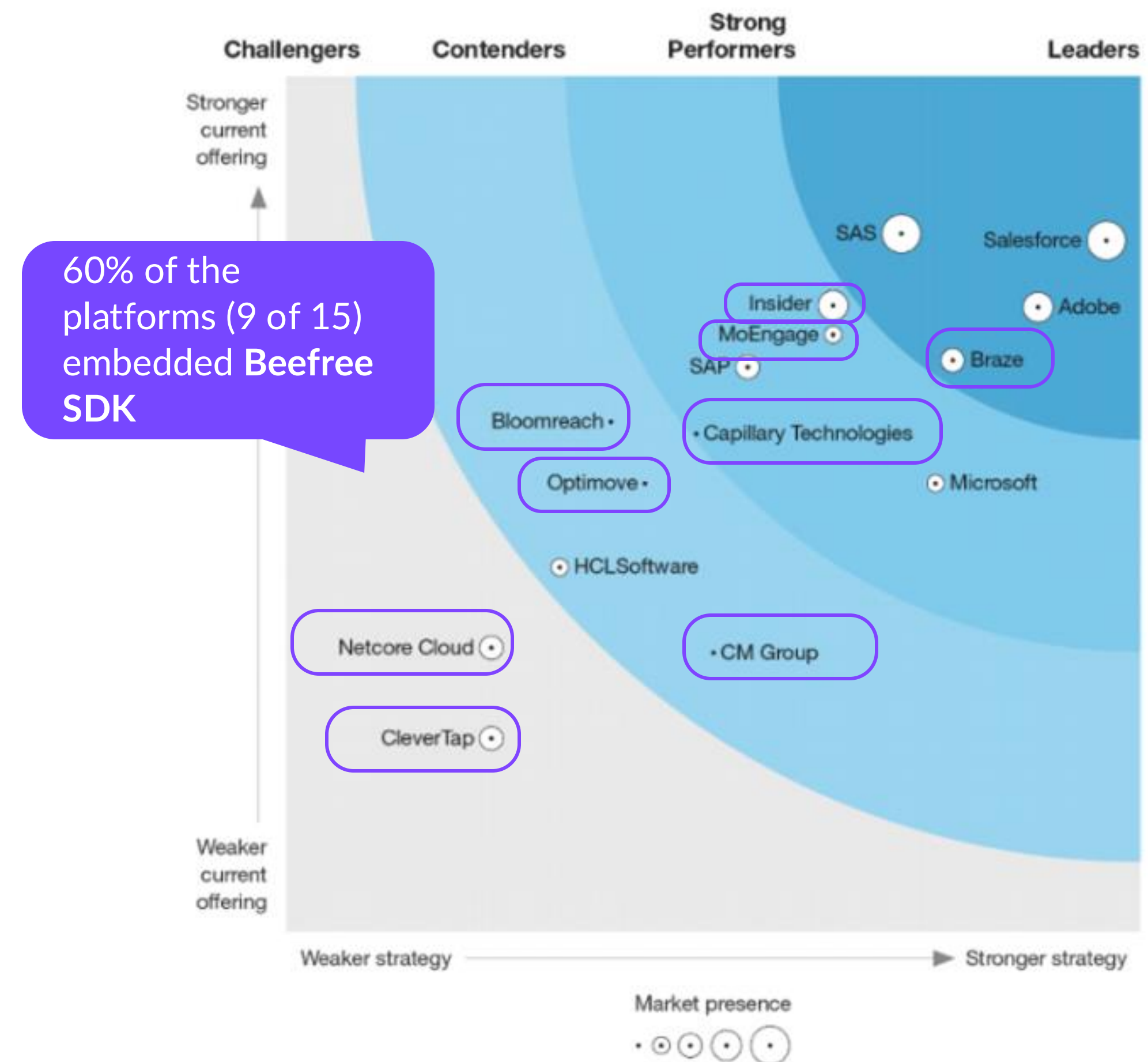
Becoming a standard tool for SAAS

Beefree SDK is used by 1,000+ SaaS applications, with clear market leadership.

Beefree SDK is embedded by:

- **60%** (9 out of 15) of the Cross-Channel Marketing Hubs (Q1 2023 Forrester Wave for Email Marketing Hubs)
- **46%** (6 of 13) of the Email Marketing Service Providers (Q1 2022 Forrester Wave for Email Marketing Service Providers)
- **41%** (7 of 17 solutions) of the Gartner Magic Quadrant for Multichannel Marketing Hubs (July 2022)

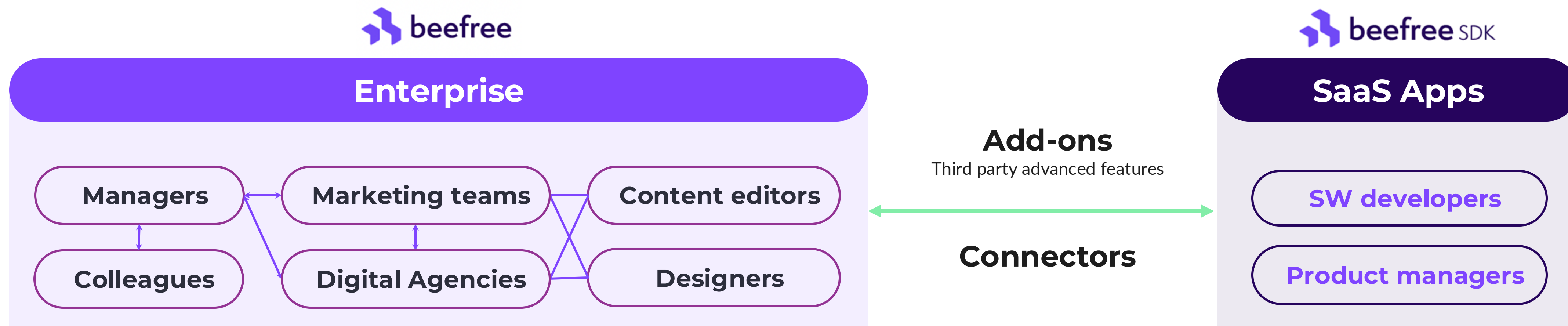
THE FORRESTER WAVE™
Cross-Channel Marketing Hubs
Q1 2023



Network Externalities / 1

The more users Beefree has, the more other sw parties (dynamic images, email validation, asset libraries, assisted content creation...) will find it interesting to develop connectors or add-ons to Beefree.

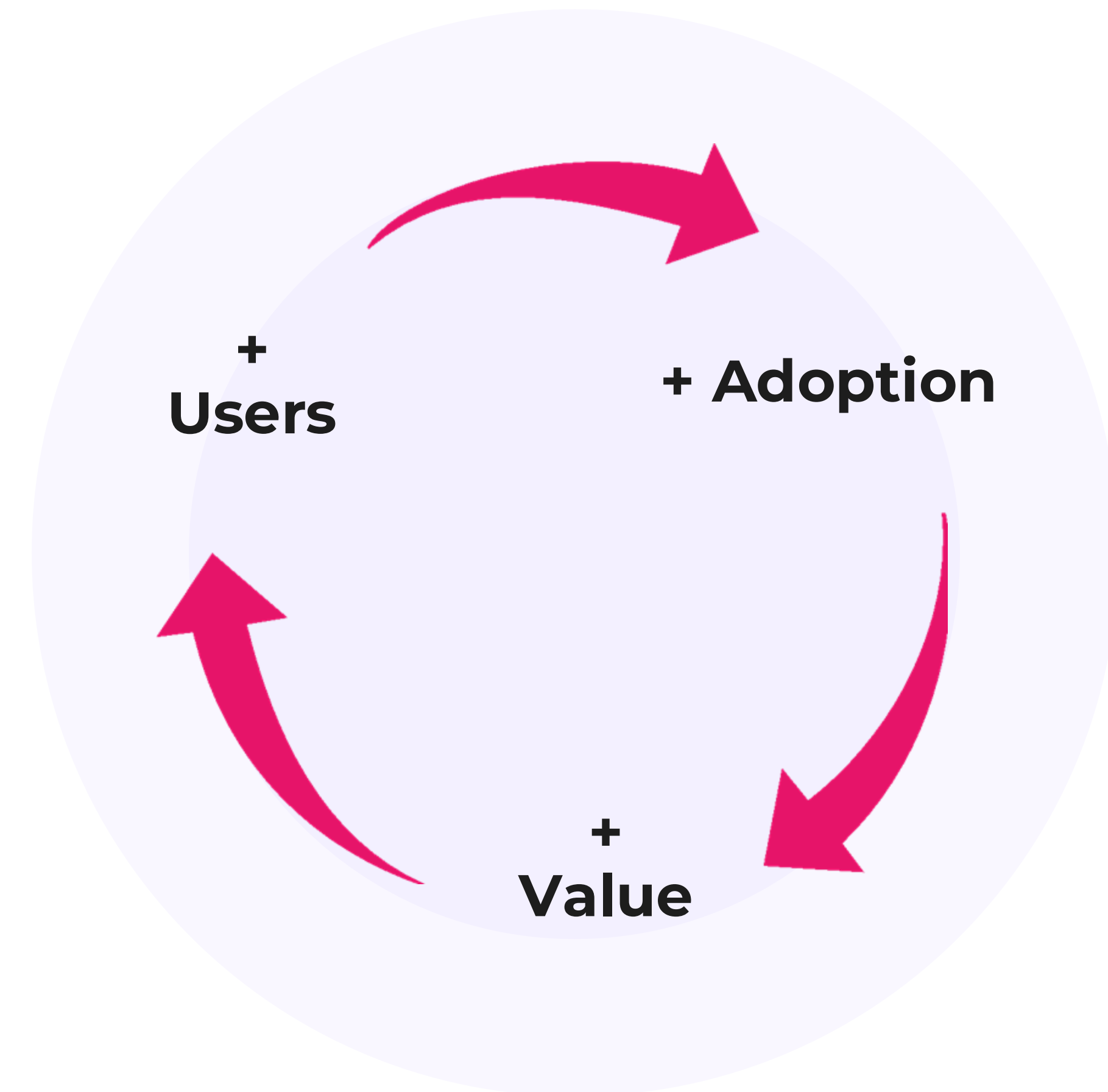
This will enrich more and more Beefree itself building a competitive barrier.



Network Externalities / 2

Higher value for users is created along with the number of users itself:

- ✓ Collaboration, co-editing, approval workflows, free edition, digital library (email design system) foster the adoption and word-of-mouth
- ✓ Digital assets are based on Beefree proprietary Json language that can be translated into HTML only through Beefree's APIs
- ✓ **Becoming the standard:** Beefree was used 88m times across 1,000+ different SaaS platforms over the past year



Business Unit Highlights

Company

- MailUp spin-off in 2017
- Business team and IP in USA + tech team in Italy
- **9,400+ Clients**, from freelancers to large corporations, 50% in North America
- Ca. **1.1m free users**
- 90+ employees

Competition

- **#1 player worldwide**
- **Few players**, mainly start-ups and Beefree followers
- Upmarket: companies focused on enterprise clients: Stensul, Knak, Dartagnan, Dyspatch

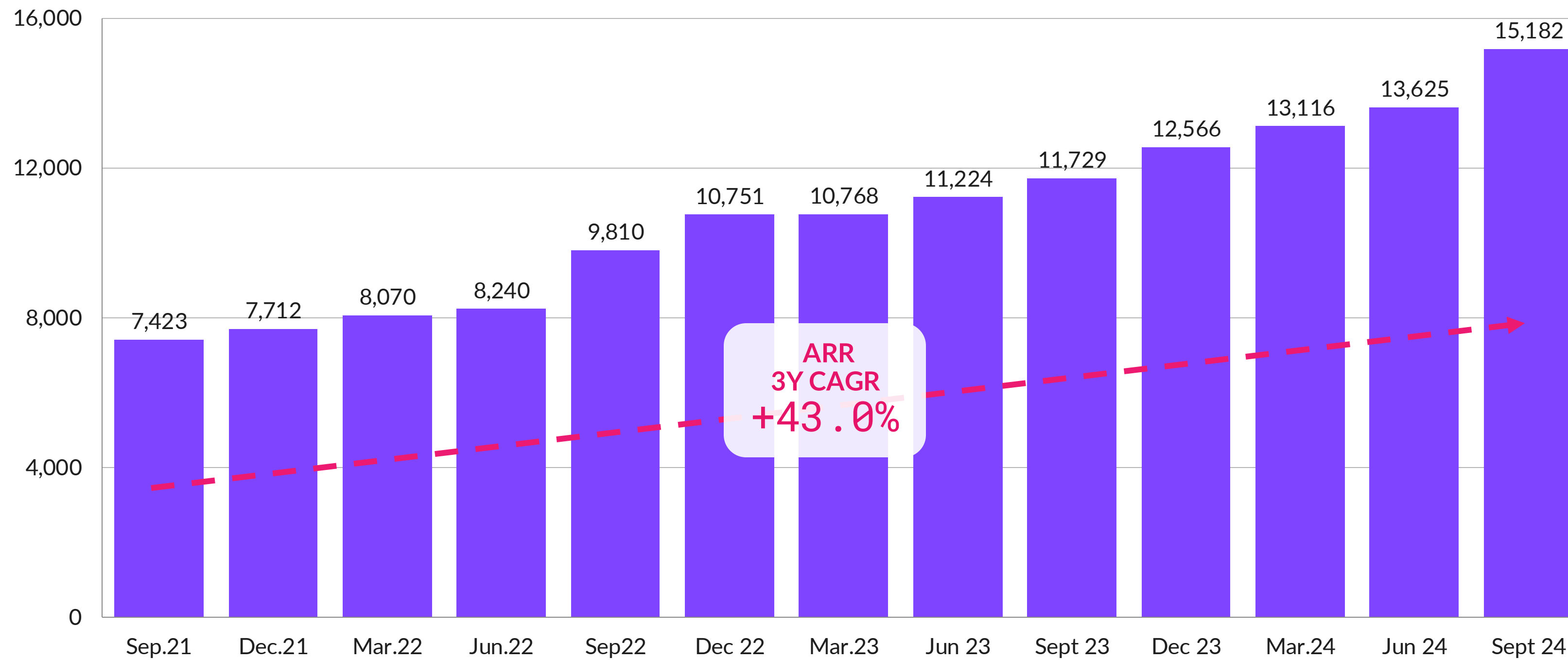
Strategy

- **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: \$15.2m (+23%)
- ARR Beefree APP: \$5.0m (+14%)
- ARR Beefree SDK: \$10.2m (+40%)
- Net Rev. Retention: 106%
- LTV Beefree APP: \$1.119
LTV Beefree SDK: \$141k
- Payback period APP: 13 months
- Payback period SDK: 21 months
- NPS: 70
- Recurring revenues: 99.5%
- EBITDA Margin: -25%
- Gross Margin: 80%

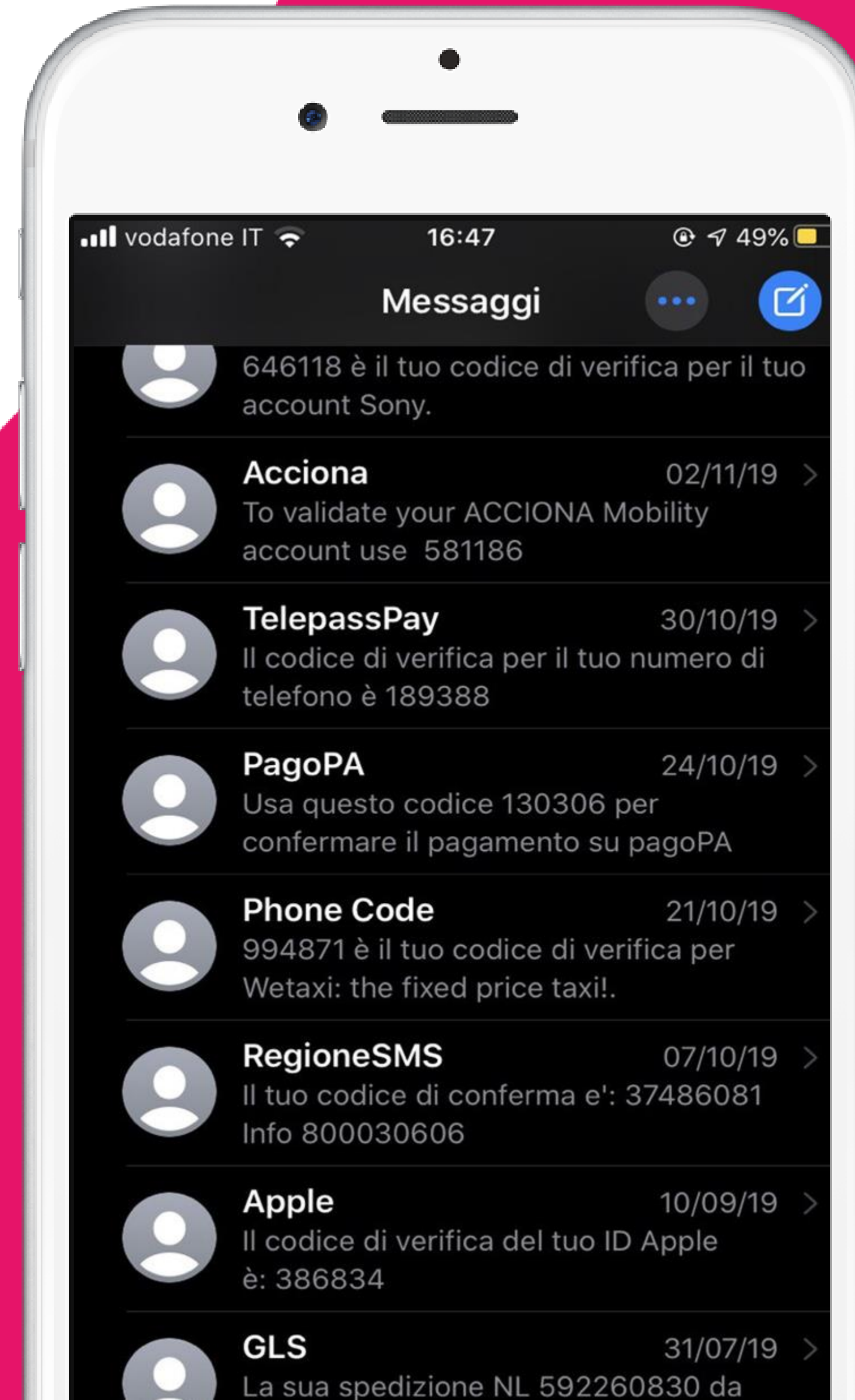
3y ARR Evolution





CPaaS specialized in A2P messaging

agiletelecom.com



CPaaS specialized in A2P messaging

Founded in 2001 in Italy as an outright wholesale SMS factory, Agile Telecom is a telecom provider that offers SMS delivery for both promotional and transactional messages: One-Time Password/Alerts etc.

Its numerous direct connections with carriers and operators globally as well as its proprietary technology ensure **optimized delivery of top-quality messaging.**



Representative list of players. Logos are the property of the respective businesses and are for illustrative purposes only

Agile Telecom: the wholesale A2P messaging gateway



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



SMS has 98% open rate, 90% of texts are read within 30 minutes. Source: Text Anywhere, Gartner, EZ Texting



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

Business Unit Highlights

Company

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

Competition

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

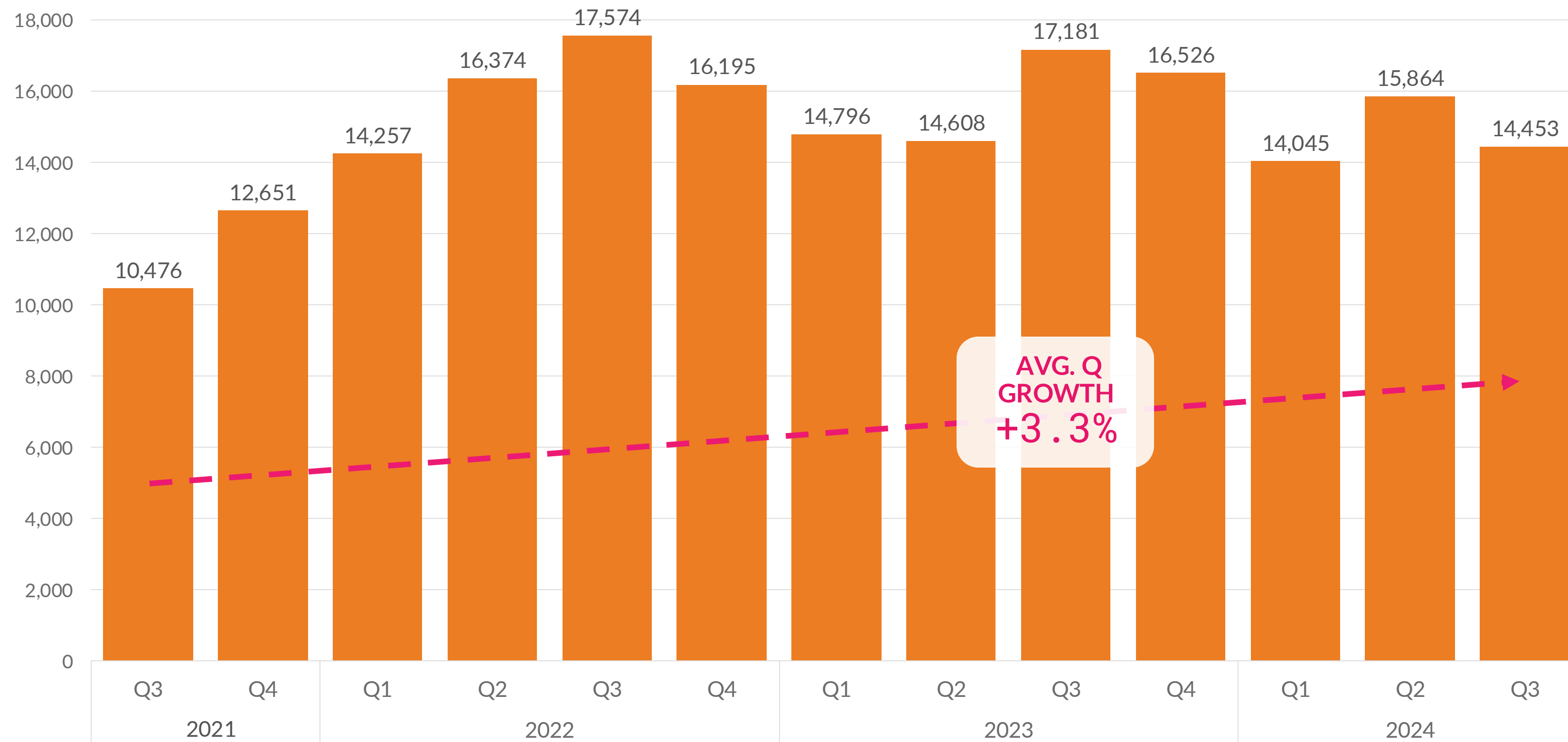
Strategy

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

KPIs

- 375+ wholesale clients
- Revenues: €44.4m
- Gross Margin: 10%
- EBITDA: 3%

3y Quarterly Sales Evolution



Competitive Landscape

| | Agile Telecom | Beefree |
|--------|---------------|--|
| Italy | | <p>Beefree app for email designers)</p> |
| Europe | | |
| Others | | <p>Beefree SDK (for SaaS companies)</p> <p>Beefree indirect competitors</p> <ul style="list-style-type: none"> • Marketing automation solutions • Graphic suites (Adobe, Canva...) • Landing page / CMS (Unbounce, Webflow...) • Email Service Providers (Mailchimp, Brevo...) |

Representative list of our competitors for business units/geographies. Logos are the property of the respective businesses and are for illustrative purposes only
 *Publicly traded

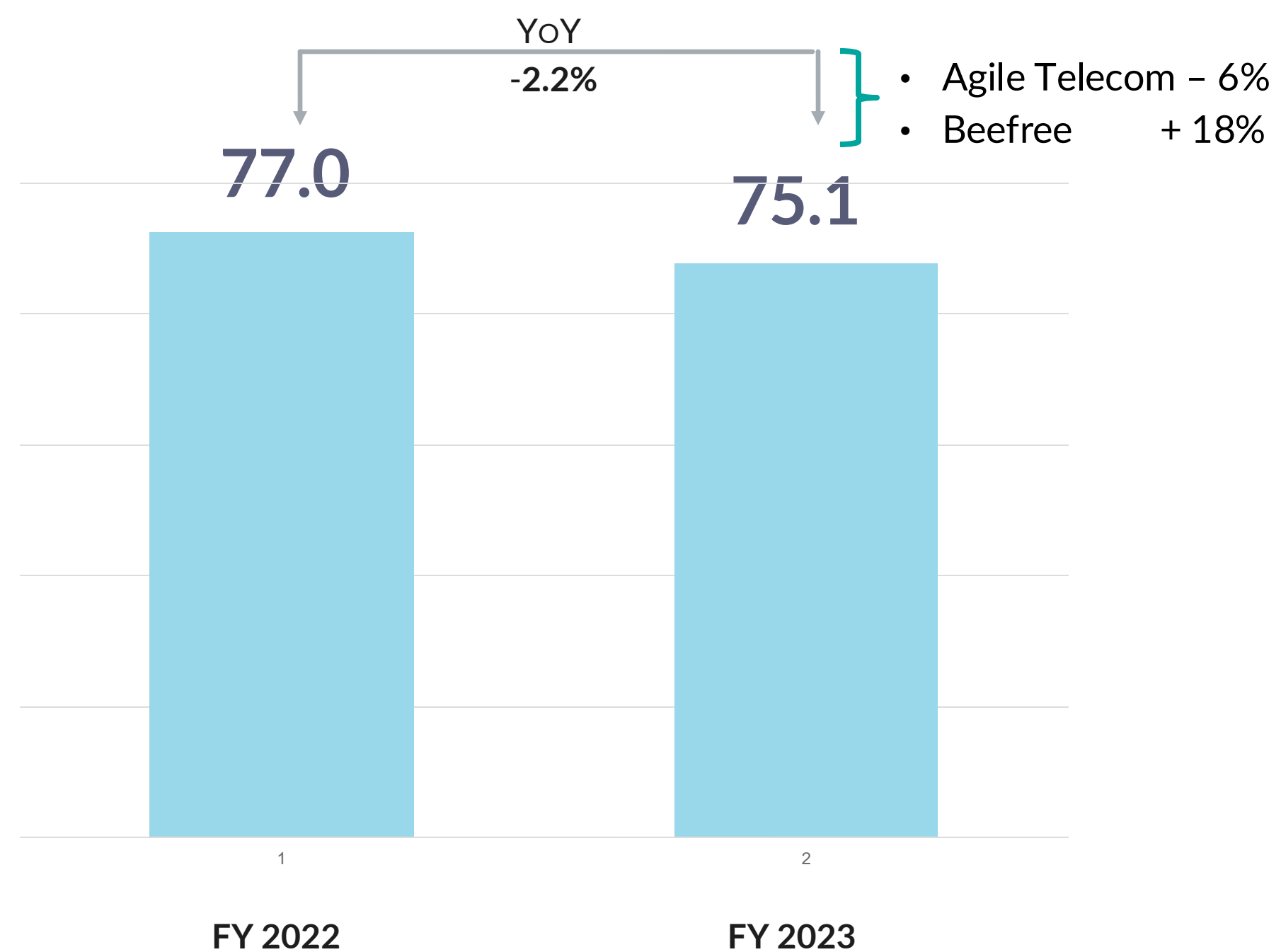
Chapter 3

Select Financials

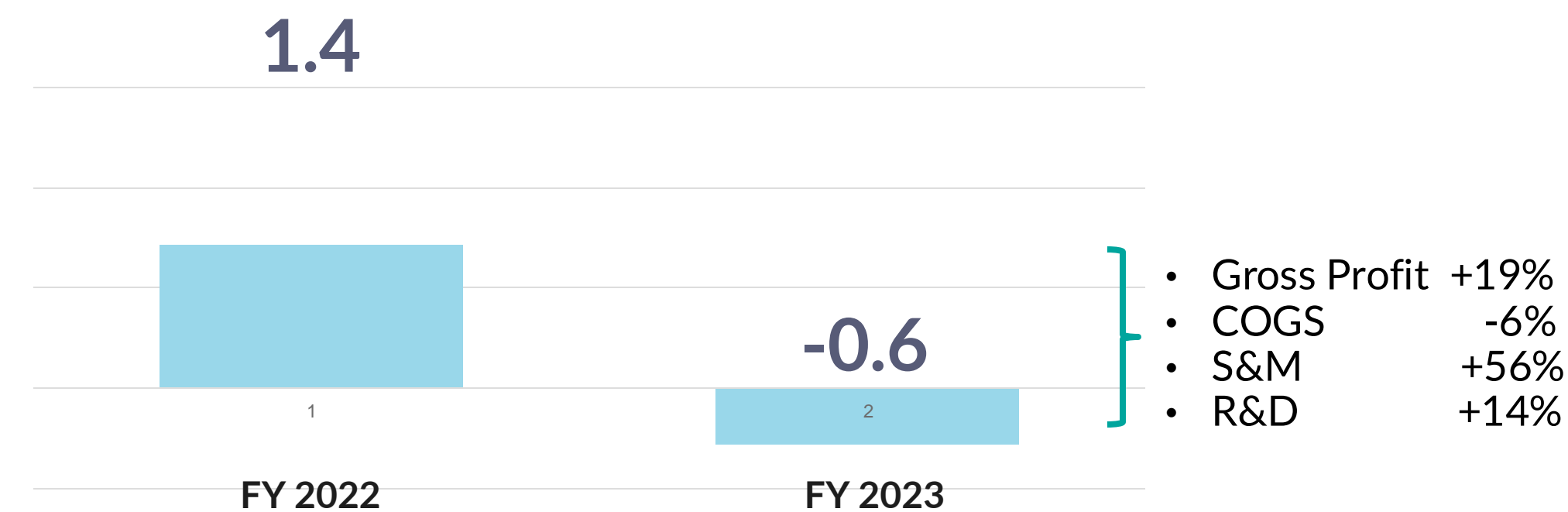


P&L FY 2022-2023

Revenues

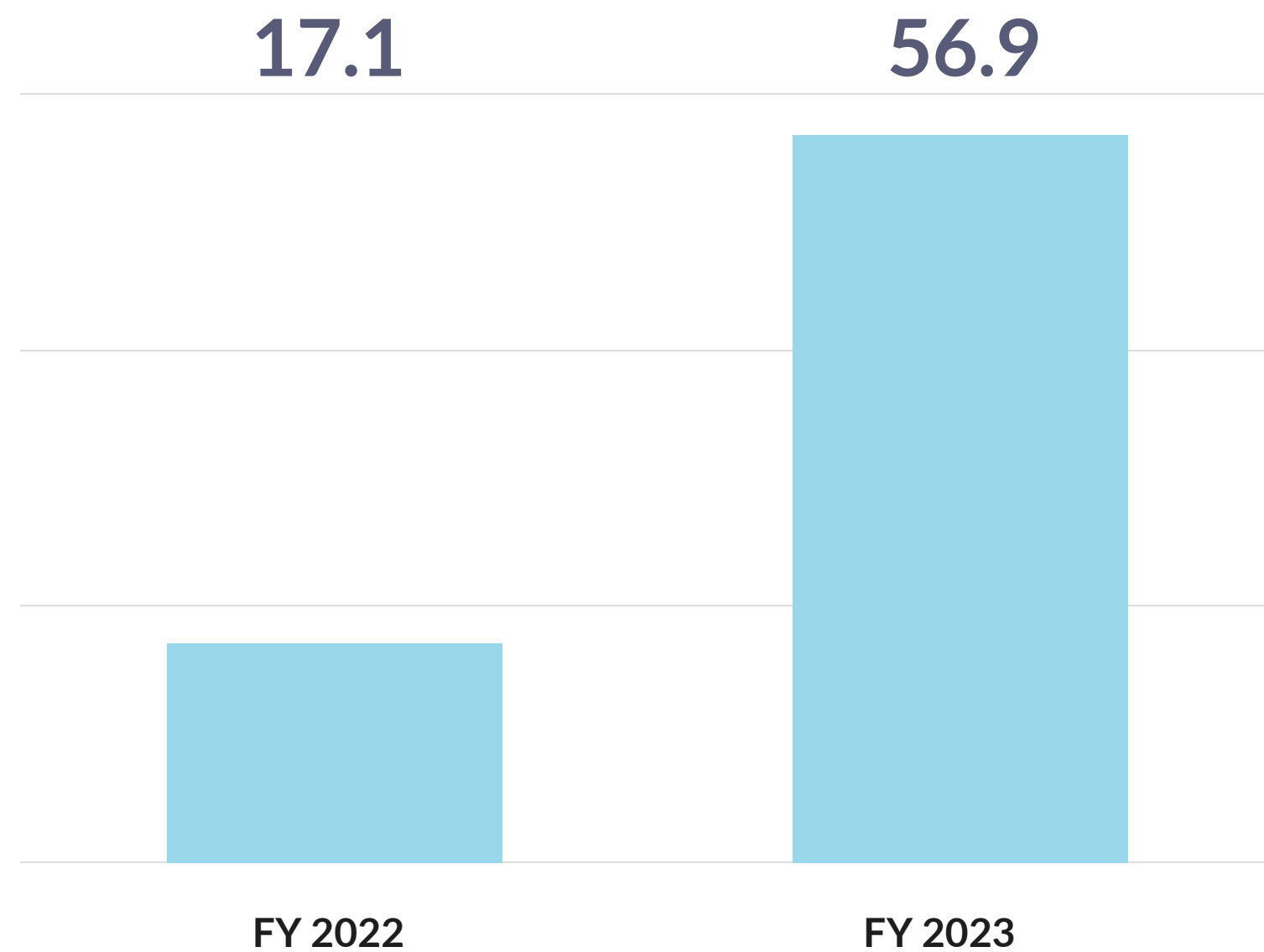


EBITDA

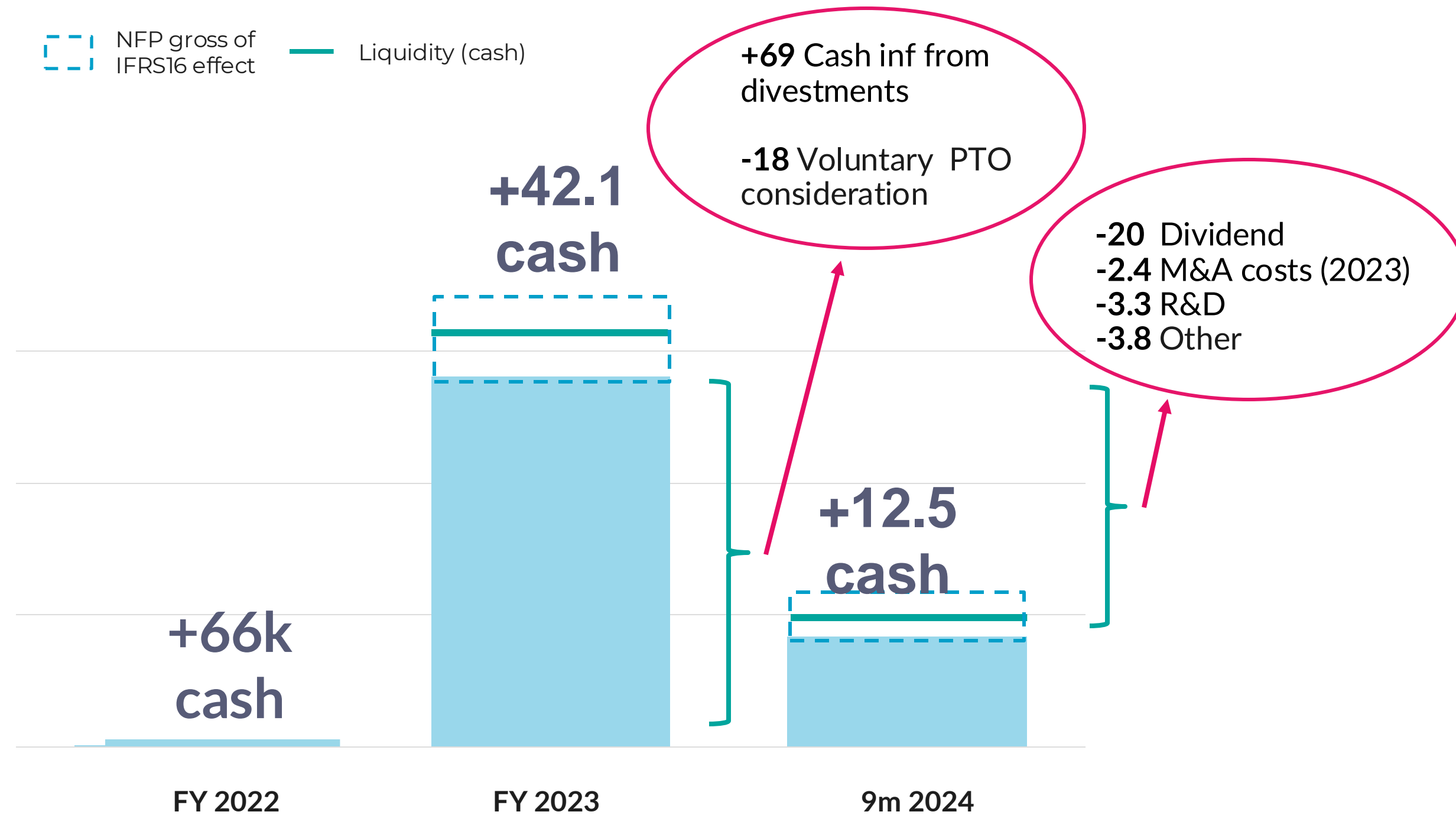


Balance Sheet FY2022 – FY 2023- 9m 2024

Shareholders' Equity



Net Cash Position



Data in €m except where stated

Restatement according to IFRS5, including carve-out of Discontinued Operations after ESP sale closed in July 2023 and Datatrics sale closed in October 2023

Chapter 4

Investor Information



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



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



Micaela Cristina Capelli

Executive Director & IR

- Italian Bishops' Conference Investment Committee
- Former:
 - 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



Ignazio Castiglioni

Independent Director

- Founder and Chief Executive Officer of HAT Orizzonte Group
- Former Head of Private Equity of Vegagest SGR
- Former senior manager at the asset management company of Cattolica Assicurazioni, the private equity firm of Gemina Group, PwC and EBlab

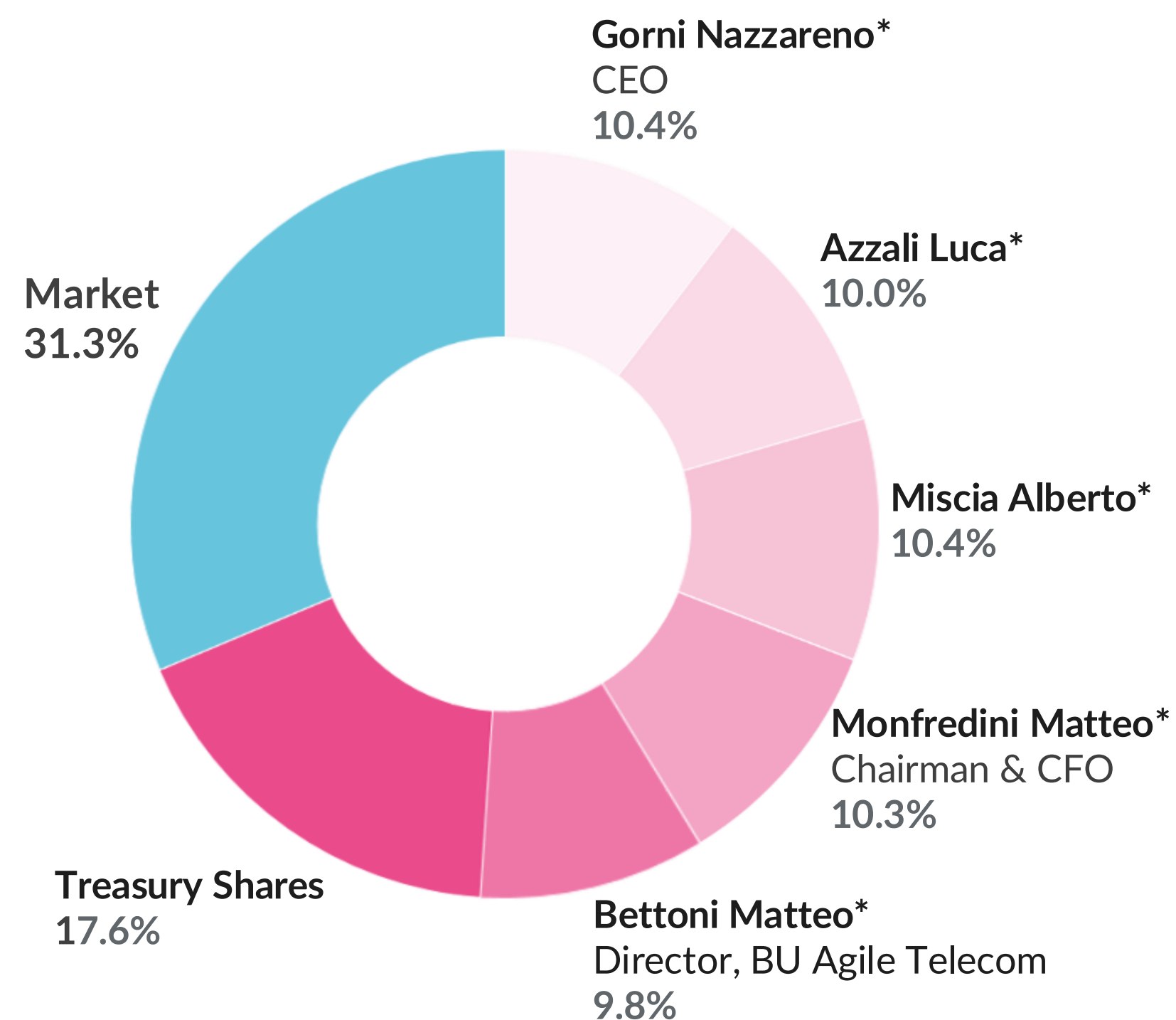


Paola De Martini

Independent Director

- Board member of Renergetica, chair of the Domestic and International Arbitration Chamber of Rome, independent Board member, Remuneration and Related Parties Operations Committees of Banca Monte dei Paschi di Siena
- Former Executive VP with Coca Cola European Partners, STMicroelectronics, Luxottica Group, Grimaldi Group, Bulgari
- Former independent Board member with Banca Popolare di Milano and Tiscali

Stock Information / Shareholders



* Group's Founders (via respective legal entities)

** General Shareholders' Meeting, Apr 18, 2024



Stable control

- Founders entered a **shareholders' agreement** regarding 45.1% of the share capital, in equal measure
- 2021-2024 lock-up



Market friendly

- 2 independent Directors, 2 female Directors
- Free float ~31%
- Full quarterly reports
- Upgraded management control system
- Management incentive plan
- Reporting in international accounting principles (IFRS)
- Risk management "Model 231"
- All information available in both Italian and English



Top institutional holders**

- Herald Investment Trust Plc
- Mediolanum
- Algebris
- Azimut
- Eurizon

Prices & Volumes 5 Years



EURONEXT GROWTH MILAN

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



Number of Shares 15.393.343



IPO Price (29 Jul 2014) €1.92

Current Price (6 Nov 2024) €5.76

Current Market Cap (6 Nov 2024) €88.7m

Perf 5YR +66%

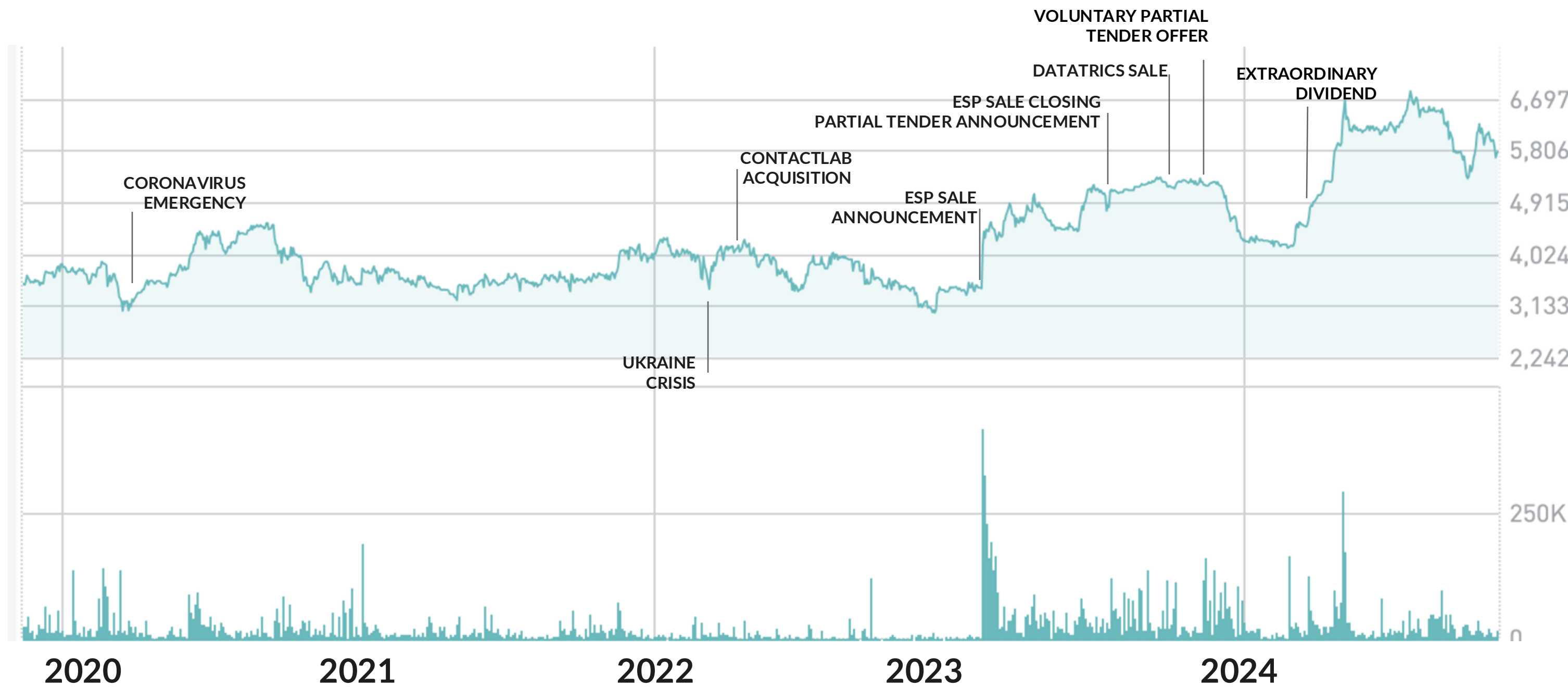
Perf 1YR +10%

Perf 6m -14%

Avg daily volumes (shares)

| | |
|---------|-----|
| 2020 | 14k |
| 2021 | 10k |
| 2022 | 6k |
| 2023 | 30k |
| 2024 1H | 18k |

Source: Borsa Italiana. as of 7 November 2024



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 with GRI Standards
- Independent Board members: 2/5
- Pay-per-performance
- Anti-corruption policy & Code of Ethics
- Tax transparency
- Top-score Legality Rating
- GDPR compliance

[Learn more about our approach to Sustainability on our website](#) 

List of Parties

Euronext Growth Advisor



Audit & Accounting



Specialist



Broker / Coverage



Legal Advisor



Analyst Coverage and Outlook

INTESA SANPAOLO Equity

13 July 2021: 08:43 CET
Date and time of production

Equity

Italy - Marketing Technology An acquisition might be around the corner

20th May 2021
GERMAN SPRING CONFERENCE
RIC: GROWE.M
BISG: GROW.M

Rating: Buy
Price Target: € 6.00
Upside/Downside: 44.9%
Last Price: € 4.14
Market Cap.: € 62.3m
1Y High/Low: € 5.74 / € 2.81
Free Float: 36.9%

Major shareholders:
Alberto Micia 10.7%
Michele Marchionni 10.6%
Nazzareno Gors 10.6%
Luigi Accati 10.2%
Matteo Bertoni 10.1%

Well on track to announce at least one M&A deal by the end of the year
The huge cash available (€ 3.1m in Q1-21) and the potential leverage allow the group to seize a few M&A 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 offering software solutions complementary to MarTago, 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 busy to start planning the updating of the MTA/STAR segment or any other foreign stock market in 2022 concurrently with a possible rights issue to fund a second round of M&A.

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 € 15.6m, 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, 3.1% 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 proportionally 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 fast start 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 CAGR₂₀₂₁₋₂₀₂₄ of 12.8%, 22.1% and 35.5% in terms of revenues, EBITDA and EPS respectively. We reiterate our Buy recommendation on the stock, PT confirmed.

Growens, key financials and ratios

| € m | 2019 | 2020 | 2021e | 2022e | 2023e |
|----------------------|-------|--------|-------|--------|-------|
| Total Revenues | 40.2 | 40.2 | 45.8 | 52.2 | 70.7 |
| EBITDA | 4.8 | 5.1 | 5.4 | 7.5 | 9.3 |
| EBIT | 1.8 | 1.8 | 1.8 | 4.0 | 5.8 |
| Net profit | 1.2 | 0.8 | 1.1 | 2.5 | 3.8 |
| Net financial result | 0.4 | 0.6 | 0.0 | 0.7 | 0.7 |
| EBITDA margin | 7.9% | 7.8% | 7.2% | 8.7% | 9.9% |
| EBIT margin | 3.0% | 2.1% | 2.4% | 4.7% | 6.2% |
| NPV | 0.08 | 0.04 | 0.07 | 0.18 | 0.24 |
| EPS growth | -8.4% | -50.9% | 63.6% | 124.6% | 44.9% |
| New Cash Flow Total | 4.7% | 1.3% | 2.7% | 5.4% | 7.0% |
| ROA | 47.4 | 127.2 | 56.9 | 25.4 | 17.3 |
| ROE | 13.3 | 16.8 | 13.2 | 10.4 | 8.8 |
| Profitability | 0.88 | 1.06 | 0.78 | 0.40 | 0.24 |
| EV/EBITDA | 10.9 | 13.4 | 10.7 | 7.3 | 5.4 |
| P/E Ratio | 28.2 | 30.2 | 22.1 | 13.7 | 8.1 |

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Report priced at market close on day prior to issue. Rating and target Price is assigned in the latest corporate stock price reference indicated.

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13 July 2021: 08:44 CET
Date and time of last calculation

INTESA SANPAOLO Equity

13 July 2021: 08:43 CET
Date and time of production

Equity

Italy - Marketing Technology An acquisition might be around the corner

20th May 2021
GERMAN SPRING CONFERENCE
RIC: GROWE.M
BISG: GROW.M

Rating: Buy
Price Target: € 6.00
Upside/Downside: 44.9%
Last Price: € 4.14
Market Cap.: € 62.3m
1Y High/Low: € 5.74 / € 2.81
Free Float: 36.9%

Major shareholders:
Alberto Micia 10.7%
Michele Marchionni 10.6%
Nazzareno Gors 10.6%
Luigi Accati 10.2%
Matteo Bertoni 10.1%

Well on track to announce at least one M&A deal by the end of the year
The huge cash available (€ 3.1m in Q1-21) and the potential leverage allow the group to seize a few M&A 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 offering software solutions complementary to MarTago, 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 busy to start planning the updating of the MTA/STAR segment or any other foreign stock market in 2022 concurrently with a possible rights issue to fund a second round of M&A.

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 € 15.6m, 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, 3.1% 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 proportionally 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 fast start 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 CAGR₂₀₂₁₋₂₀₂₄ of 12.8%, 22.1% and 35.5% in terms of revenues, EBITDA and EPS respectively. We reiterate our Buy recommendation on the stock, PT confirmed.

Growens, key financials and ratios

| € m | 2019 | 2020 | 2021e | 2022e | 2023e |
|----------------------|-------|--------|-------|--------|-------|
| Total Revenues | 40.2 | 40.2 | 45.8 | 52.2 | 70.7 |
| EBITDA | 4.8 | 5.1 | 5.4 | 7.5 | 9.3 |
| EBIT | 1.8 | 1.8 | 1.8 | 4.0 | 5.8 |
| Net profit | 1.2 | 0.8 | 1.1 | 2.5 | 3.8 |
| Net financial result | 0.4 | 0.6 | 0.0 | 0.7 | 0.7 |
| EBITDA margin | 7.9% | 7.8% | 7.2% | 8.7% | 9.9% |
| EBIT margin | 3.0% | 2.1% | 2.4% | 4.7% | 6.2% |
| NPV | 0.08 | 0.04 | 0.07 | 0.18 | 0.24 |
| EPS growth | -8.4% | -50.9% | 63.6% | 124.6% | 44.9% |
| New Cash Flow Total | 4.7% | 1.3% | 2.7% | 5.4% | 7.0% |
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| ROE | 13.3 | 16.8 | 13.2 | 10.4 | 8.8 |
| Profitability | 0.88 | 1.06 | 0.78 | 0.40 | 0.24 |
| EV/EBITDA | 10.9 | 13.4 | 10.7 | 7.3 | 5.4 |
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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 IISole24Ore 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

Appendix



Q3 2024 and FY 2023 Net Financial Position

| Consolidated Net Financial Position | 30/09/2024 | 31/12/2023 | Change | Ch. % |
|--|---------------------|---------------------|---------------------|----------------|
| A. Cash | 3,671,059 | 20,488,030 | (16,816,971) | (82.1%) |
| B. Cash equivalents | | 20,000,060 | (20,000,060) | (100.0%) |
| C. Other current financial assets | 11,597,718 | 4,891,561 | 6,706,158 | 137.1% |
| D. Cash and cash equivalents (A) + (B) + (C) | 15,268,777 | 45,379,650 | (30,110,873) | (66.4%) |
| E Financial debt | 498,731 | 467,161 | 31,570 | 6.8% |
| F. Current financial debt | 1,063,126 | 1,085,516 | (22,390) | (2.1%) |
| G. Current financial position (E) + (F) | 1,561,857 | 1,552,678 | 9,180 | 0.6% |
| H. Net short term financial position (G) - (D) | (13,706,920) | (43,826,973) | 30,120,053 | (68.7%) |
| I. Due to banks medium/long term | 1,176,085 | 1,734,029 | (557,944) | (32.2%) |
| J. Bonds issued | | | | |
| K. Other financial liabilities medium/long term | | | | |
| L. Non current financial position (I) + (J) + (K) | 1,176,085 | 1,734,029 | (557,944) | (32.2%) |
| M. Net financial position (H) + (L) | (12,530,835) | (42,092,944) | 29,562,109 | (70.2%) |
| Other Financial Assets Long term | (4,789,933) | (4,646,600) | (143,333) | 3.1% |
| o/w E. Current fin. Liab. Rights of Use IFRS 16 | 380,355 | 354,384 | 25,971 | 7.3% |
| o/w I. Non curr. fin. Liab. Rights of Use IFRS 16 | 1,020,214 | 919,315 | 100,899 | 11.0% |
| N. Adj. Net financial position | (18,721,337) | (48,013,242) | 29,291,905 | (61.0%) |

P&L FY

| | 31/12/2023 | % | 31/12/2022 | % | Change | Ch.% |
|---|--------------------|---------------|--------------------|---------------|--------------------|-----------------|
| SaaS Revenues | 10,237,069 | 13.6% | 8,807,886 | 11.4% | 1,429,183 | 16.2% |
| CPaaS Revenues | 62,945,049 | 83.9% | 67,257,397 | 87.4% | (4,312,348) | (6.4)% |
| Other Revenues | 1,878,339 | 2.5% | 914,365 | 1.2% | 963,974 | 105.4% |
| Total Revenues | 75,060,458 | 100.0% | 76,979,649 | 100.0% | (1,919,191) | (2.5)% |
| Cost of Goods Sold | 60,244,752 | 80.3% | 64,490,272 | 83.8% | (4,245,520) | (6.2)% |
| Gross Profit | 14,815,706 | 19.7% | 12,489,377 | 16.2% | 2,326,329 | 18.6% |
| Sales & Marketing costs | 4,414,462 | 5.9% | 2,825,215 | 3.7% | 1,589,246 | 56.3% |
| Research & Development Opex | 1,941,566 | 2.6% | 2,126,679 | 2.8% | (185,114) | (8.7)% |
| <i>Research & Development Capex</i> | (2,860,622) | (3.8)% | (2,074,811) | (2.7)% | (785,812) | 37.9% |
| <i>Research & Development costs</i> | 4,802,188 | 6.4% | 4,201,490 | 5.5% | 600,698 | 14.3% |
| General & Admin Costs | 9,018,389 | 12.0% | 6,107,619 | 7.9% | 2,910,770 | 47.7% |
| Total Costs | 15,374,416 | 20.5% | 11,059,514 | 14.4% | 4,314,902 | 39.0% |
| EBITDA | (558,710) | (0.7)% | 1,429,863 | 1.9% | (1,988,573) | (139.1)% |
| General Depreciation Costs | 63.527 | 0.1% | 48.828 | 0.1% | 14.699 | 30.1% |
| Right of Use Amort. Costs | 411.603 | 0.5% | 410.946 | 0.5% | 657 | 0.2% |
| R&D Amortization Costs | 2,654,232 | 3.5% | 2,324,697 | 3.0% | 329,535 | 14.2% |
| Total Depreciations | 3,129,362 | 4.2% | 2,784,471 | 3.6% | 344,892 | 12.4% |
| EBIT | (3,688,073) | (4.9)% | (1,354,608) | (1.8)% | (2,333,465) | (172.3)% |
| Net financial income/(charges) | 1,025,461 | 1.4% | (253,445) | (0.3)% | 1,278,906 | 504.6% |
| EBT | (2,662,612) | (3.5)% | (1,608,053) | (2.1)% | (1,054,559) | (65.6)% |
| Current Income Taxes | (375,664) | (0.5)% | (92,435) | (0.1)% | (283,229) | 306.4% |
| Deferred Taxes | 12,938 | 0.0% | 656,000 | 0.9% | (643,062) | (98.0)% |
| Net Profit (Loss) from Continuing Operations | (3,025,337) | (4.0)% | (1,044,488) | (1.4)% | (1,980,849) | (189.6)% |
| Net Result from Discont. Operations | 56,131,395 | 74.8% | (1,519,515) | (2.0)% | 57,650,910 | n.m. |
| Net Profit (Loss) | 53,106,057 | 70.8% | (2,564,003) | (3.3)% | 55,670,060 | n.m. |
| <i>Group Net Profit (Loss)</i> | 53,187,803 | 70.9% | (2,516,005) | (3.3)% | 55,703,808 | n.m. |
| <i>Minority Net Profit (Loss)</i> | (81,746) | (0.1)% | (47,998) | (0.1)% | (33,748) | (70.3)% |

Data in EUR

Application of IFRS5, including carve-out of Discontinued Operations after ESP sale closed in July 2023 and Datatrics sale closed in October 2023

P&L

9m

| | 30/09/2024 | % | 30/09/2023 | % | Change | Ch.% |
|-----------------------|--------------------|---------------|--------------------|---------------|------------------|---------------|
| SaaS Revenues | 8,927,513 | 16.3% | 7,338,051 | 13.4% | 1,589,462 | 21.7% |
| CPaaS Revenues | 44,281,202 | 81.0% | 46,611,961 | 85.3% | (2,330,759) | (5.0%) |
| Other Revenues | 1,488,379 | 2.7% | 674,254 | 1.2% | 814,125 | 120.7% |
| Total Revenues | 54,697,094 | 100.0% | 54,624,266 | 100.0% | 72,828 | 0.1% |
| Gross Profit | 12,682,040 | 23.2% | 10,356,317 | 19.0% | 2,325,724 | 22.5% |
| EBITDA | (458,157) | (0.8%) | 298,956 | 0.5% | (757,113) | n.m. |
| EBT | (2,518,232) | (4.6%) | (2,490,863) | (4.6%) | (27,370) | (1.1%) |

Balance sheet

| | 30/06/2024 | 31/12/2023 | Change | Change % |
|---|-------------------|-------------------|---------------------|----------------|
| Tangible fixed assets | 270,600 | 286,551 | (15,951) | (5.6%) |
| Right of Use | 1,601,198 | 1,258,009 | 343,189 | 27.3% |
| Intangible fixed assets | 6,376,304 | 5,434,791 | 941,512 | 17.3% |
| Goodwill | 8,498,292 | 8,498,292 | | 0.0% |
| Equity investments in associates and joint ventures | 436,167 | 420,701 | 15,466 | 3.7% |
| Other non-current assets | 6,124,921 | 6,075,448 | 49,473 | 0.8% |
| Deferred tax assets | 1,810,179 | 1,369,823 | 440,357 | 32.1% |
| Total non-current assets | 25,117,662 | 23,343,615 | 1,774,047 | 7.6% |
| Receivables from customers | 10,904,778 | 8,747,887 | 2,156,891 | 24.7% |
| Other current assets | 15,356,883 | 9,621,356 | 5,735,527 | 59.6% |
| Cash and cash equivalents | 18,578,611 | 40,488,090 | (21,909,478) | (54.1%) |
| Total current assets | 44,840,273 | 58,857,332 | (14,017,060) | (23.8%) |
| Total assets | 69,957,935 | 82,200,948 | (12,243,013) | (14.9%) |
| Share capital | 384,834 | 384,834 | - | - |
| Reserves | 36,769,102 | (1,611,653) | 38,380,755 | n.m. |
| Profit (Loss) for the period | (1,692,258) | 58,213,479 | (59,905,737) | n.m. |
| Net Equity (third parties) | (193,730) | (117,825) | (75,905) | 64.4% |
| Total equity | 35,267,948 | 56,868,834 | (21,600,886) | (38.0%) |
| Payables to banks and other financiers | 1,492,598 | 2,074,235 | (581,637) | (28.0%) |
| Liabilities RIGHT OF USE long-term | 1,128,357 | 919,315 | 209,042 | 22.7% |
| Provisions for risks and charges | 233,333 | 133,333 | 100,000 | 75.0% |
| Provisions for personnel | 1,151,860 | 1,097,245 | 54,615 | 5.0% |
| Deferred taxes | 603,828 | 358,397 | 245,431 | 68.5% |
| Total non-current liabilities | 4,609,976 | 4,582,525 | 27,452 | 0.6% |
| Trade and other payables | 11,047,143 | 12,730,699 | (1,683,557) | (13.2%) |
| Due to banks and other lenders short term | 2,623,619 | 1,198,294 | 1,425,325 | n.m. |
| Liabilities RIGHT OF USE short-term | 500,431 | 354,384 | 146,047 | 41.2% |
| Other current liabilities | 15,908,819 | 6,466,212 | 9,442,607 | n.m. |
| Total current liabilities | 30,080,011 | 20,749,589 | 9,330,421 | 45.0% |
| Total Liabilities | 69,957,935 | 82,200,948 | (12,243,013) | (14.9%) |

Data in EUR

By Business Unit

FY 2023

| | REVENUES | | | EBITDA | | |
|---------------------|--------------|-------------|--------------|------------|------------|----------------|
| | FY 2023 | FY 2022 | Δ% | FY 2023 | FY 2022 | Δ% |
| Agile Telecom | 67.6 | 47.5 | 42.5% | 2.3 | 2.3 | (1.2%) |
| Beefree | 8.9 | 5.6 | 59.0% | 0.2 | 0.3 | (36.6%) |
| Holding | 10.4 | 7.1 | 45.4% | (0.3) | 0.1 | n.m. |
| Consol. Adjustments | (13.7) | (10.3) | | (0.3) | (0.2) | - |
| Total | 103.4 | 71.2 | 45.1% | 4.1 | 5.2 | (21.1%) |

9m 2024

| | REVENUES | | | EBITDA | | |
|---------------------|-------------|-------------|-------------|--------------|------------|-------------|
| | 9m 2024 | 9m 2023 | Δ% | 9m 2024 | 9m 2023 | Δ% |
| Agile Telecom | 44.4 | 46.7 | (4.9%) | 1.5 | 2.0 | (25.2%) |
| Beefree | 9.0 | 7.3 | 22.3% | (2.3) | (0.5) | n.m. |
| Holding | 10.5 | 8.2 | 28.0% | (0.3) | (0.6) | (150.5%) |
| Consol. Adjustments | (9.2) | (7.6) | | (0.1) | (0.5) | - |
| Total | 54.7 | 54.6 | 0.1% | (0.5) | 0.3 | n.m. |

September 2024 ARR and Cash Sales Preview

SaaS ARR

| Business Unit | ARR Sept 2024 | ARR Sept 2023 | Ch % |
|---------------|---------------|---------------|-------|
| Beefree EUR | 13.7 | 10.8 | 26.7% |
| Beefree USD | 15.2 | 11.7 | 29.4% |

CPaaS Q3 cash sales

| | Q3 2024 | Q3 2024 | Ch % |
|---------------|---------|---------|---------|
| Agile Telecom | 14.5 | 17.2 | (15.9%) |

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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