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| Informazione<br>Regolamentata n.<br>20054-23-2026 | Data/Ora Inizio Diffusione<br>12 Ottobre 2026 08:30:12 | Euronext Growth Milan |
|---------------------------------------------------|--------------------------------------------------------|-----------------------|

Societa' : GROWENS

Utenza - referente : GROWENSN01 - Capelli Micaela Cristina

Tipologia : REGEM

Data/Ora Ricezione : 12 Ottobre 2026 08:30:12

Data/Ora Inizio Diffusione : 12 Ottobre 2026 08:30:12

Oggetto : Q3 2026 Preview

*Testo del comunicato*

Vedi allegato



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PRESS RELEASE

## SaaS Annual Recurring Revenues up 8% CPaaS Sales up 9%

### Launch of Qlara, a new AI-based multichannel marketing platform for SMEs

### Change in the financial calendar and updated corporate procedures

**Milan, 12 October, 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 September 2026 and Q3 2026 respectively.

Unaudited data show the following results:

- as per the SaaS (Software as a Service) business line, an ARR of 16.4M EUR as of September 2026, growing 9.1% vs the same data of 2025 (or 7.8% at constant USD/EUR fx);
- as per the CPaaS (Communication Platform as a Service) business line, gross sales increasing by 9.4% in Q3 2026 at 14.8M EUR, vs 14.3M EUR in Q3 2025.

#### Main figures

##### SAAS ARR

| Business Unit   | ARR September 2026 | ARR September 2025 | Ch % |
|-----------------|--------------------|--------------------|------|
| Beefree EUR/000 | 16,434             | 15,060             | 9.1% |
| Beefree USD/000 | 18,694             | 17,333             | 7.8% |

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 September 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 (September 2026 estimates). ARR is not comparable with historical CPaaS sales below.

## CPAAS SALES

| Business Unit | Q3 2026 | Q3 2025 | Ch % |
|---------------|---------|---------|------|
| Agile Telecom | 14,754  | 14,281  | 9.4% |

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** recorded Q3 sales around 14.8M EUR sales, increasing by 9.4% over the same period of the previous year, keeping the focus on higher margins.

Within the SaaS business line, the business unit which recorded the highest growth rate is **Beefree** (beefree.io), with a 16.4M EUR ARR (or 18.7M USD), up 9% over the same period of the previous year (or 8% at constant USD/EUR fx), thanks to a combined increase in both volumes and usage.

## Launch of the Qlara platform

Growens announces the launch of Qlara (qlara.ai), an AI-powered multichannel marketing platform designed for small and medium-sized enterprises. Qlara was conceived and developed within Agile Telecom S.p.A. [

Qlara is a SaaS platform, available on the web and on mobile, that brings together in one place the communication and marketing tools a small business uses every day. Users can generate and publish social media content with artificial intelligence and handle messages from WhatsApp, social media, SMS and email in a unified inbox. They can also send email, SMS, RCS and WhatsApp Business campaigns through the Group's messaging infrastructure, manage bookings and appointments, and view simplified performance analytics designed to support decision-making. The revenue model combines a recurring subscription with several service tiers and a usage-based component tied to messaging volumes and AI usage. Sales currently run through a direct digital channel. An indirect channel of resellers, agencies and telecommunications operators will be added over time, including on a white-label basis. The product is developed in Italy and complies with European data protection legislation.

Qlara targets the marketing software market for SMEs and self-employed professionals. Its initial focus is Italy, home to more than 4 million active businesses, with a view to expanding across Europe, where there are about 24 million SMEs. Adoption of structured platforms in this segment remains low, below 15% of European small businesses. The competitive landscape is fragmented across multiple tools, all designed for expert users. Qlara therefore offers a unified alternative to these tools and an affordable alternative to hiring an external agency. For the Group, it has the following objectives: (i) to enter a segment not previously covered directly, with a proprietary product, building on its existing

infrastructure, expertise and relationships; (ii) to increase the share of recurring revenue and create an additional engine of organic growth, with dedicated targets and resources.

### Change to the financial calendar

The Company announces that the Board of Directors meeting to review the main consolidated financial data for the quarter ended 30 September 2026 (Revenues, EBITDA, EBT, net financial position) has been postponed from 5 November 2026 to 10 November 2026 due to force majeure.

### Update of corporate procedures

The Company also announces that it has updated its corporate procedures on corporate disclosure and market abuse. The update aligns them with recent changes to the applicable European and national legislation, including the so-called Listing Act and subsequent regulatory updates.

The updated procedures are available on the Company's website, in the Corporate Governance/ Corporate Documents section.



**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%.

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

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

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