

CONTRIBUTION FOR BIRTH, BABY WEEK AND FLEXIBLE WORKING: BETA GROUP STEPS UP ITS SUPPORT FOR FAMILIES

New family welfare initiatives in addition to current school and university education contributions for staff's children

Sovico (MB), 22 October 2024 – Beta Group - European leader in the production of tools and work equipment for mechanics, industrial maintenance and self-repair specialists – **has reinforced its welfare plan** for its **829 employees** in Italy, and renewed its commitment to creating a **work environment that is increasingly attentive to people's requirements**, by means of a series of important **family support initiatives**. These include an **economic contribution upon the birth** or adoption of children, and the **launch of "Baby Week"**.

WELFARE: 89.2% OF ITALIANS WANT IT PERSONALISED

According to the latest **Censis-Eudaimon**¹ Observatory Report, **89.2%** of employed Italians express a preference for **a personalised welfare plan**, with offers modulated according to individual requirements. A specific picture of **extreme difficulty in striking the right balance between work and childcare** emerges from the report, with a **resignation rate** linked to such obstacles in Italy **of 21.9%** for mothers and **4.3%** for fathers in 2022.

BETA GROUP'S RESPONSE TO BENEFIT FAMILIES

With the aim of **helping families to strike the right work-life balance**, Beta Group has enriched its welfare plan with **new initiatives for staff's families across all five of the Group's companies**:

- **Birth or adoption contribution with a biennial gross economic payout of up to 8.000 euros**: first annual payment upon the birth or adoption of each child, followed by a second payment a year later;
- **"Baby Week"**: a week (5 working days) of paid leave for nursery induction, provided in addition to one day of paid leave to accompany children on their first day of reception class and another on their first day of primary school;
- **Option of 100% home working** for future mothers from the seventh month of pregnancy, enabling future mothers to make the best use of their months of mandatory maternity leave.

¹ [VII Censis-Eudaimon Report. Company welfare and the challenge of new work values \(21 February 2024\).](#)

*"The well-being of our workers and their families is a top priority for our company – **Roberto Ciceri, Chairman and CEO of Beta Group** declared - These new initiatives come as further confirmation of our commitment to creating an increasingly fulfilling work environment that responds to people's actual requirements. Today, the thought of forming a family and supporting it in terms of time and resources is undoubtedly one of the most daunting life projects, and the decision to allocate new company resources in this direction comes as a tangible contribution, with the hope that it can help some of us to experience the joys of parenthood. Mr. Ciceri also reiterated that "it will be a privilege for me to allocate all necessary resources to support this new and exciting project."*

These new family welfare initiatives come in addition to **others already provided by Beta Group for the school and university education of staff's children**: since 2009 Beta **has been meeting school expenses**, fully covering **text book** costs for lower and upper secondary school pupils, providing an **annual contribution of €500** for the purchase of **university text books** and awarding **Scholarships** for school and university academic merit.

Press Office

Competence Communication

Barbara Tornese E-mail: tornese@compcom.it Mob: 320 2190423

Tomaso Bonazzi E-mail: bonazzi@compcom.it Mob: 349 579 6016
