

BETA GROUP AND ITS COMMITMENT TO WELFARE: OVER €350,000 ALLOCATED IN JUST TWO YEARS FOR THE BABY BONUS

Alongside initiatives for employees' families, also dedicated training for young talents and management, scholarships and skills development programs

Sovico (MB), February 25, 2025 – **The Beta Group**, European leader in the production of tools and work equipment for mechanics, industrial maintenance and self-repair specialists, confirms its commitment to ensuring the well-being of its **over 1,000 employees and their families**, through increasing investments, new initiatives and continuous training that further **strengthen its corporate welfare system**.

These measures are part of a broader context in which **structured welfare plans** represent a **driver of economic growth**, showing a direct correlation with revenue growth, corporate demographics and a positive impact on all key indicators: according to a study by the **Corporate Welfare Lab**¹, corporate welfare initiatives increase **productivity by up to 30%**, particularly in small and medium-sized enterprises, and boost the **ability to attract new talent by more than 30%**. Yet **more than one company in three (36%)** still does not provide any form of structured welfare (Nomisma–UniSalute survey).²

Focus on Family Support Measures

The "**Baby Bonus**", which provides **financial support of up to €8,000** for each child (divided into two phases: the first at birth or adoption and the second upon the child's first birthday), is one of the flagship initiatives of the Beta Group's welfare program. In just the past two years - since its launch - the Group has invested **over €350,000 benefiting 71 families**. For **2026**, an **additional allocation of more than €100,000** has already been planned, to which further funding for new births will be added as needed.

At the same time, the Beta Group continues to support parenthood through additional measures included in its welfare plan: in 2025, **41 families** benefited from the "**Baby Week**", which provides 5 days of paid leave during children's enrollment in nursery school, 1 day to accompany children on their first day of kindergarten and 1 day for their first day of primary school.

¹ [Observatory created by Luiss Business School in collaboration with Edenred Italia](#). The first Annual Report was conducted on a sample of 600 Italian companies. February 2026.

² [Survey conducted by Nomisma](#) (on a sample of 1,200 Italians aged between 18 and 70) for the UniSalute Healthcare Observatory. February 2026.

Finally, **support for employees' children** - active since 2009 - has been renewed, with 100% coverage of the cost of textbooks for lower and upper secondary school students, an annual contribution of €500 toward university textbooks and Scholarships recognizing both school and university achievements.

"The well-being of our employees and their families is at the heart of our corporate priorities and responsibilities" - comments **Roberto Ciceri, Chairman and CEO of the Beta Group**. *"This is confirmed by the fact that in these first two years we have supported dozens of families through the Baby Bonus: a tangible contribution to accompany those who choose to start a family - today one of the most demanding life projects, both in terms of time and resources. We also continue to invest in the education of our employees' children, covering the cost of school and university textbooks and rewarding their achievements through our annual Scholarships. We want to create a working environment that is increasingly attentive to people's real needs, and it will be my privilege to continue allocating the necessary resources to support this path."*

Ongoing Internal Training with Skills and Leadership Development Programs

Alongside family-focused initiatives, the Beta Group invests in the growth and continuous updating of its people's skills through targeted programs aimed at building and strengthening a **shared corporate culture** and **supporting professional development paths**. These include the *Early Leadership Program*, designed for young talents and which has so far involved **60 new hires**, and the *People Leadership Program*, dedicated to middle management development, which will involve **45 managers** over the coming months.

Over the past year, **350 employees** participated in **digital training programs** designed to foster the adoption of new technologies and collaborative working methods, while **more than 400 employees attended specialized technical and workplace safety training courses**, for a total of 7,000 training hours delivered.

For further information:

Press Office

Competence Communication

Ester Procopio

E-mail: procopio@compcom.it

Mob: 346 6276413

Tomaso Bonazzi

E-mail: bonazzi@compcom.it

Mob: 349 579 6016

Barbara Tornese

E-mail: tornese@compcom.it

Mob: 320 2190423



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Beta Group is the European leader in the production of tools for mechanics, industrial maintenance professionals and self-repair specialists.

Audacity, commitment and talent led Beta to become the Italian professional tool brand synonymous with quality in over 100 Countries. Founded in 1923 in Erba (CO), Beta distributes work tools through 121 branches and 250 importers thus meeting the requirements of specialists in every sector. Today, with its headquarters in Sovico (MB), Beta Group generates 251 million euros in turnover and sees the daily involvement of more than 1,000 professionals across all five of its companies, Beta Utensili, 3D Beta, BM, Abra Beta and Helvi, present in Italy with 10 production plants.