



PRESS RELEASE

MailUp reaffirms its commitment in fighting against spam and phishing

In the latest three years, MailUp group has been investing more than 1M Euro in developing proprietary abuse detection machine learning technologies

Investments doubled in the last 12 months (2017 vs 2016)

Milan, July 12nd, 2017 – MailUp S.p.A. (the “Company” or “MailUp”), a company listed on “AIM Italia / Mercato Alternativo del Capitale”, a multilateral trading facility regulated by Borsa Italiana, and operating in the marketing technology industry (Reuters: MAIL.MI) (Bloomberg: MAIL.IM) (ISIN IT0005040354), spoke about its strong commitment in fighting against spam and phishing.

“E-mail ecosystem is polluted by unauthorized messages sent over the Internet, for the purposes of unsolicited e-mail advertising or phishing.” This phenomenon is thoroughly described by Alberto Miscia, head of Deliverability & Compliance in MailUp Group. With more than 10.000 clients and about 2 billion messages sent every month from clients to users spread all over the world, MailUp is at the forefront in backing the fight against spreading malware and actively contributing to get from e-mail marketing a better experience for users.

MailUp has invested since ever in developing and improving Machine Learning and predictive proprietary algorithms aimed at efficiently detecting those players who are not respecting rules of excellence. For the latest three years MailUp Group has been investing more than 1M Euro in “Deliverability & Compliance” activities and in 2017 the company has more than doubled investments.

Alberto Miscia points out: “It is crucial that all players who send and receive e-mails are held accountable for maintaining users’ confidence in this marketing instrument alive. For this reason, we take part to international organizations and working groups aiming at setting up best practices and policies to improve the quality of internet communication and traffic, through e-mails (and not only that). We are members of M3AAWG (Messaging, Malware and Mobile Anti-Abuse Working Group), APWG (Anti Phishing Working Group), ESPC (Email Service Provider Coalition) e CSA (Certified Senders Alliance).”

Thanks to this active cooperation, MailUp makes the results of its research and investments on the field constantly available to the community, discussing on an equal footing with world leaders in the ESP (email service provider) and ISP (such as Gmail, Outlook and Yahoo!) sectors and cooperating with them to eradicate all forms of electronic messaging misuse.



MailUp S.p.A. (Reuters: MAIL.MI) (Bloomberg: MAIL.IM) (ISIN IT0005040354), is the parent company that developed a digital cloud computing platform used by SMEs and large corporations to communicate with their customers via email and SMS. After becoming a leading player in the ESP sector and being listed on the AIM market of the Italian Stock Exchange, MailUp has embarked on a path of growth by acquiring both established and emerging companies: Acumbamail (Spanish and Latam markets), Globase (Nordics market) and Agile Telecom (SMS wholesale market). The brand portfolio is completed by BEE – an email editor launched in 2014 as a complementary business line which already has thousands of customers worldwide. Today MailUp Group is one of the major marketing technologies players in Europe, thanks to more than 16,000 customers and 900 retailers on the international market, in more than 50 countries. www.mailupgroup.com

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