



## **PRESS RELEASE**

**Agile Telecom, fully owned by MailUp Group and specialized in developing professional solutions and full management of A2P (“application to person”) messages, has recorded a 25% revenues increase versus budget (6,9M Euro vs 5,5M Euro) as of first semester 2017, with a 70% rise from the same period in 2016.**

*Milan, July 19<sup>th</sup>, 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), announces a 25% revenues increase versus budget of its subsidiary Agile Telecom as of first semester 2017.

Agile Telecom, acquired by MailUp S.p.A. in 2015, recorded a revenues increase well beyond budget expectations, reaching 6.9M Euro actual versus 5.5M Euro forecast for first semester 2017, which also means a 70% rise from the same period in 2016.

This important achievement is strictly related to the increase in volume of messages processed by Agile Telecom in the first six months of the year, that almost doubled from the same period in 2016, exceeding the threshold of 50 million messages per month. Matteo Bettoni, Agile Telecom CEO, declares: “since our acquisition in 2015, we have been implementing group synergies that started to produce benefits in the second half of 2016. Since then, business has kept steadily growing which has nothing to do with a mere seasonal increase. As a consequence, we have positive expectations for full year results”.



**Agile Telecom** has been specializing in professional (A2P messaging) solutions for Italian and international companies since 1999, thanks to direct interconnection with telecommunications operators on a global scale. Dozens of direct connections with carriers and operators across the globe mean Agile Telecom can optimize message delivery in any country, ensuring top-quality messaging for their clients. Agile Telecom is fully owned by **MailUp S.p.A.** (Reuters: MAIL.MI) (Bloomberg: MAIL.IM) (ISIN IT0005040354), 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](http://www.mailupgroup.com)

*For more information*

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