

## PRESS RELEASE

### Notification of share capital changes

Milan, 24 October 2017 – MailUp S.p.A. (the “**Company**” or “**MailUp**”), a company listed on the multilateral trading facility *AIM Italia / Alternative Investment Market* and operating in the *marketing technology* field (Reuters: MAIL.MI) (Bloomberg: MAIL IM) (ISIN IT0005040354), following a share capital increase under the *stock option* plan known as “Piano 2016” (the “**Plan**”), as resolved by the Company’s Board of Directors on 29 March 2016 (for more information please see the press release published on the same date) and following the assignment of 30,000 shares (that will have a 12-month *lock-up* period) on 4 October 2017 (for more information please see the press release published on the same date), hereby notifies the new share capital composition (subscribed and paid-up). The declaration of the completed share capital increase was submitted to the Company Register of Milan on 20 October 2017.

Please find below the new share capital composition (subscribed and paid-up) following the above-mentioned submission, in the format prescribed by model T.1. of the Italian Issuers’ Regulations:

	PREVIOUS SHARE CAPITAL			CURRENT SHARE CAPITAL		
	EUR	Shares	Nominal Value	EUR	Shares	Nominal Value
Total	353,486.68	14,139,467	-	354,236.68	14,169,467	-
Of which ordinary shares	353,486.68	14,139,467	-	354,236.68	14,169,467	-

Following the share capital increase, MailUp’s capital structure will be as per the below:

Shareholders	No. Shares	Percentage
Azzali Luca	1.655.680,00	11,68%
Bettoni Matteo	1.633.840,00	11,53%
Miscia Alberto	1.652.560,00	11,66%
Gorni Nazzareno	1.658.800,00	11,71%
Monfredini Matteo	1.639.280,00	11,57%
Zoidberg Srl	1.090.665,00	7,70%
Sica Giandomenico	100.000,00	0,71%
Employees	167.000,00	1,18%
Mercato	4.570.842,00	32,26%
<b>Total</b>	<b>14.169.467,00</b>	<b>100,00%</b>

**MailUp S.p.A.**, (Reuters: MAIL.MI) (Bloomberg: MAIL IM) (ISIN IT0005040354), (MAIL.MI) (ISIN IT0005040354), is the parent company that developed a digital *cloud computing* platform used by SMEs and large corporations to communicate with customers via email and SMS. After becoming the leader in the PSE industry and being listed on the AIM market of the Italian Stock Exchange, MailUp has embarked on a path of growth through acquiring both established companies and startups: Acumbamail (Spanish and LatAm markets), Globase (Nordics market), and Agile Telecom (wholesale SMS market). To this portfolio of brands we can also add BEE, an email editor launched in 2014 as a complementary business line, which already has thousands of customers worldwide. Today, the MailUp Group is a leading European player in the field of marketing technologies thanks to more than 17,000 customers and 900 resellers on the international market, in over 100 countries. [www.mailupgroup.com](http://www.mailupgroup.com)

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