



PRESS RELEASE

Group revenue crossed 1 M EUR in US at the end of H1 2017 on a diversified client base of 900 customers

Milan, October 25, 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), hereby notifies that US group revenue has crossed 1 M EUR at the end of first half of 2017 including 0.12 M EUR in **MailUp SpA**, 0.98 M EUR in **Agile Telecom** and 0.08 M EUR in **MailUp Inc.** MailUp Inc. is the company in charge of the BEE, the new international business line of the group, which from San Francisco grew by 276% in the first semester, with 1,430 customers (growing to over 1,800 by 25 September 2017) in more than 100 countries, with a steady turnover development of 10% month on month from the beginning of the year. At the end of first half 2017 MailUp Group has 900 clients in US.



MailUp Group is the result of the technological research and business success of 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 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 start-ups: Acumbamail (Spanish and LatAm markets), Globase (Nordics market), and Agile Telecom (wholesale SMS market). This portfolio of brands includes 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

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