



PRESS RELEASE

Increased M&A and investment activity in the Marketing Technology segment

483 deals during 1H17, 305 had a reported aggregate value of \$11.7 billion

Milan, October 31, 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 according to the research published by Petsky Prunier (titled “*Deal Notes: M&A and Investments Review – Marketing, Media and Technology Industries*”) for the 1H17 a total of 483 deals (186 acquisitions and 297 investments) were completed in the Marketing Technology segment. Analytics & Targeting was the most invested sub segment during the first half of 2017 with 60 transactions announced, accounting for 20 percent of total investments in the segment. Compared to the first quarter, investment value in the Marketing Technology segment increased 106 percent while reported activity was up 12 percent.

Investments in the segment during 1H17 included:

- The \$180 million round of funding raised by SaaS-based feedback management and survey software developer Qualtrics at a reported valuation of \$2.5 billion from Insight Venture Partners and Accel Partners;
- Zeta Global's \$115 million equity investment from GPI Capital and Franklin Square Capital;
- The \$110 million growth equity investment received by Grammarly, a developer of grammar checking solutions for social media postings and professional messages, from General Catalyst, Breyer Capital, IVP, SignalFire, and Spark Capital;
- The \$100 million BlackRock-led investment in business management and analytics platform Domo.



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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