



M A I L U P G R O U P

PRESS RELEASE

More than 20 direct integrations and more than 750 indirect integrations for MailUp technology: notable names include Salesforce, Microsoft Dynamics, Magento, Wordpress and Prestashop

Milan, November 9, 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 its flagship product has been integrated directly to more than 20 third party products. Notable names include Salesforce, Magento, Wordpress, Prestashop and Microsoft Dynamics. Users of these applications can adopt MailUp technology interconnecting data in a seamless way. Furthermore, through Zapier, Stamplay and PieSync MailUp connects to other 750 products. MailUp’s APIs provide developers the option to connect and synchronize the platform with external databases, CRM, CMS, e-commerce and any other external application. Whatever system users have, it can be integrated in MailUp. It offers and configure all the tools needed to achieve perfect synchronization. With extensive API library complete with WebHooks, batch FTP and much more, developers can connect MailUp and their software applications to manage data quickly and efficiently. More details at <https://integrations.mailup.com>.



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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