



## **PRESS RELEASE**

### **MailUp achieves its all-time high level of new orders acquired in a month**

### **Euro 668k new orders in October, an 8% increase versus the previous record high**

Milan, November 16<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 that at the end of October, MailUp business unit achieved a new record high: new orders acquired from clients in just one month exceeded 668K Euro level, a 8% increase versus the previous record high (May 2017) and 54% higher than October 2016.

The cumulated value for the first ten months of 2017 confirms the double-digit orders increase, i.e. a ca. +11,9% year-on-year growth rate.



**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](http://www.mailupgroup.com)

*For more information*

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