



PRESS RELEASE

MailUp Group reports 61% rise in revenue per employee and 73% rise in EBITDA per employee in the 3 years period after the IPO.

Double digit rise also in 1H2017 vs 1H2016

Milan, November 30, 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 in the period from 2014 to 2016, its revenue per employee and EBITDA per employee has shown a distinct improvement.

	2014	2016	Delta	Delta %
	Figures in Euro			
Revenue	8.034.223	21.641.838	13.607.615	169%
EBITDA	833.582	2.414.211	1.580,629	190%
Employees	85	142	57	67%
Rev/employee	94.520	152.407	57.887	61%
EBITDA/employee	9.807	17.001	7.194	73%

Double digit rise also in 1H2017 vs 1H2016.

	2016 – 1H	2017 – 1H	Delta	Delta %
	Figures in Euro			
Revenue	10.136.335	13.084.651	2.948.316	+29%
EBITDA	1.108.536	1.197.902	89.366	+8%
Employees	141	137	-4	-3%
Rev/employee	71.889	95.508	23.619	+33%
EBITDA/employee	7.862	8.744	882	+11%

The increase in revenue per employee and EBITDA per employee is the result of a concerted effort by the management of MailUp Group to bring about greater efficiencies in operational activities and to scale the business.



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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