



MAILUP GROUP

PRESS RELEASE

A demand 40% higher than the amount offered: this is the positive outcome of the accelerated bookbuilding procedure concerning the share capital increase reserved for institutional investors.

Milan, 26 July 2017, following yesterday's press release, Mailup S.p.A. (the "**Company**" or "**MailUp**"), a company admitted to trading on the multilateral negotiation system "*AIM Italia / Alternative Investment Market*" and operating in the marketing technology industry (Reuters: MAIL.MI) (Bloomberg: MAIL IM) (ISIN IT0005040354), announces **the successful completion** of the share capital increase as resolved yesterday by the Board of Directors.

The share capital increase concerned 2,610,000 newly issued ordinary shares with no indication of their nominal value, corresponding to approximately 23% of the pre-money share capital. The overall value of the share capital increase was EUR 6,003,000.00 (including premiums). The demand was **40% higher** than the amount offered.

The newly issued shares were placed with a price of EUR 2.30 per share. The transaction will be regulated through the delivery of securities and payment settlement on 28 July 2017.

Placements took place through accelerated bookbuilding exclusively reserved for "qualified investors" (as defined in Article 34-ter, paragraph 1, letter B) of the issuers' regulations adopted with Consob Resolution No. 11971 of 14 May 1999, as amended and supplemented ("**Issuers' Regulations**"), in Italy and "institutional investors" abroad (excluding the United States and any other Country where the offer or sale of shares subject to offer would be forbidden by law or in the absence of exemptions). Thus, no publication of an offering memorandum and/or of an information document is required due to the exemption provided for under Article 34-ter, paragraph. 1, letter b.) of the Issuers' Regulations.

Following the subscription of all the newly issued shares, Mailup's share capital after the increase will amount to EUR 351,640.68, divided into 14,065,267 ordinary shares with no indication of their nominal value, and with a **float equal to approximately 33%**.

For purposes of the transaction and in line with market practices for similar transactions, Mailup has undertaken lock-up obligations lasting 90 days, notwithstanding the issuing of shares reserved for stock option and/or stock grant plans.

Fidentiis Equities S.V., S.A. acted as the Sole Bookrunner on the accelerated bookbuild, while Advance SIM S.p.A. acted as the issuer's Financial Advisor.

For further information, please see the press release published on 25 July 2017, in which the commencement of the procedure for the share capital increase was announced.

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MailUp Group was born from the technological research and entrepreneurial success of MailUp S.p.A. (MAIL.MI) (ISIN IT0005040354), the group's parent company developed a cloud computing digital platform where SMEs and large companies can communicate with their clients via email and SMS. After becoming a leader in the ESP sector trading on the AIM market of the Borsa Italiana (Italian Stock Exchange), MailUp saw growth abroad, thanks to the acquisition of the well-established and emerging companies: Acumbamail (Spanish market and Latam), Globase (Nordic market) and Agile Telecom (market of wholesale SMS messages). The brand portfolio includes BEE, the email editor launched in 2014 as a complementary business, which already has thousands of clients worldwide. Today, the MailUp Group is one of Europe's main players in the field of

marketing technologies, thanks to over 16,000 clients and 900 dealers in the international market in over 50 countries.

www.mailupgroup.com

For information

MailUp Investor Relations

+39 02 71040485

investor.relations@mailupgroup.com

www.mailupgroup.com

Nomad

Paolo Verna

EnVent Capital Markets Ltd.

25 Savile Row - W1S 2ER London

+44 755 7879200

pverna@eventcapitalmarkets.uk