



PRESS RELEASE

Notification of share capital changes

Milan, 02 August 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 as of today – following the share capital increase for the purposes of the *stock option* plan known as “Piano 2016” (the “**Plan**”), as resolved by the Company's Board of Directors on 29 March 2016 (for more information please see the press release published on the same date) – 73,840 shares that will have a *lock-up* period equal to 12 months have been effectively assigned following the exercise of the respective *stock options* by the Plan's beneficiaries.

As a result of the implemented share capital increase, the subscribed and paid-up Company share capital will rise from EUR 351,640.68 to EUR 353,486.68 divided into 14,139,467 ordinary shares with no nominal value.



MailUp S.p.A. (Reuters: MAIL.MI) (Bloomberg: MAIL IM) (ISIN IT0005040354), (MAIL.MI) (ISIN IT0005040354), is the parent company that developed a *cloud computing* digital platform where SMEs and large companies can communicate with their clients via email and SMS. After becoming the leader in the PSE sector and being listed on the AIM market of the Italian Stock Exchange, MailUp embarked on a path of external growth by acquiring well-established and emerging businesses: Acumbamail (Spanish and LatAm market), Globase (Nordics market) and Agile Telecom (wholesale SMS market). To this portfolio of brands we can also add BEE, the email editor launched in 2014 as a complementary line of business and which already has thousands of clients at a worldwide level. Today MailUp Group is one of the main players in Europe in the field of marketing technologies, thanks to over 16,000 clients and 900 dealers in the international market, in over 50 countries.

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