

## PRESS RELEASE

### Notification of share capital changes

Milan, 4 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 the new share capital composition (subscribed and paid-up) following the implementation of the increase in share capital reserved for institutional investors as resolved by the Company's Board of Directors on 25 July 2017 (see press releases of 25 and 26 July 2017). The declaration of the completed share capital increase was submitted today to the Company Register of Milan.

Please find below the new share capital composition (subscribed and paid-up) following the above-mentioned submission, in the format prescribed by model T.1. of the Issuers' Regulations:

	PREVIOUS SHARE CAPITAL			CURRENT SHARE CAPITAL		
	EUR	Shares	Nominal Value	EUR	Shares	Nominal Value
Total	286,390.68	11,455,627	-	351,640.68	14,065,627	-
Of which ordinary shares	286,390.68	11,455,627	-	351,640.68	14,065,627	-

Following the share capital increase, MailUp's capital structure will be as per the below:

Shareholder name	No. shares	Percentage
Luca Azzali	1,655,680.00	11.77%
Matteo Bettoni	1,633,840.00	11.62%
Alberto Miscia	1,652,560.00	11.75%
Nazzareno Gorni	1,658,800.00	11.79%
Matteo Monfredini	1,639,280.00	11.65%
Zoidberg S.r.l.	1,090,665.00	7.75%
Giandomenico Sica	100,000.00	0.71%
Mercato	4,634,802.00	32.95%
<b>Total</b>	<b>14,065,627</b>	<b>100.00%</b>

**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.

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

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