



PRESS RELEASE

Completion of the buyback plan

Milan, 26 maggio 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), hereby gives notice that on April 27th, 2017 the shares buyback plan approved by the shareholders’ Meeting on April 28th, 2016 (the “**Plan**”) was concluded. Under this plan and during the period 27 April 2016 (included) and 28 April 2017 (included), MailUp has carried out trading transactions for a total number of 13,260 common shares, for an aggregate value of about EUR 24,843. All transactions were carried out on the AIM Italia market and at market prices. As of April 27th, 2017 MailUp holds a total number of 52,260 own shares, representing 0.46 % of the Company share capital, made up of 11,330,627 common shares.

Following is a detail of the transactions undertaken within the Plan.

Date of the transaction	Quantity	Price (€)	Value (€)
29/04/2016	780	2.418	1,886.04
06/05/2016	780	2.388	1,862.64
09/05/2016	780	2.36	1,840.80
20/07/2016	780	1.9	1,482.00
29/07/2016	780	1.92	1,497.60
19/08/2016	780	1.725	1,345.50
22/08/2016	780	1.724	1,344.72
23/08/2016	780	1.763	1,375.14
24/08/2016	780	1.824	1,422.72
04/10/2016	780	1.743	1,359.54
06/10/2016	780	1.72	1,341.60
17/10/2016	780	1.795	1,400.10
07/12/2016	780	1.64	1,279.20
12/12/2016	780	1.65	1,287.00
20/12/2016	780	1.75	1,365.00
02/01/2017	780	1.71	1,333.80
23/01/2017	780	1.82	1,419.60
TOTAL	13,260		24,843.00

It should be noted that before the adoption of the Plan and as of April 28th, 2016 MailUp held a total number of 39,000 own shares.



MailUp Group The MailUp Group is the result of technological research and of the entrepreneurial success of MailUp S.p.A. MAIL.MI) (ISIN IT0005040354), the parent company that developed a digital cloud computing platform used by SMEs and

large corporations to communicate with their customers via email and SMS. After becoming a leading player in the ESP sector and being listed on the AIM market of the Italian Stock Exchange, MailUp has embarked on a path of growth by acquiring both established and emerging companies: Acumbamail (Spanish and Latam markets), Globase (Nordics market) and Agile Telecom (SMS wholesale market). The brand portfolio is completed by BEE – an email editor launched in 2014 as a complementary business line which already has thousands of customers worldwide. Today MailUp Group is one of the major marketing technologies players in Europe, thanks to more than 16,000 customers and 900 retailers on the international market, in more than 50 countries. www.mailupgroup.com

For more 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@enventcapitalmarkets.uk