



Press Release 23/07/2015

Official launch of MailUp in Japan at SoftBank C&S booth at Target Media Forum Trade Fair

Italy's most used solution for sending emails and text messages along with interarrows announce today the official launch of MailUp in Japan, with the new localized website offering the possibility to activate a 30-days free trial in Japanese.

Milan and Tokyo, 23rd July 2015 - Following the strategic partnership signed last month, MailUp S.p.A. (MAIL.MI) (ISIN IT0005040354) and interarrows are pleased to announce the launch of their newly localized Japanese website www.mailup.jp.

The new website reflects the partnership's mission to provide Japanese companies with easy access to essential information about MailUp innovative multichannel platform and services. Through the new interactive website prospects can contact interarrows to activate a 30-days free trial to discover a complete email and SMS delivery solution with flat rate. Once the MailUp platform is activated, prospects can manage unlimited lists and contacts, create automated emails ready for smartphones and track email campaigns.

The announcement has been done in Tokyo during the Target Media Forum, a leading national trade fair addressed mainly to advertising and design agencies, retail and wholesalers, marketing service companies and publishers. Prospects and clients can learn all about MailUp platform and its potential thanks to the demo held the SoftBank C&S booth where interarrows and MailUp are present.

Under the agreement signed, MailUp will be also included in the SoftBank C&S portfolio, in particular it will be published on the "marketingbank.jp" website, the suite of products that SoftBank C&S offers in Japan, along with many famous brands like Microsoft Azure, Dropbox and KISSmetrics. MailUp will also benefit of the extended reseller network of SoftBank C&S made of thousands of resellers distributed over the country.

MailUp: www.mailup.com

MailUp (MAIL.MI) (ISIN IT0005040354) developed a cloud marketing technology (SaaS) which enables SME and large companies to create, send and monitor newsletters, emails and text messages (SMS). With more than 25 billion emails sent a year and more than 8.000 clients (direct and indirect clients), MailUp is the market leader among the email service providers and email marketing industry. Our platform combines advanced automatic marketing features with SMTP relay and plugins for ecommerce, CRM and CMS systems. Set up in 2004 in Cremona, MailUp has now offices in Milan and San Francisco, CA (US) and is rapidly expanding its presence abroad through resellers and partners.

Interarrows: www.interarrows.com

interarrows is Digital Marketing & Analytics agency. We offer innovative, on-demand Internet data and solution services to our clients through tracking and assessment of technology trends throughout the global ICT industry. We are specialists in introducing global technology and businesses into Japan. Our strategic partners include comScore, KISSmetrics, Appsee, ShoutEm and bMobilized.etc. interarrows is based in Tokyo and UK. More information on the company can be found online at www.interarrows.com

SoftBank C&S

SoftBank C&S, a subsidiary of Brightstar Corp., distributes various IT-related products, the original business of the SoftBank Group, and also manufactures and markets "SoftBank SELECTION" mobile accessories. Additionally, by leveraging SoftBank Group synergies, SoftBank C&S provides ICT solutions that combine mobile and fixed-line infrastructure with ICT-related products for corporate customers, web services for various mobile devices, and e-procurement services. For more information, please visit <http://cas.softbank.jp>

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