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MailUp S.p.A. appoints Alberto Miscia as *Data Protection Officer*: a strategic role in the renewed data governance system

In consideration of May 25, 2018, the date when the GDPR will become fully operational, MailUp has defined the role of the new key figure dedicated to personal data processing.

MailUp S.p.A. (Bloomberg: MAIL IM) (ISIN IT0005040354) announces the appointment of **Alberto Miscia** as **Data Protection Officer**, the corporate figure created to comply with the new **General Data Protection Regulation** (GDPR); this law will take effect starting **May 25, 2018**, and will establish unique rules for processing carried out in the European Union.

As Data Protection Officer, **Alberto Miscia** - already MailUp's Head of Deliverability and Compliance - will see to observing, evaluating and organizing the **processing and protection of personal data** within the company, ensuring compliance with the rules and acting as an interface between the parties involved: the Privacy Guarantor, the stakeholders and the company's operating divisions.

Thanks to his **transverse skills** in the fields of information technology, law, risk management, and process analysis, Alberto Miscia has the ideal profile to take on the duties of the Data Protection Officer, one of the most significant innovations of the European reform.

The appointment is part of a more extensive program to update the **company's processes** to meet the obligations and opportunities opened up by the GDPR, with the aim of translating data protection from a mere legal topic to a **strategic theme** within the new **data economy**.

Alberto Miscia, Head of Deliverability and Compliance, and starting today also MailUp S.p.A.'s Data Protection Officer, comments: *"I am honored to be an active part in the company's compliance process moving towards the GDPR. I embrace the new legislation, which focuses on duties and on the accountability of both the data controller and those in charge; this will bring companies to adopt a specific organizational model that focuses on personal data protection. I am also happy to find some key concepts in the text of the Regulation, especially regarding consent, which MailUp has been promoting for several years now".*

MailUp Group is the result of the technological research and business success of MailUp S.p.A. (Reuters: MAIL.MI) (Bloomberg: MAIL IM) (ISIN IT0005040354), the parent company that developed a digital cloud computing platform used by SMEs and large corporations to communicate with customers via email and SMS. After becoming the leader in the PSE industry and being listed on the AIM market of the Italian Stock Exchange, MailUp has embarked on a path of growth through acquiring both established companies and start-ups: Acumbamail (Spanish and LatAm markets), Globase (Nordics market), and Agile Telecom (wholesale SMS market). This portfolio of brands includes BEE, an email editor launched in 2014 as a complementary business line, which already has thousands of customers worldwide. Today, the MailUp Group is a leading European player in the field of marketing technologies thanks to more than 17,000 customers and 900 resellers on the international market, in over 100 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 - W1 S 2ER London

+44 755 7879200

pverna@enventcapitalmarkets.uk