

ANNOUNCEMENT UNDER ARTICLE 11 OF THE AIM ISSUERS' REGULATION

(Disclosure of Price Sensitive Information)

The Board of Directors verifies the requirements of the Independent Director and nominates the new Supervisory Body

Milan, 15 May 2018. The Board of Directors of MailUp S.p.A. (the "Company" or "MailUp"), a company listed on AIM Italia multilateral trading system, and operating in the marketing technology field (Reuters: MAIL.MI) (Bloomberg: MAIL.IM) (ISIN IT0005040354), having referred to the documents provided and information within their purview, verified the independent requirements of the Director, Ignazio Castiglioni, in accordance with Article 148(3) of Italian Law Decree No. 58/1998 [Consolidated Law on Finance, known as "TUF"].

On approval of the Annual Financial Statements for 2017, the three-year mandate of the Supervisory Body expired. Therefore, the Company appointed Mr Gabriele Ambrogetti as monocratic Supervisory Body until the approval of the financial statements as at 31 December 2020.

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The **MailUp Group** is a result of technological research and 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 customers via email and SMS. Upon establishing itself as a leader in the ESP industry and listing on the AIM market of the Italian Stock Exchange, MailUp has embarked on a path of growth through acquisitions acquiring both established companies and startups: Acumbamail (Spanish and Latam markets), Globase (Nordics market), and Agile Telecom (wholesale SMS market). The brand portfolio is completed by BEE, an email editor launched in 2017 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 18,600 customers and 900 resellers on the international market, in over 100 countries. www.mailupgroup.com

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