



## **PRESS RELEASE**

### **Notification of share capital changes**

Milan – July 3, 2018 – 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, hereby notifies that as of today – following the share capital increase for the purposes of the *stock option* plan known as “Piano 2016” (the “**Plan**”), as resolved by the Company's Board of Directors on 29 March 2016 (for more information please see the press release published on the same date) – 30,000 shares that will have a *lock-up* period equal to 12 months have been effectively assigned following the exercise of the respective *stock options* by the Plan's beneficiaries.

As a result of the implemented share capital increase, the subscribed and paid-up Company share capital will rise from euro 354,236.68 to euro 354.986,68 divided into 14.199.467 ordinary shares with no nominal value.



**MailUp Group** (MAIL) is the result of technological research and entrepreneurial success of MailUp S.p.A., 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, MailUp boasts a constant growth path both organically and through acquisitions: 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, already covering thousands of customers worldwide. Today, MailUp Group is a leading European player in the field of marketing technologies, serving 20,700+ customers in 100+ countries.

The company is admitted to trading on the AIM Italia market managed by the Italian Stock Exchange, with a free float of ca. 34%.

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