



PRESS RELEASE

Notification of share capital changes

Milan – 25 July 2018 – MailUp S.p.A. (the “**Company**” or “**MailUp Group**”), a company admitted to trading on “AIM Italia / Mercato Alternativo del Capitale”, a multilateral trading facility regulated by Borsa Italiana, and operating in the marketing technology industry, 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) – 73,840 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 mentioned share capital increase, the subscribed and paid-up Company share capital will rise from euro 354,986.68 to euro 356,832.68 divided into 14,273,307 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%.

ISIN IT0005040354 - Reuters: MAIL.MI - Bloomberg: MAIL IM

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