



Price Sensitive

MailUp Group announced +43% increase in Q2 sales

Consolidated unaudited gross sales recorded a +43% organic growth in Q2 2018 (9.5M EUR) vs Q2 2017 (6.7M EUR)

Milan, July 9, 2018. MailUp S.p.A. (the “Company” or “MailUp Group”), a company listed on “AIM Italia / Mercato Alternativo del Capitale”, a multilateral trading facility regulated by Borsa Italiana, and operating in the marketing technology industry, announced today the quarterly results (Q2 2018) related to gross sales at both group and business unit level.

Consolidated unaudited gross sales recorded a +43% organic growth in Q2 2018 (9.5M EUR) vs Q2 2017 (6.7M EUR), exceeding the +40% growth recorded in Q1, thanks to the positive performance of both the Group’s main business units. These results strengthen the Group leadership and allow further consolidation of its competitive position in the global markets.

The business unit which recorded the largest Q2 sales is Agile Telecom, with 5.3M EUR sales, up 71% over the same period of the previous year.

The business unit which recorded the highest growth rate is BEE, with 0.3M EUR sales, up 239% over the same period of the previous year.

Current number of clients exceeds 20,700.

Business Unit	Q2 2018	Q2 2017	Var %
MailUp	3.481	3.048	14%
Agile	5.295	3.099	71%
Acumbamail	264	168	58%
Bee	335	99	239%
Globase	155	234	-34%
Total	9.529	6.647	43%

Data in EUR/000.

Consolidated gross sales from management accounts, unaudited.

Matteo Monfredini, Chairman and founder of MailUp Group, stated “We are very pleased of the last quarterly results, which confirm our Group’s mission to be an internationally recognised innovator in the field of data-driven solutions, enabling clients to pursue their marketing strategies via a suite of excellent messaging technologies and services.”

Nazzareno Gorni, CEO and founder of MailUp Group, stated "In a phase of market evolution and competitive channel dynamics, MailUp Group leveraged on its skilled human resources and investments

in technological innovation in order to deliver a positive Q2 sales result. Q2 figures are the result of a series of successful entrepreneurial milestones, which included: (i) focusing Agile Telecom's strategy on international wholesale clients; (ii) successfully launching a new professional services business line for MailUp (iii) continuing the successful integration of acquired businesses; (iv) capitalizing on the success of two factor authentication traffic."



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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