



Small Cap Conference 2016

Nazzareno Gorni, CEO
Matteo Monfredini, President & CFO

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MAILUP GROUP

MailUp is an industrial group active in the field of marketing technologies, with a focus on email and sms messaging.



Email & SMS for small business - Freemium



Email & SMS for SME with basic automation



Advanced Email & SMS for mid-large enterprises



Carrier grade wholesale SMS aggregator



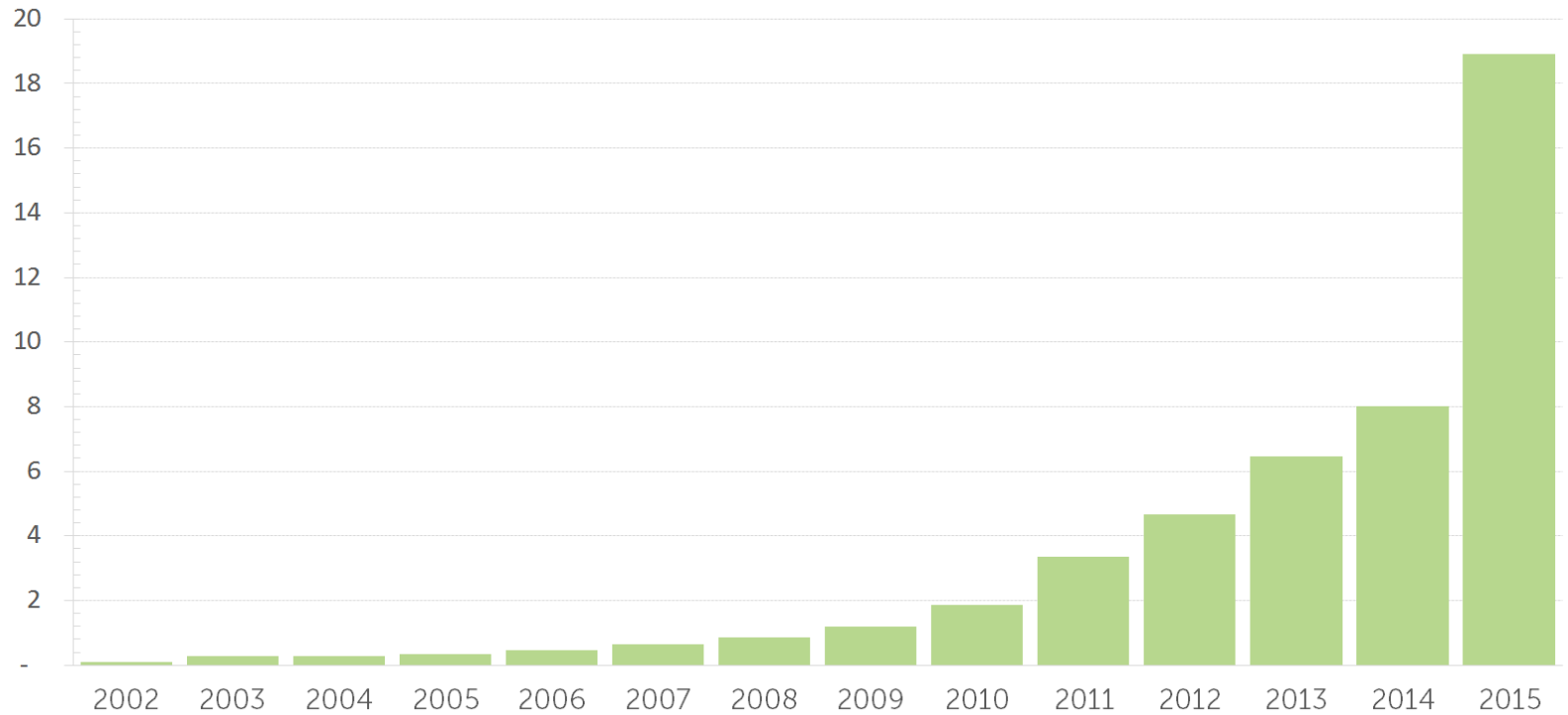
Best Embeddable Editors for SAAS companies



Best Email Editor for Marketers and Agencies



BOOTSTRAPPED, 14 YEARS OF GROWTH



* Consolidated revenues / Million Euro. Regarding 2015: pro-forma considering the companies acquired.

10.000+ clients including:



WHY WE WENT PUBLIC

MailUp has two clear objectives: to strengthen its position as the leader in Italy's **marketing technology industry**, with a focus on email and sms marketing, and to boost its international presence, with a specific and unique focus on **non-English speaking markets**.



Non-English speaking markets are poorly served by the big players in the industry, which tend to focus on English-speaking countries. MailUp is now available in 9 languages.

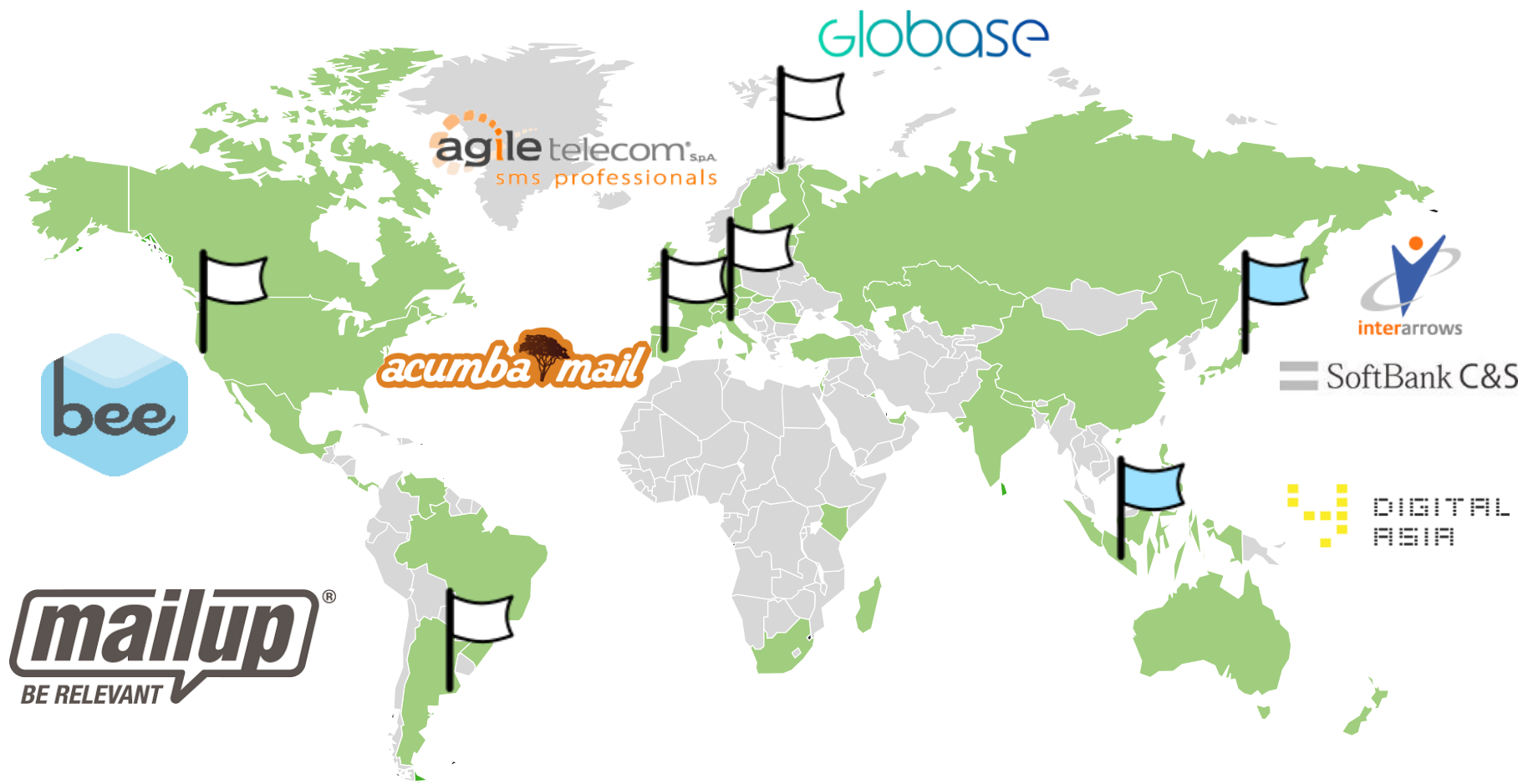


The IPO allowed MailUp to accelerate the pace of **international growth**. The goal is to reach a 50MM Euro valuation, move from AIM to the main market (Milan or London), or evaluate other exit opportunities.



Between 2013 and the beginning of 2014, the company was contacted by numerous potential investors and acquirers, and **rejected two investment proposals**. MailUp is on the map as one of the leaders in a space that has seen strong M&A activity.

OUR GLOBAL PRESENCE: CLIENT BASE IN 50+ COUNTRIES

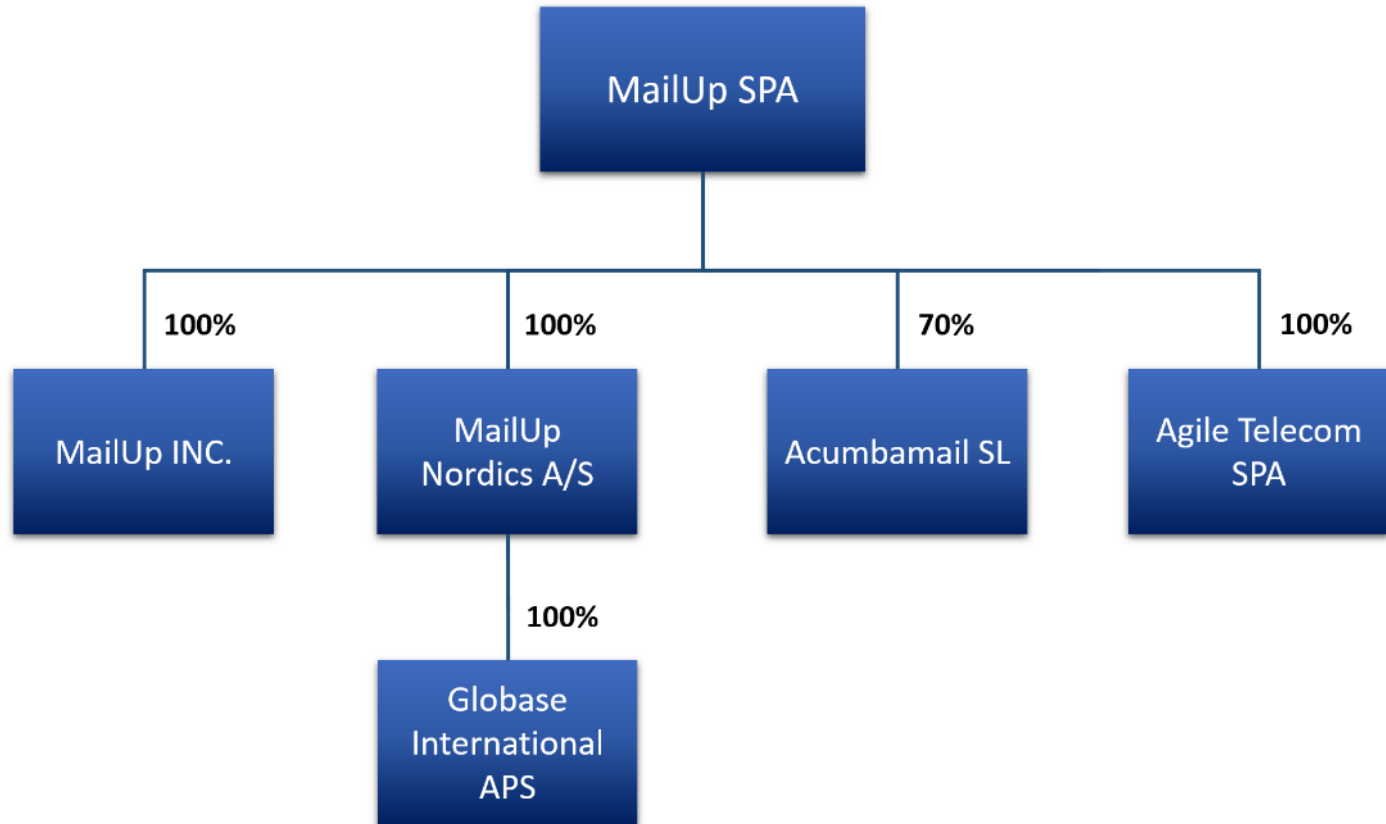


Results:

- 3 acquisitions targeting the continental Europe and LATAM markets
- 2 strategic alliances in South East Asia (Ydigital Asia) & Japan (Softbank)
- ~30% of 2015 revenues are outside Italy



OUR GROUP STRUCTURE



MAILUP GROUP IN A NUTSHELL



€19 million

Pro-forma Revenues 2015



59%

5y CAGR



11,000+

B2B Clients in 50 countries



800

Agencies and resellers



20 billion



Messages sent per year



140

Employees



Offices in:

- Milano
- Cremona
- Carpi
- San Francisco
- Buenos Aires
- Copenhagen
- Ciudad Real



- IT/DEV
- Sales
- Administration
- Support & Quality
- Marketing e Communication

AN OPEN SYSTEM THANKS TO CONNECTORS AND APIs

Thanks to free connectors, APIs and Webhooks, you can easily integrate MailUp with many systems like CMS, CRM, ERP and Ecommerce.



Google Analytics

LiveIntent

facebook



PRESTASHOP

LIFERAY
Enterprise Open Source For Life

Magento

Podbox

Odin | Plesk

ATELL

Drupal™

zapier

salesforce

Privy

Joomla!

E-COMMERCE PLATFORM

shopify

podiaact
Increase Email Subscriptions

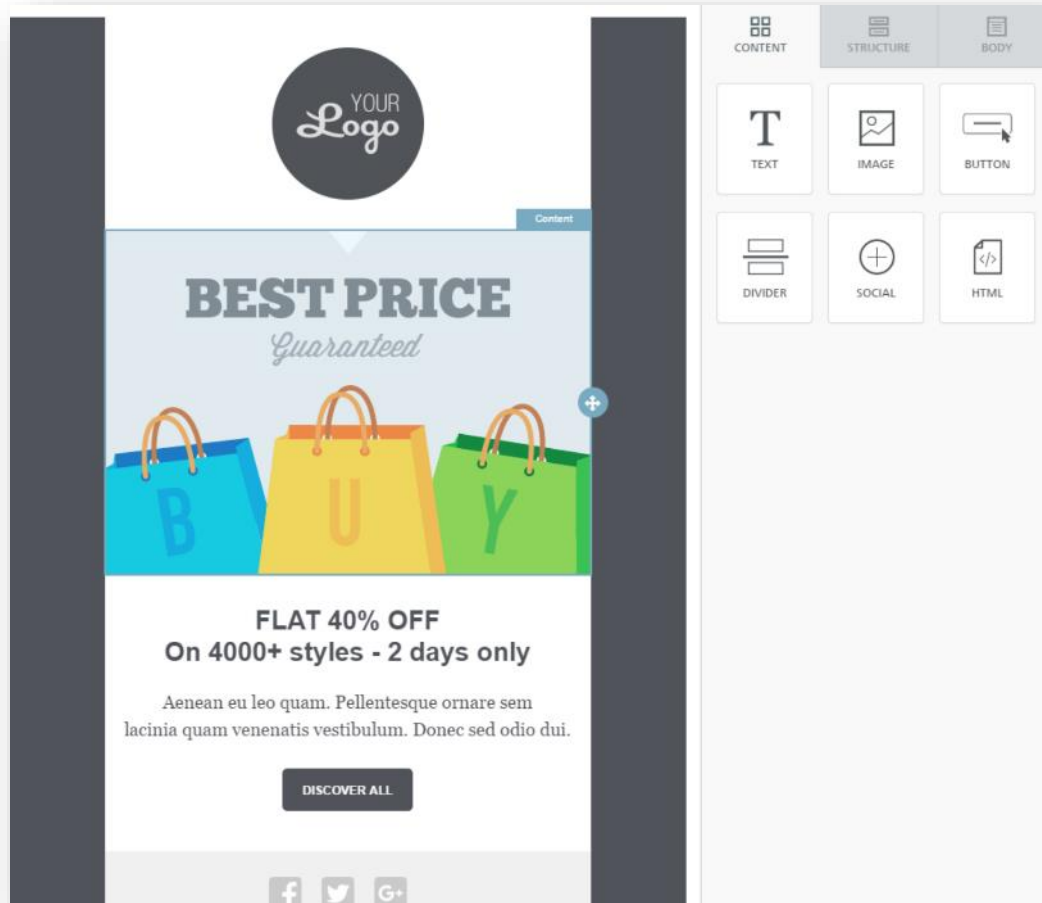
drupal commerce

WORDPRESS

LIFERAY

python™

ON THE EDGE OF INNOVATION: WWW.BEEFFREE.IO



- ❑ Designed in Silicon Valley and developed in Italy
- ❑ Spin-off of a MailUp core technology: the Editor
- ❑ Internal startup – 5 people fully employed
- ❑ Financed with internal seed capital (approx. 750k EUR)

BeeFree | Free email editor to build responsive design messages

www.reddit.com/r/web_design/comments/2odl42/beefree_free_email

web_design

comments related other discussions (2)

BeeFree Free Email editor to build responsive design messages

337 UPVOTES

Otsumu Inc. 1 novembre 2014

HTMLメールを作成できるWEBサービス <https://beefree.io>

Visualizza traduzione

sorted by best

284

211 points by massiarri 89 days ago

Massive props for letting me play around with it without having to sign up or enter any data.

Thank you! Yes, we want to reduce the time to get in to ... zero :-)) If you have any suggestions on the editor, please post on <http://forum.beefree.io/>

Free online email editor: we made it free to gather feedback and try to build the best email editor around, over time. Take a minute to check it out and let us know what you think!

There is no privacy policy. I don't know if what I enter ends up on your servers (or any of filepicker.io, fonts.net, jsdelivr.net, mailup.it (ok, that's you) and of course the obligatory infestation of google analytics and cloudfront). Is it all local?

Speaking of Google Analytics and privacy policy, you may want to take a look at Section 7: <http://www.google.com/analytics/terms/us.html>

What's the issue?

You must disclose the use of Google Analytics, and how it collects and processes data. This can be done by

académica Comunidad Digital de Conocimiento

FUNDACIÓN Carlos Slim

Entérate | Consulta | Conócenos

Homo - Digital

Desarrollando una Cultura Digital

Hablamos sobre Social Media, Blogismo, Web 2.0, Software y Educación con TIC

Inicio | Indice | Casos | Cursos | Descargas | Free Ebooks | Free Hosting.

Professional Logo Design

I will design you a Logo for \$5 recommended and reviewed!

JUEVES, 20 DE NOVIEMBRE DE 2014

Beefree.io una WebApp para crear Newsletter

mail editor responsive design emails

GrowthHackers

Get the best growth articles in your inbox weekly!

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https://growthhackers.com/create-responsive-emails-with-beefree

EmailMarketingBlog

Dedicated to Permission (since 2003)

Startseite | E-Mail-Marketing | E-Mail Design | E-Mail-Adressen

Sponsor

BeeFree: Kostenloses Online-Tool für responsive E-Mail-Designs

von Nico Zorn am 22. Oktober 2014 in E-Mail Design | Newsletter anfordern

Erfahren Sie E-Mail Potenziale

JETZT IN

ドラッグ&ドロップでHTMLメールを作る「BeeFree」(かちひと)

<http://kachibito.net/useful-resource/beefree>

<https://beefree.io/index.aspx>

Ücretsiz E-Mail Tasarımları Oluşturun

By DogushanBALCI in İşe Yarar Servisler

15 Kasım 2014

Rich email messages made easy

And at no cost

tekzoom

Diversos e Tecnologia

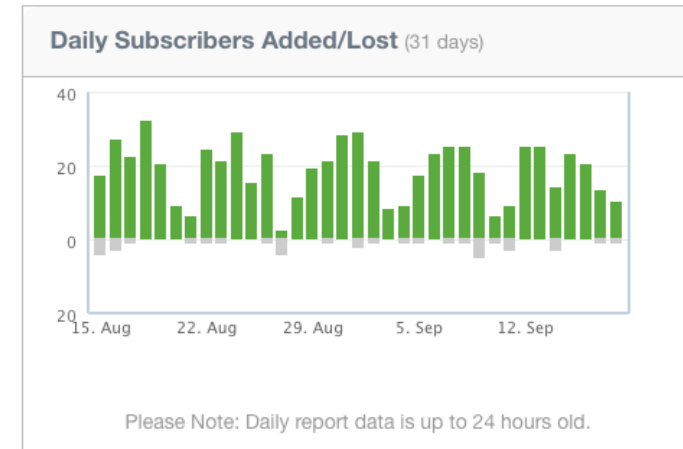
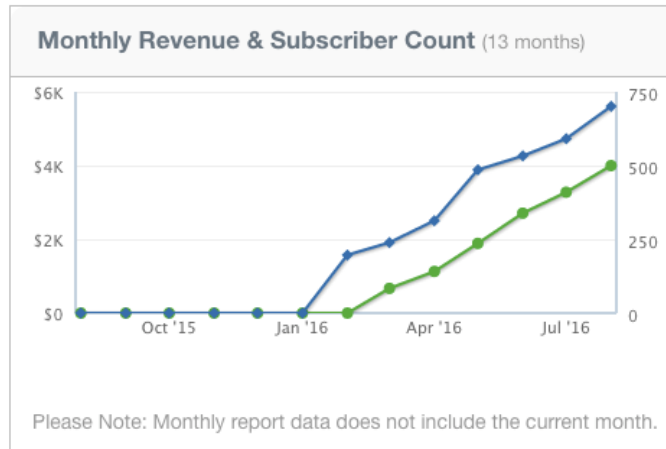
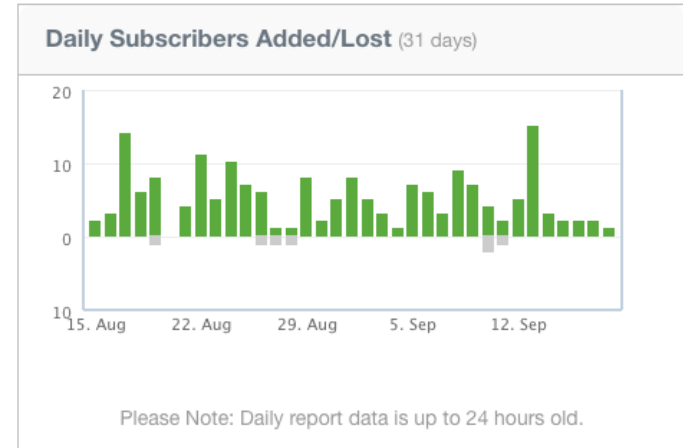
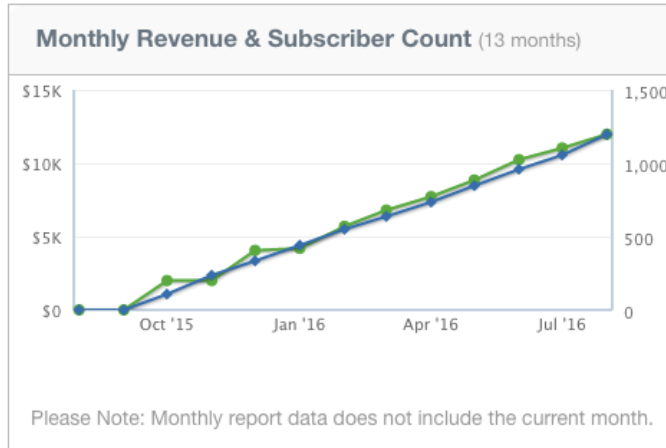
Camas

TekZoomShop | SmartWatch | Câmera Digital | Buzz Band | QuercusCoto

Homepage » Online » BeeFree - Editor Visual e Grátis para criação de Emails Resposivos

BeeFree - Editor Visual e Grátis para criação de Emails Resposivos

BEE RESULTS: 2.200 active users, +10% monthly growth rate



OUR LATEST FINANCIAL DATA

	30/06/2016	%	30/06/2015	%	Δ	Δ%
Revenues from Email	4.442.472	43,9%	3.260.294	71,9%	1.182.179	36,3%
Revenues from SMS	5.254.333	51,9%	1.164.932	25,7%	4.089.402	351%
Revenues from BEE	49.065	0,5%	-	0,0%	49.065	
Other	374.726	3,7%	107089	2,3%	267.637	249,9%
Total Production value	10.120.597	100%	4.532.314	100%	5.588.284	123,3%
Contribution margin	3.095.108	30,6%	1.701.601	37,5%	1.393.508	81,9%
EBITDA	1.081.327	10,7%	492.475	10,9%	588.852	119,6%
EBIT	3.408	0,03%	31.523	0,7%	-28.115	-89,2%
EBT	-3.486	-0,03%	31.215	0,69%	-34.701	-111,2%
Net income (loss)	-153.323	-1,51%	6.822	0,15%	-160.145	-2347%

PRINCIPALI RETTIFICHE IAS/IFRS

DATI CONSOLIDATI AL 30 GIUGNO 2016

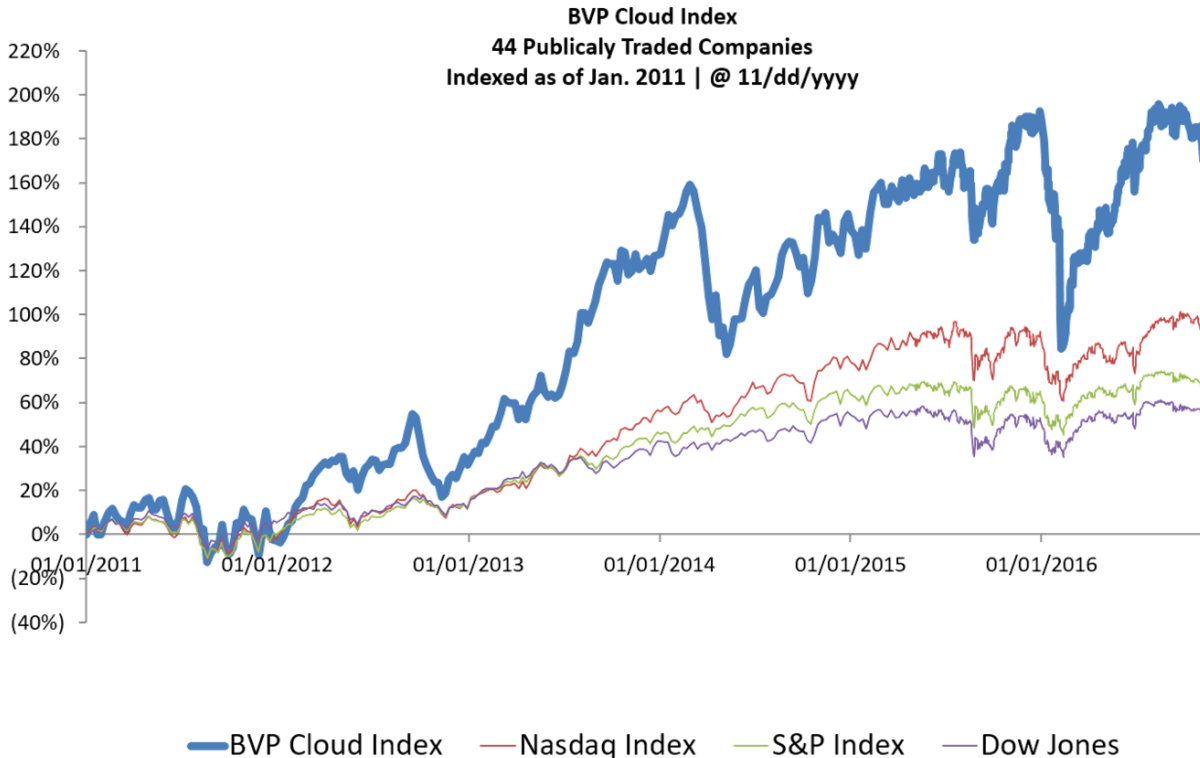
	IFRS	OIC	Δ
Attività non correnti	16.128	12.355	3.773
Patrimonio netto di Gruppo	6.709	7.031	(322)
Passività correnti	14.614	10.614	4.000
Ammortamenti e svalutazioni	581	1.078	(497)
EBIT	430	17	413
EBT	409	(3)	412
Utile netto	240	(153)	393

(migliaia di euro)

Expected net profit 2016: between €400K and €600K

THE CLOUD COMPUTING INDEX

	Index Value					% Change As Of			
	11/22/2016	Last Day	Last Week	Since Jan 2016	Since Jan 2011	Last Day	Last Week	Since Jan 2016	Since Jan 2011
BVP Cloud Index	2.907	2.921	2.845	2.816	1.000	(0,5%)	2,2%	3,2%	190,7%
Nasdaq	5.386	5.369	5.276	4.903	2.653	0,3%	2,1%	9,9%	103,0%
S&P 500	2.203	2.198	2.180	2.013	1.258	0,2%	1,0%	9,5%	75,2%
Dow Jones	19.024	18.957	18.923	17.149	11.578	0,4%	0,5%	10,9%	64,3%



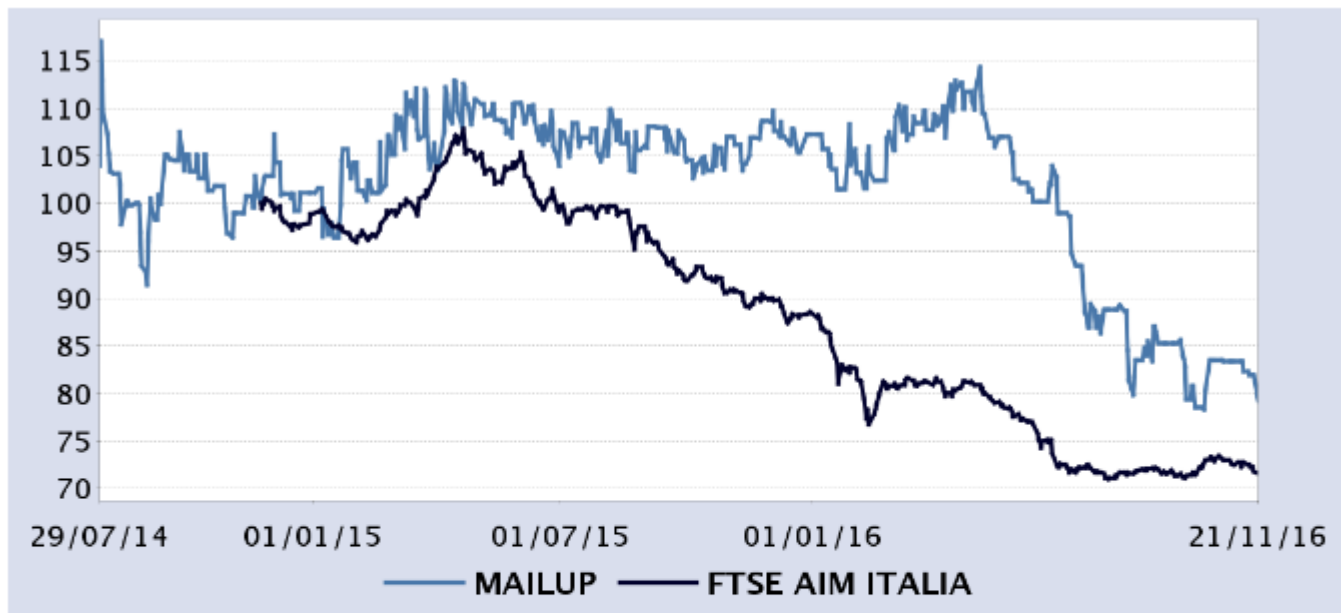
The BVP Cloud Index tracks public companies in the Cloud Computing sector.

OUR MARKET: THE SAAS INDUSTRY

		Multiples			
		EV/Revenue		P/FCF	EV/EBITDA
		2015	2016	2016	2016
	Market Cap				
Median	\$1,974	8.1x	6.5x	37.4x	18.0x
Mean	\$4,627	8.4x	6.3x	39.4x	34.4x
Low	\$98	0.5x	0.5x	22.5x	18.0x
High	\$53,121	20.7x	14.3x	67.4x	57.1x
MAILUP	\$21	1.3x	0.9x	13.6x	6.3x

Source: BVP Cloud Index + EnVent Equity Research 18 Oct 2016, million dollars.

OUR STOCK



MAILUP SPA
 ISIN: IT0005040354
 Bloomberg: MAIL.IM
 Reuters: MAIL.MI

Ultimo Prezzo	Ord	And.nto	Ord	ITAIM	And.Relativo	
18/11/2016	1,77	-2Y	-18%	-2Y	-28%	10%
Variatz.(-2 anni)	Ord	-1Y	-23%	-1Y	-20%	-4%
MAX	2,469	-3M	-3%	-3M	0%	-3%
MIN	1,69	-1M	-2%	-1M	-2%	0%

- IPO Price = **€ 1,92** (July 2014)
- Market Cap = **€ 19,9 million** (Nov 18, 2016)
- Public float = **1.191.600** shares (13,64%)



OUR PARTNERS

Nomad



Legal Advisor



Global audit & accounting



Specialist

