



PRESS RELEASE

Purchase of treasury shares

Milan, 29 October, 2018 – MailUp S.p.A. (the “Company” or “MailUp”), a company admitted to trading on the multilateral trading facility *AIM Italia / Alternative Investment Market* and operating in the *marketing technology field*, in the context of the resolution of the Company’s General Shareholders Meeting on 26 April 2018, hereby notifies the purchase of n. 1,560 treasury shares on AIM Italia, value date 19 October, 2018, at an average price of Eur 2.41 per share, for a total consideration of Eur 3,767.40.

The purchase was completed through Banca Popolare di Sondrio.

Here follows the aggregate description of the purchase of MailUp ordinary shares, ISIN IT0005040354, on a daily basis:

Value Date	N. Shares Purchased	Average Price (€)	Amount (€)
19/10/2018	1,560	2.41	3,767.40

Here follows the detailed list of purchases of MailUp ordinary shares, ISIN IT0005040354, on the mentioned period of time:

Purchase Date	Time	N. Shares Purchased	Price (€)	Amount (€)
17/10/2018	17:25:55	1,560	2.41	3,767.40

As of 29 October, 2018, MailUp directly owns n. 63,960 treasury shares, representing 0.45% of its own share capital.



MailUp Group (MAIL) is a vertically integrated player in the field of cloud marketing technologies. Its growing suite of data-driven solutions allows SMEs and large corporations globally to master the evolving ways of communicating with customers. Starting from parent company MailUp, the group boasts a steady growth path both organically and through acquisitions: Acumbamail (Spanish and LatAm markets), Globase (Nordics market), Agile Telecom (wholesale SMS market) and Datatrics (artificial intelligence – to be completed by the end of 2018). 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

For further information please contact:

Micaela Cristina Capelli – Investor Relator MailUp Group

+39 02 71040485

investor.relations@mailupgroup.com

www.mailupgroup.com

Nomad

Paolo Verna - EnVent Capital Markets Ltd.

42 Berkeley Square - London W1J 5AW

+44 755 7879200

pverna@enventcapitalmarkets.uk