



*Price Sensitive*

## **MailUp Group announced +55% increase in Q3 sales**

**Consolidated unaudited gross sales recorded a +55% organic growth in Q3 2018 (8.7M EUR) vs Q3 2017 (5.6M EUR)**

*Milan, October 10, 2018.* MailUp S.p.A. (the “**Company**” or “**MailUp Group**”), 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, has announced today the quarterly results (Q3 2018) related to gross sales at both group and business unit level.

Consolidated unaudited gross sales recorded a +55% organic growth in Q3 2018 (8.7M EUR) vs Q3 2017 (5.6M EUR), exceeding the +43% growth recorded in Q2, thanks to the positive performance of both the Group’s main business units. These results confirm the Group leadership and the strength of its competitive position in the global markets.

The business unit which recorded the largest Q3 sales is Agile Telecom, with 5.3M EUR sales, up 93% over the same period of the previous year.

The business unit which recorded the highest growth rate is BEE, with 0.4M EUR sales, up 206% over the same period of the previous year.

<b>Business Unit</b>	<b>Q3 2018</b>	<b>Q3 2017</b>	<b>Var %</b>
MailUp	2,649	2,167	22%
Agile Telecom	5,270	2,728	93%
Acumbamail	240	175	37%
BEE	392	128	206%
Globase	130	384	-66%
<b>Total</b>	<b>8,681</b>	<b>5,583</b>	<b>55%</b>

*Data in EUR/000.*

*Consolidated gross sales from management accounts, not subject to a BoD resolution, unaudited.*

Consolidated gross sales for the period 01/01/2018-30/09/2018 thus exceeded 27M EUR, up ca. 45% over the same period of the previous year.

These results do not include the effect of Datatrics, the innovative Dutch company active in the artificial intelligence field for marketing teams, announced on September 19 and expected to close by the end of the year.

**Matteo Monfredini**, Chairman and founder of MailUp Group, stated “We are very pleased of the last quarterly results, which confirm our data-driven suite’s value to clients, both SMEs and large enterprises globally.”

**Nazzareno Gorni**, CEO and founder of MailUp Group, stated “Excepted Globase, which completed its turnaround process this year, results are extremely positive for both on traditional businesses and the US-based startup BEEfree.io, boasting a sound leadership position in a small but very profitable and high-potential niche. Agile Telecom benefits from a strategic and positioning change that took place one year into the acquisition, bringing on a very positive outcome in terms of both volumes and profitability. Overall results confirm the value of synergies among the Group’s business units, which we expect to be generated by the coming acquisitions as well.”



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), 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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