



*Price Sensitive*

## **UBI Banca published an initiation of coverage report on MailUp**

*Milan, October 18, 2018.* MailUp S.p.A. (the “**Company**” or “**MailUp Group**”), a company admitted to trading on the multilateral trading facility AIM Italia / Alternative Investment Market and operating in the marketing technology field, announces the publication of a report by UBI Banca, a leading Italian bank.

MailUp and UBI Banca have agreed on a Corporate Broking service which includes the production and distribution of financial analyses.

UBI Banca’s analysis adds to the coverage already provided by Value Track and Fidentiis.

The report is available on the Borsa Italiana website [www.borsaitaliana.it](http://www.borsaitaliana.it) and on the Company’s website [www.mailupgroup.com](http://www.mailupgroup.com), Investor Relations section.



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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