



## PRESS RELEASE

### **30 October 2018 Board of Directors resolution registered in the Companies Register, for the contribution in kind following Datatrics acquisition**

**Milan, 8 November, 2018** – MailUp S.p.A. (the “Company” or the “Issuer” or “MailUp”), a company admitted to trading on the multilateral trading facility AIM Italia / Alternative Investment Market and operating in the marketing technology field, following the press release issued on October 30, 2018, has announced today that the minutes of the Board of Directors resolution of October 30, 2018 regarding the Capital Increase in Kind amounting to Euro 1,557,810.11 dedicated to BMC Holding B.V. via the contribution in kind of n. 409 Datatrics shares, representing 40.94% of its share capital (the “Contribution in Kind” and the “Contributed Shareholding”), were registered in the Companies Register on November 7, 2018.

According to art. 2440, paragraph 6, of Italian Codice Civile, it is reminded that shareholders representing (severally or jointly) a stake in excess of 5% of MailUp’s share capital (as of the date of the resolution or the date of the request) bear the right to request the Board of Directors - within 30 days from November 7, 2018 – for a new evaluation of the Contributed Shareholding to be carried out according to art. 2443 of Italian Codice Civile, thus by an expert appointed by the competent Court.

The above-mentioned shareholders’ request will not be effective in case the Board of Directors autonomously request a new evaluation of the Contributed Shareholding.



This press release is online on [www.1info.it](http://www.1info.it) and on the Issuer website [www.mailupgroup.com](http://www.mailupgroup.com) (Investor Relations/Press Releases 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), 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**

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