



PRESS RELEASE

Notification of share capital changes

Milan, 14 November, 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*, following a share capital increase in kind for a total amount of Euro 1,557,810.11, dedicated to BMC Holding B.V. versus the contribution in kind of its shareholding of n. 409 shares in Datatrics B.V., corresponding to 40,94% of its share capital, hereby notifies the new share capital composition.

For further information please see the press releases of October, 30 and November, 8 - 2018.

	PREVIOUS SHARE CAPITAL			CURRENT SHARE CAPITAL		
	EUR	Shares	Nominal Value	EUR	Shares	Nominal Value
Total	356,832.68	14,273,307	-	373,279.16	14,931,166	-
O/w Ordinary shares admitted to trading on AIM (ISIN IT0005040354)	356,832.68	14,273,307	-	356,832.68	14,273,307	-
O/w Ordinary shares non-admitted to trading (ISIN IT0005348419)	-	-	-	16,446.48	657,859	-



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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