



*Price Sensitive*

## **MailUp Group announced +56% increase in Q4 sales and +48% increase in FY2018**

**Consolidated unaudited gross sales recorded a +56% organic growth in Q4 2018 (12.6M EUR) vs Q3 2017 (8.1M EUR) and +48% organic growth in FY 2018 (39.7M EUR) vs FY 2017 (26.8M EUR)**

Milan, January 10, 2019. 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 (Q4 2018) related to gross sales at both group and business unit level.

Consolidated unaudited gross sales recorded a +56% organic growth in Q4 2018 (12.6M EUR) vs Q4 2017 (8.1M EUR), exceeding the +55% growth recorded in Q3, thanks to the positive performance of both the Group’s main business units. These results, representing a very relevant quarterly performance for marketing due to numerous festivities and business events such as Black Friday, confirm the Group leadership and the strength of its competitive position in the global markets.

The business unit which recorded the largest Q4 sales is Agile Telecom, with 7.9M EUR sales, up 93% over the same period of the previous year.

The business unit which recorded the highest growth rate is BEE, with 0.5M EUR sales, up 172% over the same period of the previous year.

<b>Business Unit</b>	<b>Q4 2018</b>	<b>Q4 2017</b>	<b>Var %</b>
MailUp	3,868	3,389	14%
Agile Telecom	7,919	4,111	93%
BEE	468	172	172%
Acumbamail	255	210	22%
Globase	107	189	-43%
<b>Total</b>	<b>12,617</b>	<b>8,071</b>	<b>56%</b>

*Data in EUR/000.*

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

With respect of the year-long period 01/01/2018-31/12/2018, sales amount to 39.7M EUR, up ca. 48% over FY 2017 on a like-for-like basis.

Business Unit	FY 2018	FY 2017	Var %
MailUp	13,361	11,550	16%
Agile Telecom	23,332	12,966	80%
BEE	1,419	503	182%
Acumbamail	993	717	38%
Globase	558	1,034	-46%
<b>Total</b>	<b>39,663</b>	<b>26,770</b>	<b>48%</b>

Data in EUR'000.

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

The above-stated sales figures include sales from certain multi-annual contracts, hence they may differ from final turnover figures as will be stated in the stand-alone and consolidated financial statements as of 31 December, 2018, in relation to possible period adjustments that could be made when approving the documents.

**Matteo Monfredini**, Chairman and founder of MailUp Group, stated “We are very pleased of both the last quarterly results and the cumulative yearly performance, for which we thank our 21.000+ clients and 190+ employees, which confirm our mission to develop a suite of excellent messaging technologies and services that allow companies to effectively and ethically reach their audience.”

**Nazzareno Gorni**, CEO and founder of MailUp Group, stated “Q4 sales and their respective growth rates confirm the effectiveness of our entrepreneurial actions towards organic growth, particularly thanks to the reorganization process started in the second half of 2017 and the focusing of the two main business units. MailUp is more and more focused on the *mid-large enterprise* segment; 2018 has seen the launch of the new Professional Services business line and an increase in the average return per client due among other factors to new Messaging Apps and an ongoing price list review. Agile Telecom’s excellent results come from focusing investments on the wholesale market (resellers, sms aggregators, telecom providers), where more substantial competitive advantages are deployed than the retail market (end users). 2018 results do not include the consolidation of Datatrics, innovative Dutch player in the field of artificial intelligence serving marketing teams, the acquisition of which was completed in December.”



**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). 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 21,000+ 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. 32%.

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**For further information please contact:**

Micaela Cristina Capelli – Investor Relator MailUp Group

+39 02 71040485

[investor.relations@mailupgroup.com](mailto:investor.relations@mailupgroup.com)

[www.mailupgroup.com](http://www.mailupgroup.com)

**Nomad**

Paolo Verna - EnVent Capital Markets Ltd.

42 Berkeley Square - London W1J 5AW

+44 755 7879200

[pverna@enventcapitalmarkets.uk](mailto:pverna@enventcapitalmarkets.uk)