



Price Sensitive

MailUp Group (MAIL) announced +50% increase in Q1 sales

Consolidated unaudited gross sales recorded a +50% growth in Q1 2019 (13.6M EUR) vs Q1 2018 (9.1M EUR)

Milan, April 10, 2019. MailUp S.p.A. (MAIL) (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 (Q1 2019) related to gross sales at both group and business unit level.

Consolidated unaudited gross sales recorded a +50% growth in Q1 2019 (13.6M EUR) vs Q1 2018 (9.1M EUR), of which +46% due to organic growth, thanks to the positive performance of both the Group’s main business units and the first satisfactory contribution of the newly acquired Datatrics business unit, active in the predictive marketing field.

The business unit which recorded the largest Q1 sales is Agile Telecom, with 8.4M EUR sales, up 67% 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 107% over the same period of the previous year.

The newly acquired Datatrics business unit posted sales of 0.4M EUR, for which a comparison is not available on the same period of the previous year, since it was first consolidated at P&L level starting from January 2019.

Business Unit	Q1 2019	Q1 2018	Var %
MailUp	3,969	3,372	18%
Agile Telecom	8,434	5,041	67%
BEE	496	240	107%
Acumbamail	282	234	20%
Globase	71	167	-57%
	370	n.a.	n.a.
Total	13,623	9,054	50%

Data in EUR/000.

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

Matteo Monfredini, Chairman and founder of MailUp Group, stated “We are very pleased of the last quarterly results, for which we thank our 21.700+ clients and 200+ 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 “Q1 sales and their respective growth rates confirm the effectiveness of our entrepreneurial actions towards organic and external growth, particularly on the Saas (software-as-a-service) businesses such as BEE and Datatrics which grow at important rates. The consolidation of Datatrics, innovative Dutch player in the field of artificial intelligence serving predictive marketing needs, the acquisition of which was completed in December, allowed us to start cross selling on the most sophisticated component of MailUp Group’s clientèle, which brought on the first 5 clients in Italy. The number of users of free services is also growing relevant for Acumbamail.com, Beefree.io and the new Google Gmail add.on called “BEE Templates for Gmail”: overall they amount to 176,000+ as of March 2019.”

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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 Cloud Marketing Technologies, serving 21,700+ 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. 32%.

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