



PRESS RELEASE

Treasury Shares purchase and Notification of share capital changes

Milan, 31 July, 2019 – MailUp S.p.A. – MAIL (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*, hereby notifies the purchase of n. 12,000 treasury shares on AIM Italia, value dates 26, 29 and 30 July, 2019, at an average price of Eur 3.7521 per share, for a total consideration of Eur 45,025.40.

The purchase was completed through Banca Popolare di Sondrio.

Here follows the aggregate description of the purchase of MailUp ordinary shares, ISIN IT0005040354, on a daily basis:

Value Date	N. Shares Purchased	Average Price (€)	Amount (€)
24/07/2019	4,000	3.8100	15,240.00
25/07/2019	4,000	3.7300	14,920.00
26/07/2019	4,000	3.71635	14,865:40

Here follows the detailed list of purchases of MailUp ordinary shares. ISIN IT0005040354. on the mentioned period of time:

Purchase Date	Time	N. Shares Purchased	Price (€)	Amount (€)
26/07/2019	17:35:42	4,000	3.8100	15,240.00
29/07/2019	17:35:24	4,000	3.7300	14,920.00
30/07/2019	17:28:51	4,000	3.71635	14,865:40

As of 31 July 2019, MailUp directly owns n. 45,681 treasury shares, representing 0.31% of its own share capital.

Furthermore, following the share capital increase for the purposes of the *stock option* plan known as “Piano 2016” (the “Plan”), as resolved by the Company's Board of Directors on 29 March 2016 (for more information please see the press release published on the same date) and following the attribution of 30,000 shares (with a 12-month *lock-up* period) on 2 July, 2019 (for more information please see the press release published on the same date), hereby notifies the new share capital composition (subscribed and paid-up). The declaration of the completed share capital increase was submitted to the Company Register of Milan on 29 July, 2019.

Please find below the new share capital composition (subscribed and paid-up) following the above-mentioned submission, in the format prescribed by model T.1. of the Italian Issuers' Regulations:

	PREVIOUS SHARE CAPITAL			CURRENT SHARE CAPITAL		
	EUR	Shares	Nominal Value	EUR	Shares	Nominal Value
Total	373,279.15	14,931,166	-	374,029.15	14,961,166	-
Of which ordinary shares	373,279.15	14,931,166	-	374,029.15	14,961,166	-

Following the share capital increase, MailUp's capital structure is as per the below:

Shareholders	No. Shares	Percentage
Azzali Luca	1,638,440	10.95%
Bettoni Matteo	1,532,440	10.24%
Miscia Alberto	1,638,440	10.95%
Gorni Nazzareno	1,615,102	10.80%
Monfredini Matteo	1,602,920	10.71%
Zoidberg S.r.l.	1,076,683	7.20%
Employees	180,068	1.20%
BMC Holdings B.V.	657,859	4.40%
Treasury Shares	45,681	0.31%
Market	4,973,533	33.24%
Total	14,961,166	100.00%



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 22,000+ 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. 33%.

ISIN IT0005040354 - Reuters: MAIL.MI - Bloomberg: MAIL IM

For further information please contact:

Micaela Cristina Capelli – Investor Relator MailUp Group

+39 02 71040485

investor.relations@mailupgroup.com

www.mailupgroup.com

Nomad

Paolo Verna - EnVent Capital Markets Ltd.

42 Berkeley Square - London W1J 5AW

+44 755 7879200

pverna@enventcapitalmarkets.uk