



M A I L U P G R O U P

## PRESS RELEASE

### Notification of share capital changes

Milan, 16 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 cloud marketing technology field, hereby notifies that as of July 15, 2019 – 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) – 9,880 shares that will have a lock-up period equal to 12 months have been effectively assigned following the exercise of the respective stock options by the Plan's beneficiaries.

As a result of the implemented share capital increase, the subscribed and paid-up Company share capital will rise from euro 374,029.15 to euro 374,276.15 divided into 14,971,046 ordinary shares with no nominal value.



**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), 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. 32%.

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

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