



## **ANNOUNCEMENT UNDER ARTICLE 10 OF AIM ISSUERS' REGULATION**

(Disclosure of Price Sensitive Information)

### **Appointment of the Investor Relator of the Company**

*Milan, 13<sup>th</sup> June 2018.* The Board of Directors of MailUp S.p.A. (the "**Company**" or "**MailUp**"), a company listed on AIM Italia multilateral trading system, and operating in the marketing technologies (MAIL.MI; Bloomberg: MAIL IM; ISIN IT0005040354) appointed today the Director Micaela Cristina Capelli as Investor Relator of the Company, granting her powers thereto and in general management over marketing and investor relations activities.

Accordingly, Micaela Cristina Capelli becomes an Executive Director of the Company, losing the independence requirements as defined under Article 148(3) of Italian Law Decree No. 58/1998 [Consolidated Law on Finance, known as "TUF"].

The governing body is thereby composed as follows:

|                          |   |
|--------------------------|---|
| Matteo Monfredini        | <b>Chairman of the Board of Directors</b> |
| Nazzareno Gorni          | <b>Executive Director and CEO</b>         |
| Micaela Cristina Capelli | <b>Executive Director</b>                 |
| Armando Biondi           | <b>Independent Director</b>               |
| Ignazio Castiglioni      | <b>Independent Director</b>               |

**Matteo Monfredini**, Chairman of the Board of Directors, commented: *"We are very satisfied that Micaela accepted the role, becoming an Executive Director of MailUp. We trust that Micaela's professional experience will provide a substantial contribution in the pursuit of corporate goals and improvement of our relationship with investors and market."*



MailUp Group is the result of technological research and entrepreneurial success of MailUp S.p.A. (MAIL.MI) (ISIN IT0005040354), the parent company that developed a digital cloud computing platform used by SMEs and large corporations to communicate with customers via email and SMS. Upon establishing itself as a leader in the ESP industry and listing on the AIM market of the Italian Stock Exchange, MailUp boasts a constant growth path both organically and through acquisitions: Acumbamail (Spanish and Latam markets), Globase (Nordics market), and Agile Telecom (wholesale SMS market). 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 18,600+ customers and 900+ resellers in 100+ countries. [www.mailupgroup.com](http://www.mailupgroup.com)

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