



## PRESS RELEASE

### **MailUp Group celebrates the fifth anniversary of the BEE drag-n-drop email editor by showcasing its latest version at SaaStock Dublin 2019**

**Dublin, Ireland, October, 15 2019** - MailUp Group, exhibiting this week at SaaStock 2019 in Dublin (Ireland), is announcing the release of version 3 of BEE, its popular drag-n-drop email editor. BEE is available online at [beefree.io](http://beefree.io) and embedded in over 600 SaaS applications.

The software was rewritten from scratch to make it:

- Faster to load, so businesses can deliver a better user experience to their customers
- More flexible, allowing enhanced user control over UI elements, colors, and text
- More extensible, with the introduction of a new developer platform for add-on's and custom content

While many changes were made under the hood, virtually nothing changed over the hood, to prevent any disruption of the interface used and loved by over a million users around the world.

The release marks the fifth anniversary of the best-in-class email editor, launched as a side project in October 2014 and quickly grown to international success as an independent business unit within the Group. In Q3 2019, BEE recorded a 113% increase in gross sales over the same period of the previous year, thanks to a combined increase in both number of clients and revenue per client, the fastest growing business unit within MailUp Group.

BEE v3 will be officially presented by **Massimo Arrigoni**, in charge of the business unit, during the SaaStock conference in Dublin ([saastock.com](http://saastock.com)). BEE is a Gold Sponsor of the event, and can be found at booth G15. Massimo stated *"We are thrilled to introduce the next generation of our embeddable editor at SaaStock. SaaStock is a key event in the SaaS community, and BEE is becoming a standard for content creation in SaaS. So this is a perfect place for us to mark the beginning of a new era at BEE: this new version of our beloved drag-n-drop email builder paves the way for a lot of new innovation. BEE will expand beyond email, introduce new content creation tools, and open up the platform to developers, so they can build add-on's and custom content for it. We are very excited for 2020."*

**Nazzareno Gorni**, CEO and founder of MailUp Group, stated *"Five years ago BEE was just a growth hacking experiment: by carefully listening to our users and focusing on product design we discovered a new, global market niche. I am grateful to Massimo who was able to intercept and develop this*

*opportunity, growing it from scratch with a clear and successful product-led strategy. To consolidate this leadership, we are now investing both in Sales & Marketing, sponsoring many SaaS industry conferences, and in the growth of BEE's product portfolio, with an ambitious development plan which we see productive in the first half of 2020."*



**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 115+ countries. The company is admitted to trading on the AIM Italia market managed by the Italian Stock Exchange, with a free float of 33+%.

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Media & guidelines <https://mailupgroup.com/guidelines/>

**BEE** (beefree.io) is the drag-n-drop email editor developed by MailUp Inc., a wholly-owned subsidiary of MailUp Group. Organized according to a dual-company model, with a business team located in the San Francisco Bay Area, and a tech team in Italy, the company is focused on the development and commercialization of an innovative, embeddable content editor for SaaS. BEE - which originally stood for "best email editor", the ambitious goal for the project - is about designing beautiful emails, fast. It can be used free at beefree.io starting with 200+ gorgeous templates. Over 5,000 freelancers, marketers & email agencies from over 100 countries have upgraded to BEE Pro for a complete, hosted email design suite. And over 600 development teams have embedded the editor in their SaaS application to cut down on development time and cost.

Media & Guidelines: <https://beefree.io/about-bee/#press>

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