



Price Sensitive

PRESS RELEASE

Notice according to Article 17 of the AIM Rules for Issuers - Termination of Nomad and appointment of a new Nomad

Milan, November 15, 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, according to Article 17 of the AIM Rules for Issuers, announces that today they appointed BPER Banca S.p.A. as their Nominated Adviser, starting from December 16, 2019, subject to the release of the statement as per Article 17 of the AIM Rules for Nominated Advisers to Borsa Italiana. BPER Banca S.p.A. steps in for EnVent Capital Markets Ltd, who will remain Nominated Advisor until December 15, 2019.

Matteo Monfredini, Chairman and founder of MailUp Group, stated: “*We wish to thank the EnVent team for the collaboration and professionalism over the past years. We are happy to consolidate our relationship with BPER Banca. We wish everyone success.*”

This press release is online on the Issuer’s website www.mailupgroup.com, Section ‘Investor Relations/Press Releases’.



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 33+%.

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

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

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Nomad

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