



*Price Sensitive*

## **CFO SIM published an initiation of coverage report on MailUp**

*Milan, December 19, 2019.* MailUp Group S.p.A. (the “**Company**” or “**MailUp Group**”), a company admitted to trading on the multilateral trading facility AIM Italia / Alternative Investment Market and operating in the marketing technology field, announces the publication of a report by CFO SIM, a leading Italian bank.

MailUp and CFO SIM have agreed on a Corporate Broking service which includes the production and distribution of financial analyses.

CFO SIM's analysis adds to the coverage already provided by UBI Banca, Value Track and Fidentiis.

The report is available on the Borsa Italiana website [www.borsaitaliana.it](http://www.borsaitaliana.it) and on the Company's website [www.mailupgroup.com](http://www.mailupgroup.com), Investor Relations section.



**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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