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PRESS RELEASE

MailUp Group (MAIL) announced partial waiver to BMC Holding's lock-up

Milan, 21 January, 2020 - MailUp S.p.A. (MAIL) (the “Company” or “MailUp Group”), a company admitted to trading on the multilateral trading facility AIM Italia and operating in the cloud marketing technology field, has announced today they were notified that BMC Holding B.V. (“BMC” – or the company owned by Datatrics’ sellers which following 2018 acquisition owns a share of 4.4% in the Company’s capital on which they undertook a lock up as disclosed on 19 September, 2019 and 30 October, 2019) sold 70,000 MAIL shares, equal to 0.47% of its share capital, in a pre-agreed exchange on 15 January, 2020.

The partial lock-up waiver for the above-mentioned amount of shares was granted by the Company in view of increasing the free float with new institutional investors.

As a result of the above-mentioned partial lock-up waiver for BMC, estimated free float amounts to ca. 34.7%.



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 33+%.

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