



PRICE SENSITIVE

PRESS RELEASE

MailUp Group (MAIL) announces free float above 36%

Milan, 20 February, 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 that they were notified (with respect to internal dealing regulations) several sales that certain relevant shareholders, namely Mr. Luca Azzali, Mr. Matteo Bettoni, Mr. Nazzareno Gorni, and Mr. Alberto Miscia, performed on the market for a total amount of 120.000 MAIL shares, as disclosed between 12 and 20 February, in view of increasing the free float and consequently the share’s liquidity.

As a result of the above, estimated free float exceeds 36%.

The resulting shareholding composition is as follows:

Shareholder	N. Shares	Percentage
Miscia Alberto	1,623,440	10.84%
Monfredini Matteo	1,602,920	10.71%
Azzali Luca	1,588,938	10.61%
Gorni Nazzareno	1,587,102	10.60%
Bettoni Matteo	1,505,440	10.06%
Pronti Gianluca	912,766	6.10%
Employees	39,880	0.27%
BMC Holdings B.V.	587,859	3.93%
Treasury Shares	76,981	0.51%
Free Float	5,445,720	36.38%
Total	14,971,046	100.00%

The Company also notifies that the address of the corporate headquarters is now situated at Via Pola, 9 - 20124 MILANO (ITALY).



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 36+%.

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

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

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