



## PRESS RELEASE

### **MailUp Group extends mandatory smart working to employees and collaborators in Denmark, Spain, the Netherlands and the US**

Milan, 18 March, 2020 – 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*, announces the extension to offices and employees active in Denmark, Spain, the Netherlands and the US, of the provisions regarding mandatory smart working and business travel ban, due to the recent developments of the Covid-19 spread.

These provisions are in addition to those already in place for employees of the Italian offices in Milan, Cremona and Carpi (MO), for which the mandatory smart working regime and the travel ban have been in place since 23 February, until further notice.

The Company reports that, as of today, no cases of positivity to coronavirus have been reported in the MailUp Group staff.



**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 Dataetrics (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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