



PRESS RELEASE

MailUp achieves its all-time high level of new orders acquired in a month

Euro 621k new orders in May, a 15.9% increase versus the previous record high

Milan, June 28th, 2017 – MailUp S.p.A. (the “**Company**” or “**MailUp**”), a company listed on “AIM Italia / Mercato Alternativo del Capitale”, a multilateral trading facility regulated by Borsa Italiana, and operating in the marketing technology industry (Reuters: MAIL.MI) (Bloomberg: MAIL.IM) (ISIN IT0005040354), announces that at the end of May, MailUp business unit achieved a new record high: new orders acquired from clients in just one month exceeded 621K Euro level, a 15.9% increase versus the previous record high and 25% higher than May 2016.

The cumulated value for the first five months of 2017 confirms the double-digit orders increase, i.e. a ca. +16% year-on-year growth rate.



MailUp Group The MailUp Group is the result of technological research and of the entrepreneurial success of MailUp S.p.A. MAIL.MI) (ISIN IT0005040354), the parent company that developed a digital cloud computing platform used by SMEs and large corporations to communicate with their customers via email and SMS. After becoming a leading player in the ESP sector and being listed on the AIM market of the Italian Stock Exchange, MailUp has embarked on a path of growth by acquiring both established and emerging companies: Acumbamail (Spanish and Latam markets), Globase (Nordics market) and Agile Telecom (SMS wholesale market). The brand portfolio is completed by BEE – an email editor launched in 2014 as a complementary business line which already has thousands of customers worldwide. Today MailUp Group is one of the major marketing technologies players in Europe, thanks to more than 16,000 customers and 900 retailers on the international market, in more than 50 countries. www.mailupgroup.com

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