



PRESS RELEASE

MailUp Group announces the quarterly results (Q12018) related to gross sales in the different business units

Consolidated gross sales recorded a +39,9% organic growth in Q12018 (9M EUR) vs Q12017 (6,4M EUR)

Milan, 9 May 2018 - MailUp S.p.A. (the “Company” or “MailUp Group”), 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 the quarterly results (Q12018) related to gross sales both at group level and in the different business unit.

(in million EUR)	Q12018	Q12017	Delta Q1 2018 Vs. Q1 2017
MailUp	3.371,89	2.945,39	14,5%
Agile	5.040,81	3.028,41	66,5%
Acumbamail	234,08	164,66	42,2%
Bee	239,96	77,37	210,2%
Globase	167,26	256,27	-34,7%
TOT	9.054,00	6.472,09	39,9%

Source: management accounts, provisional data, unaudited

Consolidated gross sales recorded a +39,9% organic growth in Q12018 (9M EUR) vs Q42017 (6,4M EUR).



The **MailUp Group** is a result of technological research and 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 customers via email and SMS. Upon establishing itself as a leader in the ESP industry and listing on the AIM market of the Italian Stock Exchange, MailUp has embarked on a path of growth through acquisitions acquiring both established companies and startups: Acumbamail (Spanish and Latam markets), Globase (Nordics market), and Agile Telecom (wholesale SMS market). The brand portfolio is completed by BEE, an email editor launched in 2017 as a complementary business line, which already has thousands of customers worldwide. Today, the MailUp Group is a leading European player in the field of

marketing technologies thanks to more than 18,600 customers and 900 resellers on the international market, in over 100 countries. www.mailupgroup.com

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