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PRESS RELEASE

Receivers of the Stock Option Plan

Milan, 19 August, 2020 – MailUp S.p.A. – MAIL (the “**Company**” or the “**Issuer**” or “**MailUp Group**”), a company admitted to trading on the multilateral trading facility *AIM Italia* and operating in the cloud marketing technology field, MailUp S.p.A. – MAIL (la “**Società**” o l’“**Emittente**” o “**MailUp**”), hereby notifies that today’s Board of Directors resolved to identify the receivers of the stock option plan denominated “Stock Option Plan 2020 – 2023”, following the resolutions of the Extraordinary Shareholders’ Meeting and Board of Directors on 23 April, 2020.

The 19 beneficial owners of the plan include directors, managers, employees and collaborators of MailUp S.p.A. and its subsidiaries, for a total amount of 948,866 options to be assigned. The Board of Directors was granted powers to assign further options within the 1,136,209 basket approved on 23 April, 2020.

The receivers include Board members Matteo Monfredini, Nazzareno Gorni, Micaela Cristina Capelli and Armando Biondi and founders and relevant shareholders Luca Azzali, Matteo Bettoni and Alberto Miscia. The transaction was not submitted to the prior examination of the Committee for Related Party Transactions since it was originally approved by the Extraordinary Shareholders’ Meeting on 23 April, 2020.



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 23,000+ 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+%.

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For further information please contact:

MailUp Group Investor Relations

Micaela Cristina Capelli

+39 02 71040485

investor.relations@mailupgroup.com

Nomad

BPER Banca

+39 051 2756537

mailup@bper.it

MailUp Group Press Office

Maria Giulia Ganassini

+39 02 89603080

press@mailupgroup.com

www.mailupgroup.com