



Price Sensitive

PRESS RELEASE

**Financial calendar for the year 2021 and
appointment of Investor Relations Manager**

Milan, December 23, 2020 - MailUp S.p.A. – MAIL (the “Company” or “MailUp”), a company admitted to trading on the multilateral trading facility AIM Italia and operating in the marketing technology field, according to Article 17 of the AIM Rules for Issuers, hereby notifies the

Financial calendar for the fiscal year 2021

Date	Event
23 rd March, 2021	Board of Directors meeting for the approval of the individual and consolidated Full Year Report as of 31/12/2020 and convening of the Shareholders Ordinary Meeting
22 nd April, 2021	Shareholders' ordinary meeting for the approval of the individual and consolidated Full Year Report as of 31/12/2020
11 th May, 2021	Board of Directors meeting to examine certain consolidated financial data concerning the 3-months period ending 31/03/2021 (Revenues, EBITDA, EBT, Net Financial Position)
14 th September, 2021	Board of Directors meeting for the approval of the individual and consolidated Half Year Report as of 30/06/2021
9 th November, 2021	Board of Directors meeting to examine certain consolidated financial data concerning the 9-months period ending 30/09/2021 (Revenues, EBITDA, EBT, Net Financial Position)

Within two days from the above-mentioned Board meetings, an investor call will be held, the details of which will be disseminated alongside the respective press releases.



The Company also notifies that, after the review of quarterly unaudited consolidated results, gross sales figures from management accounts, not subject to a BoD resolution, will be released on the tenth day (or the following trading day if such day falls on a bank holiday) of each month following the quarter end, and thus:

Consolidated quarterly sales

Date	Event
11 th January, 2021	Review of quarterly consolidated gross sales as of 31/12/2020
12 th April, 2021	Review of quarterly consolidated gross sales as of 31/03/2021
12 th July, 2021	Review of quarterly consolidated gross sales as of 30/06/2021
11 th October, 2021	Review of quarterly consolidated gross sales as of 30/09/2021



Appointment of the Investor Relations Manager

The Company notifies, according to art. 6-bis of AIM Italia Issuer Rules, the appointment of a qualified person in charge of managing relationships with investors ("Investor relations manager -IRM"). The IRM role was attributed to Ms. Micaela Cristina Capelli, Executive Director, by the Board resolution passed on April 23, 2020.



Other information

The Company announces the appointment of iCorporate – integrated consulting firm specialized in corporate and financial communication – for media relations and press office services.



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+%.

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

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

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