



Price Sensitive

PRESS RELEASE

Treasury Shares Purchase

Milan, 4 February, 2021 – MailUp S.p.A. – MAIL (the “Company” or the “Issuer” or “MailUp”), a company admitted to trading on the multilateral trading facility *AIM Italia* and operating in the cloud marketing technology field, hereby notifies the purchase of n. 7,000 treasury shares on AIM Italia, value dates 1, 3 and 4 February 2021, at an average price of Eur 4.505024 per share, for a total consideration of Eur 31,535.17.

The purchase was completed through Banca Popolare di Sondrio.

Here follows the aggregate description of the purchase of MailUp ordinary shares, ISIN IT0005040354, on a daily basis:

Value Date	N. Shares Purchased	Average Price (€)	Amount (€)
01/02/2021	3,000	4.450030	13,350.09
03/02/2021	2,000	4.566890	9,133.78
04/02/2021	2,000	4.525650	9,051.30

Here follows the detailed list of purchases of MailUp ordinary shares. ISIN IT0005040354. on the mentioned period of time:

Purchase Date	Time	N. Shares Purchased	Price (€)	Amount (€)
28/01/2021	14:37:33	2,000	4.419000	8,838.00
28/01/2021	14:41:10	1,000	4.512090	4,512.09
01/02/2021	09:12:36	2,000	4.566890	9,133.78
02/02/2021	09:07:19	1,000	4.505750	4,505.75
02/02/2021	16:54:26	1,000	4.545550	4,545.55

As of 4 February, 2021, MailUp directly owns n. 156,480 treasury shares, representing 0,11% of its own share capital,



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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