



Price Sensitive

PRESS RELEASE

Treasury Shares Purchase

Milan, 9 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. 1,000 treasury shares on AIM Italia, value date 8 February 2021, at an average price of Eur 4.618110 per share, for a total consideration of Eur 4,618.11.

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 (€)
08/02/2021	1,000	4.618110	4,618.11

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 (€)
04/02/2021	09:16:56	1,000	4.618110	4,618.11

As of 9 February, 2021, MailUp directly owns n. 157,480 treasury shares, representing 1.1% 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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