



Price Sensitive

PRESS RELEASE

Treasury Shares Purchase

Milan, 22 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. 3,750 treasury shares on AIM Italia, value dates 16 and 17 February 2021, at an average price of Eur 4.657952 per share, for a total consideration of Eur 17,467.32.

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 (€)
16/02/2021	1,900	4.621140	8,780.16
17/02/2021	1,850	4.695760	8,687.16

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 (€)
12/02/2021	16:55:54	1,900	4.621140	8,780.16
15/02/2021	12:41:47	1,850	4.695760	8,687.16

As of 22 February, 2021, MailUp directly owns n. 161,230 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/>

For further information please contact:

MailUp Group Investor Relations

Micaela Cristina Capelli

+39 02 71040485

investor.relations@mailupgroup.com

MailUp Group Press Office

Maria Giulia Ganassini

+39 02 89603080

press@mailupgroup.com

www.mailupgroup.com

Nomad

BPER Banca

+39 051 2756537

mailup@bper.it

iCorporate - MailUp Group Press Office

Arturo Salemi

+39 335 1222631

Ilaria Mastrogregori

+39 366 6970628

mailupgroup@icorporate.it