



# Presentation

Small Cap Conference

November 19th 2015

@MailUp\_US | [www.mailup.com](http://www.mailup.com)

# INTRODUCTION TO MAILUP

MailUp is an industrial group active in the field of marketing technology, with a focus on email marketing and sms marketing. We are creating a network of Email Service Providers active in the non English speaking countries, in particular in Europe and in the emerging markets.

## Our brands



# WHAT IS AN EMAIL SERVICE PROVIDER

An **Email Service Provider** is a company that helps businesses **create, send and track** newsletters, promotions, automated messages and transactional notifications via **email and SMS**.



## CREATE

Create your message with a drag&drop editor and hundreds of templates



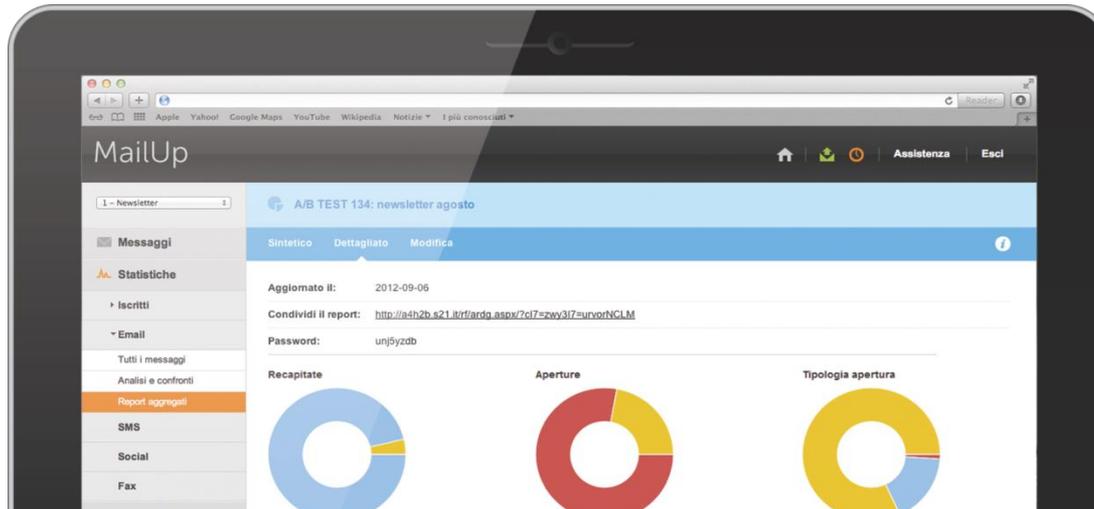
## SEND

Send message worldwide with high deliverability + Automation



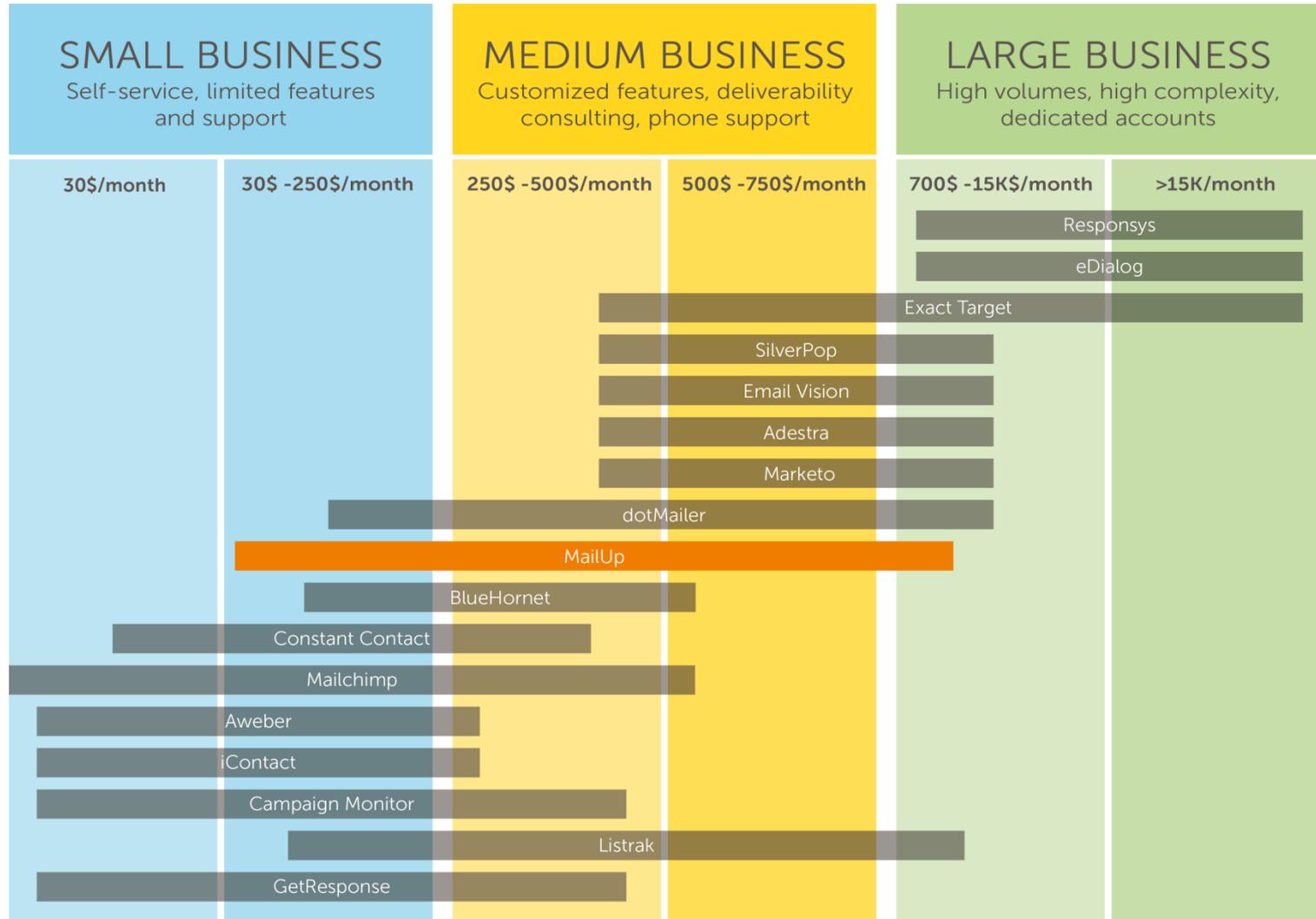
## ANALYSIS

Track opens, clicks, device used, geolocation at user level



A big believer in fighting SPAM, our group does not sell or rent email lists.

# OUR MARKET POSITIONING



Not an exhaustive list of all competitors.

# 10 YEARS OF SELF-FINANCED GROWTH



Some of our clients:



# WHY WE WENT PUBLIC

MailUp has two clear objectives: to strengthen its position as the leader in **Italy's** marketing technology industry, with a focus on email and sms marketing, and to boost its international presence, with a specific and unique focus on **non-English speaking markets**.



**Non-English speaking markets are poorly served by the big players in the industry**, which tend to focus on English-speaking countries. MailUp has customers in over 50 countries, is now available in 8 different languages.



The IPO allowed MailUp to accelerate the pace of **international growth**. The goal is to reach a 50MM EURO valuation within three years of listing, move from AIM to the main market (Milan or London), or evaluate other exit opportunities.



Between 2013 and the beginning of 2014, the company was contacted by numerous potential investors and acquirers, and **rejected two investment proposals**. MailUp is on the map as one of the leaders in a space that has seen strong M&A activity.

# 2015, THE CHALLENGE: GOING INTERNATIONAL

## HOW?

### 1) Joint ventures

We don't need to open offices everywhere, but rather in leveraging local expertise by partnering with local service providers. **Localize, not translate.**

### 2) White-labeling

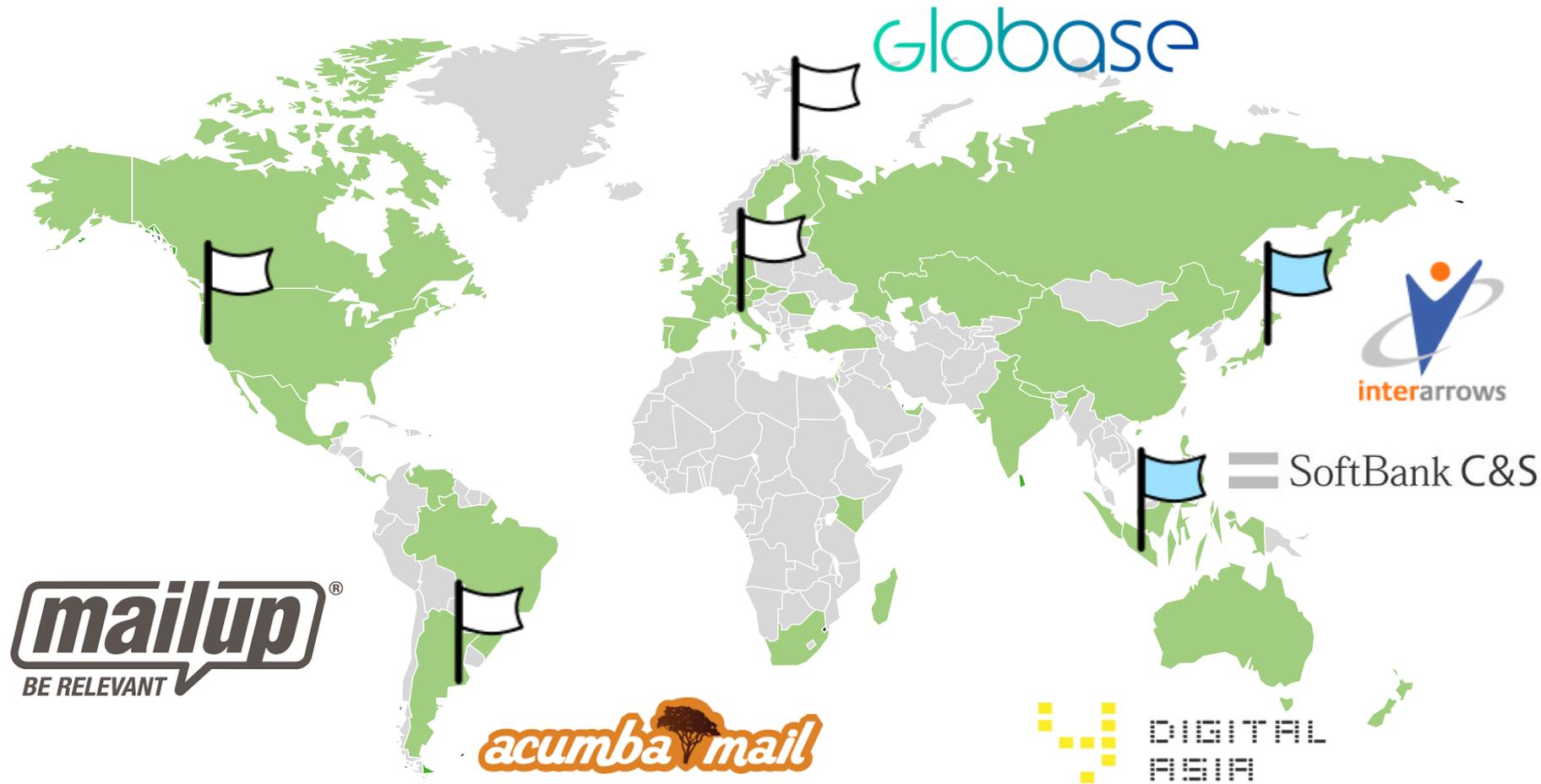
MailUp can be fully white-labeled: this allows for flexible sales strategies including partnerships with large, local providers that may resell the service under their own brand.

### 3) Acquisitions

Acquisitions both on the industrial side (knowledge, technology and up-selling) and as a way to speed-up market entry and growth.



# 2015, FIRST 11 MONTHS: CLIENT BASE IN 50+ COUNTRIES



## Results:

- 2 acquisitions: in Spain/LATAM (Acumbamail) and in the Nordics (Globase)
- 2 strategic alliances in Indonesia (Ydigital Asia) & Japan (Softbank)
- Approx 20% of the revenues are outside Italy



# 2015, ON THE EDGE OF INNOVATION: WWW.BEEFREE.IO

**Hacker News** new | comments | show | ask | jobs | submit login

▲ **BeeFree email editor (beefree.io)**  
211 points by massiarri 89 days ago | comments | salva in pocket

▲ lemming 88 days ago | link  
Massive props for letting me play around with it without having to sign up or enter any data.

▲ massiarri 88 days ago | link  
Thank you! Yes, we want to reduce the time to get in to ... zero :-). If you have any suggestions on the editor, please post on <http://forum.beefree.io/>.

▲ massiarri 89 days ago | link  
Free online email editor: we made it free to gather feedback and try to build the best email editor around, over time. Take a minute to check it out and let us know what you think!

▲ aw3c2 88 days ago | link  
There is no privacy policy. I don't know if what I enter ends up on your servers (or any of filepicker.io, fonts.net, jsdelivr.net, mailup.it (ok, that's you) and of course the obligatory infestation of google analytics and cloudfront). Is it all local?

▲ bsilvereagle 88 days ago | link  
Speaking of Google Analytics and privacy policy, you may want to take a look at Section 7: <http://www.google.com/analytics/terms/us.html>

▲ blowski 88 days ago | link  
What's the issue?

▲ byoung2 88 days ago | link  
*You must disclose the use of Google Analytics, and how it collects and processes data. This can be done by*

**Product Hunt** X

**Beefree**  
Free Email editor to build responsive design messages

Posted 3 months ago

337 UPVOTES

4 COMMENTS

**Kevin William David** Co-Founder, WalletKit  
BeeFree makes it easy to create an email message that can be used to send a company newsletter, announce a new product, promote a sale, etc.

It's free to use, has a drag-and-drop interface that enables anyone to create a nice-looking email message. It creates email messages that adapt automatically to small screens, such as that of a smartphone. Once the message has been created, you can preview, test, and download it (so that you can send it with your favorite email program).

▲ 3

**Alex Wolkov** UX, Front End  
Really good email templating! I'm impressed.

As having to build emails, I know the pain it means, checking in multiple email clients, it's like building for the web back in the glorious ie6 days.

This really makes building quicker and simpler.

Great job!



[www.beefree.io](http://www.beefree.io)

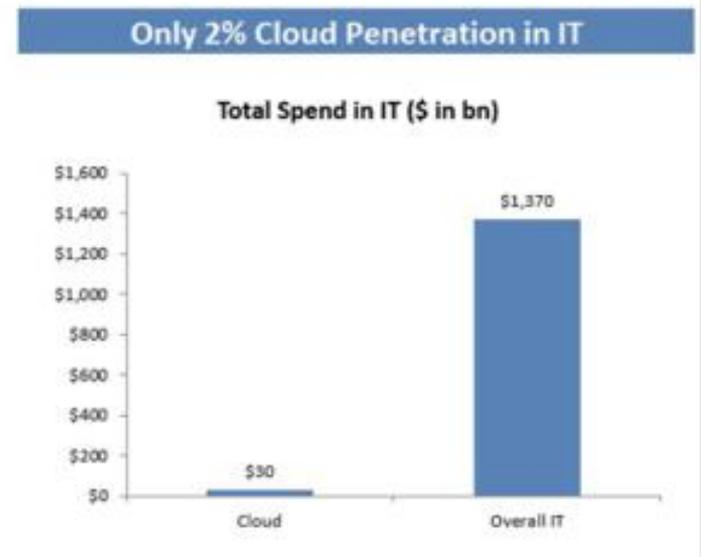
# OUR MARKET: 27 IPOs, \$13bn M&A



### \$13bn+ Public Cloud M&A

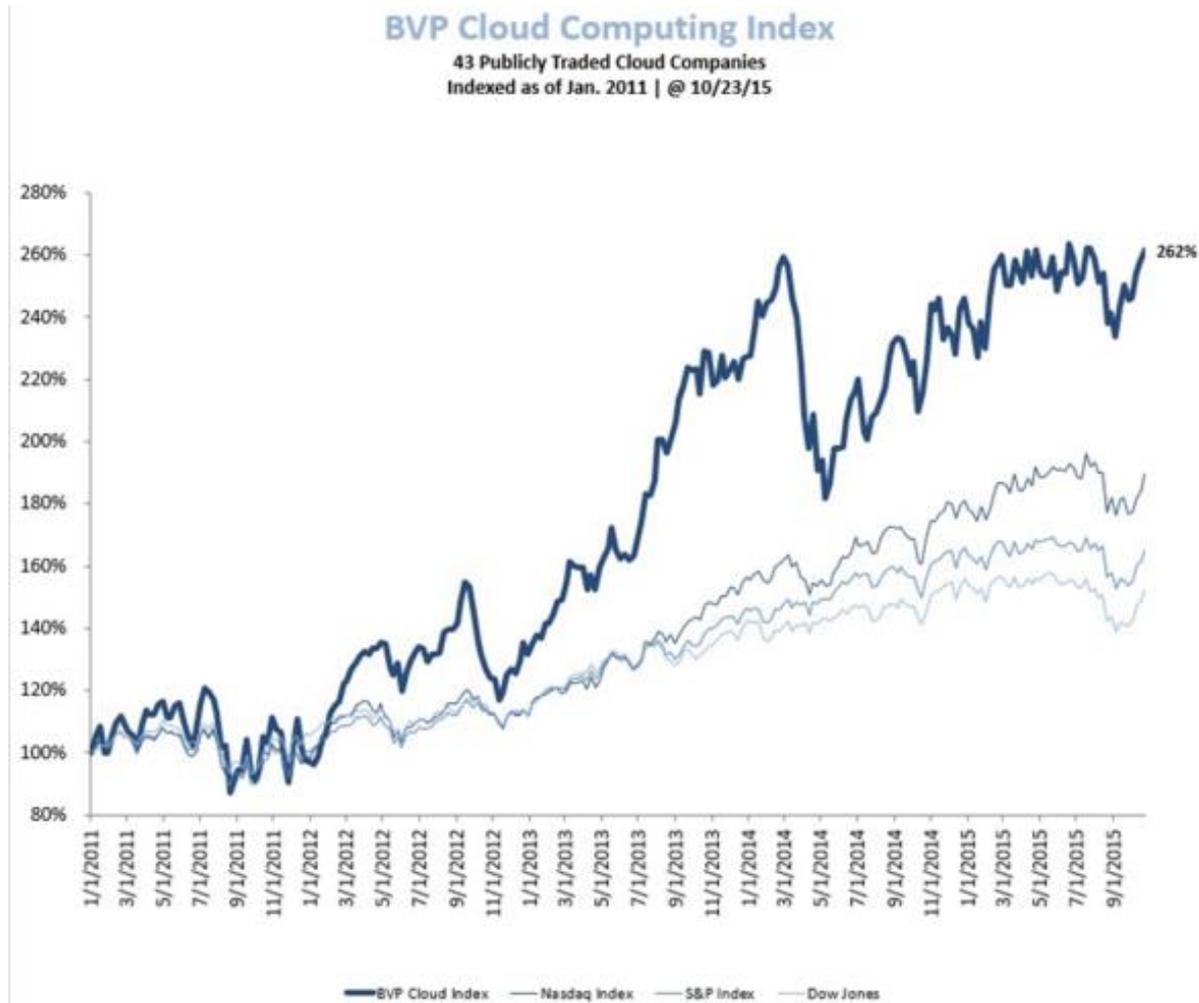
(\$ in m)

Date	Target	Acquirer	Deal Size
Mar-14	VOCUS	GTCR	\$0.4
Dec-13	responsys	ORACLE	\$1.5
Jul-13	ExactTarget	salesforce	\$2.5
Dec-12	eloqua	ORACLE	\$1.0
Aug-12	Kenexa	IBM	\$1.3
May-12	ARIBA	SAP	\$4.3
Feb-12	Taleo	ORACLE	\$1.8
<b>Total</b>			<b>\$12.8</b>



Source: Gartner, July 2015  
 Note: Estimates per 2013. Cloud includes SaaS, PaaS and IaaS. Overall IT includes worldwide spend in Data Center Systems, Enterprise Software and IT Services.

# THE CLOUD COMPUTING INDEX



The BVP Cloud Index tracks public companies in the Cloud Computing sector.

# OUR FINANCIAL DATA

	2013	2014	2015*
Net Sales	6,4 M	8 M	9,8 M
EBITDA	511k	834k	1,4 M
EBT	81k	203k	500k
Operating cashflow	nd	1,46 M	nd
Net Financial Position	0,59 M	3,28 M	3M
Cash on bank	651k	3,3 M	nd
Short term financial debts	14k	9k	nd
Middle/Long term financial debts	50k	50k	nd

\* Analyst estimates

# OUR STOCK (MAIL.MI)



Isin: IT0005040354

OPEN	DAY RANGE	VOLUME
<b>2.89</b>	<b>2.89 - 2.95</b>	<b>1,200</b>
PREVIOUS CLOSE	52WK RANGE	1 YR RETURN
<b>2.96</b>	<b>2.60 - 3.29</b>	<b>4.46%</b>
YTD RETURN	CURRENT P/E RATIO (TTM)	EARNINGS PER SHARE (EUR) (TTM)
<b>4.16%</b>	<b>345.13</b>	<b>0.01</b>
MARKET CAP (M EUR)	SHARES OUTSTANDING (M)	PRICE/SALES (TTM)
<b>23.632</b>	<b>8.000</b>	<b>2.95</b>
DIVIDEND INDICATED GROSS YIELD	SECTOR	INDUSTRY
-	<b>Communications</b>	<b>Media</b>

Market Cap: € ~24 milioni

Public float: 1.200.000 shares (15%)

Shares traded in the first 10,5 months of 2015: 1.236.000 shares



# KEY PEOPLE



## Nazzareno Gorni

Co-Founder & CEO

Management Engineer, Politecnico di Milano  
Frequent speaker at industry conferences  
Professor at IULM University and MBA  
Author of books on Email and Internet marketing



## Massimo Arrigoni

Chief Product Officer

Co-Founder, Early Impact Inc. (ecommerce software)  
Board Member, Mind the Bridge Foundation (startup accelerator)  
Expert in web-based apps for ecommerce and digital marketing



## Giandomenico Sica

Corporate development and M&A

Founder of Polimetrica (international publishing, more than 100 books published with international researchers from Oxford, MIT, Harvard, Chinese Academy of Sciences)  
Founder Grafo Ventures (corporate finance in digital media)



## Luca Azzali

Co-Founder & COO

Over a decade of experience in business software sales and e-commerce



## Matteo Monfredini

Co-Founder & CFO

Over a decade of experience in financial administration



## Matteo Bettoni

Co-Founder & CTO

Computer Science Engineer, Politecnico di Milano  
Over a decade of IT experience,  
Cloud computing expert

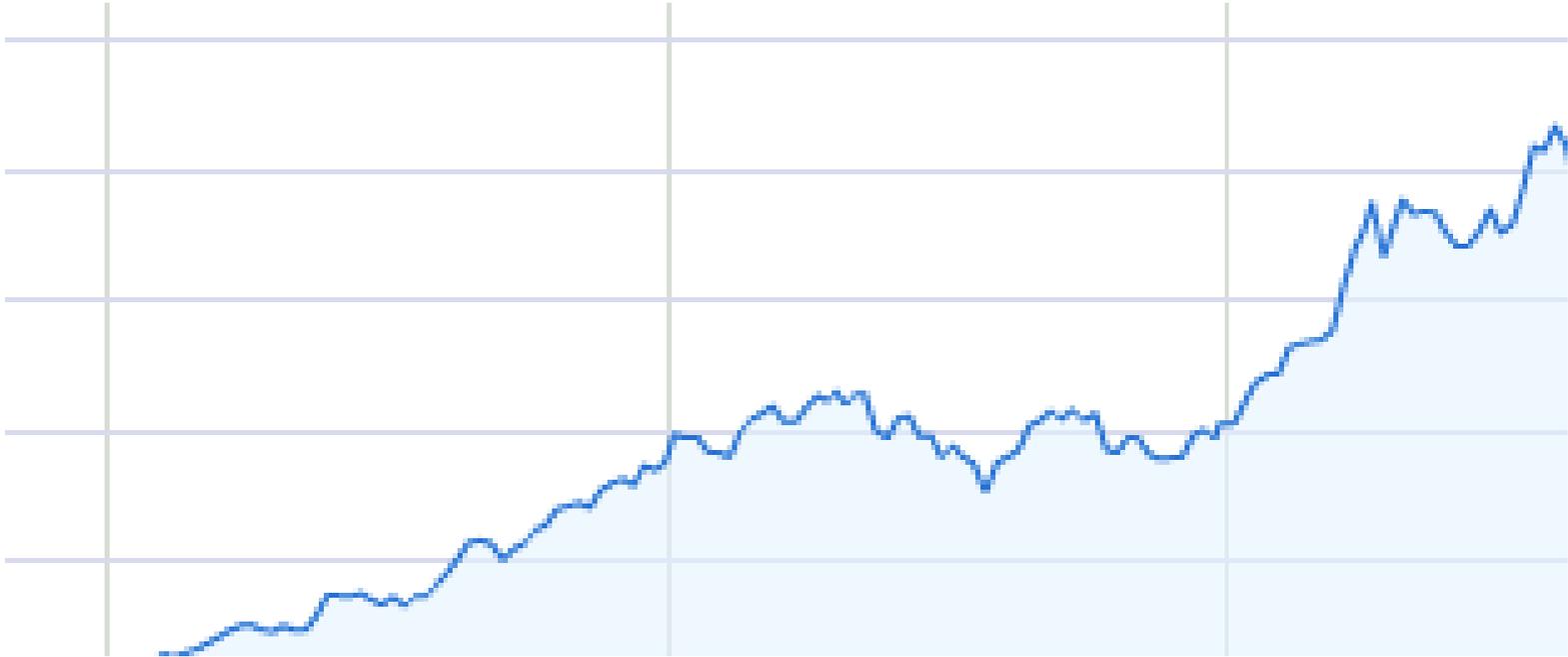


## Alberto Miscia

Co-Founder & Software Architect

Computer Science Engineer, Politecnico di Milano  
8 years experience in email delivery

# ALL IN ALL, WHY TO INVEST IN MAILUP?



bet on our dissatisfaction!

# OUR PARTNERS

Nomad



Legal Advisor



Global audit & accounting



Specialist

