

**LUGANO SMALL & MID CAP
INVESTOR DAY**



VI Edizione
Hotel Splendide Royal
25 settembre 2015



@MailUp_US | www.mailup.com

INTRODUCTION TO MAILUP

MailUp is a **SAAS platform** 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



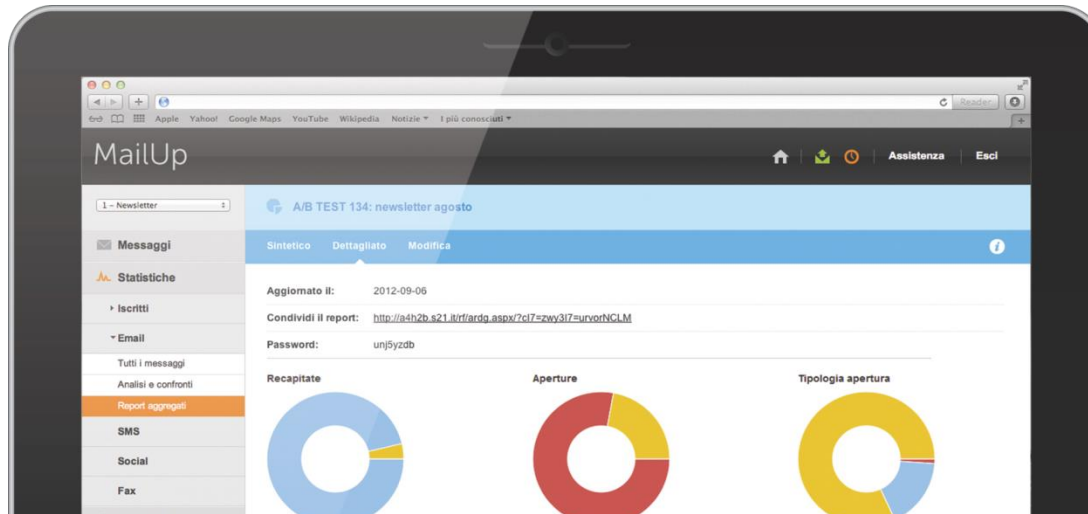
SEND

Send message worldwide with high deliverability



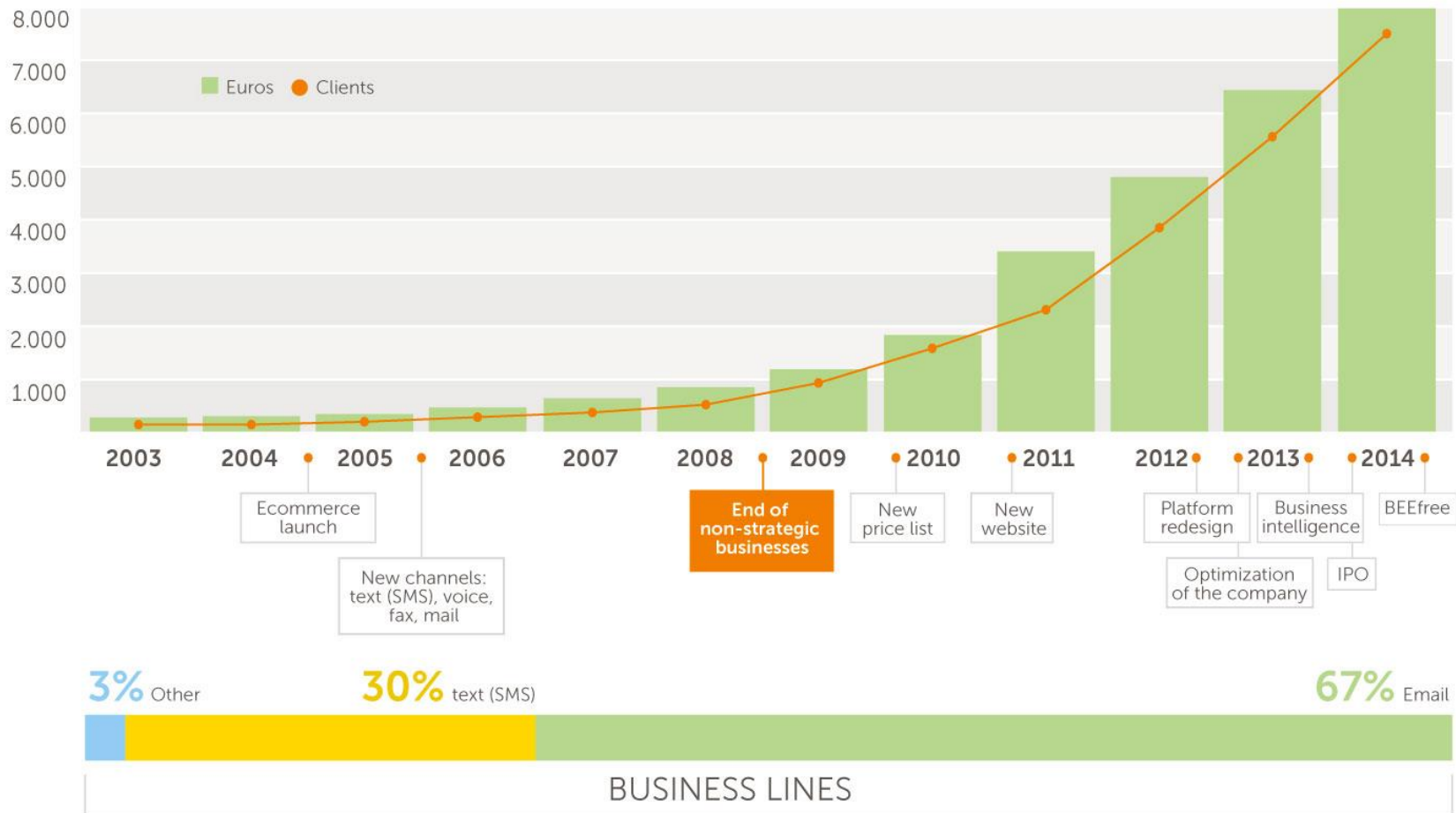
ANALYSIS

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



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

10 YEARS OF SELF-FINANCED GROWTH



Some of our clients:



WHY WE WENT PUBLIC

Investing in MailUp means becoming part of a growth-stage leader in marketing technologies with a strong upside potential.

Cloud computing

\$ 178 Bln/ 2015

MailUp's industry is booming. According to the Bessemer Cloud Index, the market cap in the Cloud Computing sector has grown dramatically from \$40 in 2012 to \$178 billion in 2015.

MailUp growth

+334% in 4 years

Despite not having raised any capital and without using any debt, in 2014 MailUp generated 8 million euro in sales, through 6,580 clients, with 200 new clients every month. Strong, consistent growth year after year.



M&A in Email Marketing Technology

\$ 1,5 Bln Responsys acquired by Oracle

\$ 2,5 Bln Exact target acquired by Salesforce

These are just two of many important acquisitions that occurred in MailUp's sector recently.

\$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
Total			\$12.8

Source: Bessemer Venture Partners

WHY WE WENT PUBLIC

MailUp has two clear objectives: to strengthen its position as the leader in **Italy's** marketing technologies sector, 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 available in 8 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) Acquisitions

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

2) Joint ventures

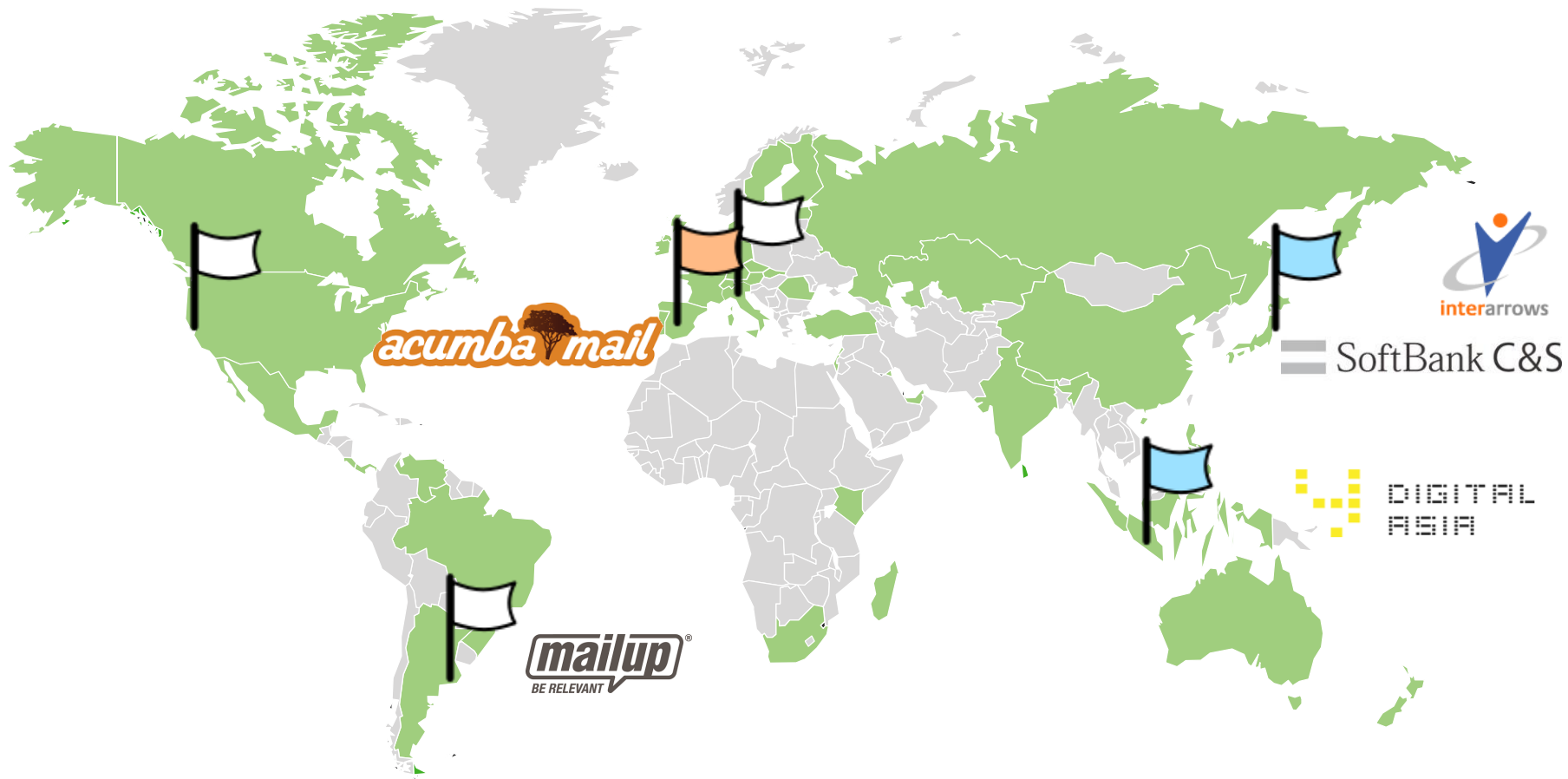
We don't need to open offices everywhere, but rather in leveraging local expertise by partnering with local service providers. **Localize, not translate.**

3) Resellers

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.



2015, FIRST 9 MONTHS: CLIENT BASE IN 50+ COUNTRIES



Results:

- 1 acquisition in Spain/LATAM (Acumbamail)
- 2 strategic alliances in Indonesia (Ydigital Asia) & Japan (Softbank)
- Approx 15% of the revenues are from outside Italy

2015, ON THE EDGE OF INNOVATION: WWW.BEEFFREE.IO

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▲ 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!

Markly
119
Easily create design

Facebook at Wo
85
Facebook for comp



OUR FINANCIAL DATA

	2014	2013	Δ
Turnover	9 M	7,1 M	+26%
Net Sales	8 M	6,4 M	+24%
EBITDA	834 K	511 K	+63%
EBT	203 K	81 K	+151%
Operating cash flow	1,46 M	nd	
Net Financial Position	3,28 M	0,59 M	
Cash on bank	3,3 M	0,6 M	
Deferred revenues [†]	2,9 M	2,4M	
Short term financial debts	9 K	14 K	
Middle/Long term financial debts	50 K	50 K	

[†] MailUp is mainly sold with annual fees. Sales are pro-quota registered as operating payables.

THE CLOUD COMPUTING INDEX

BVP Cloud Computing Index

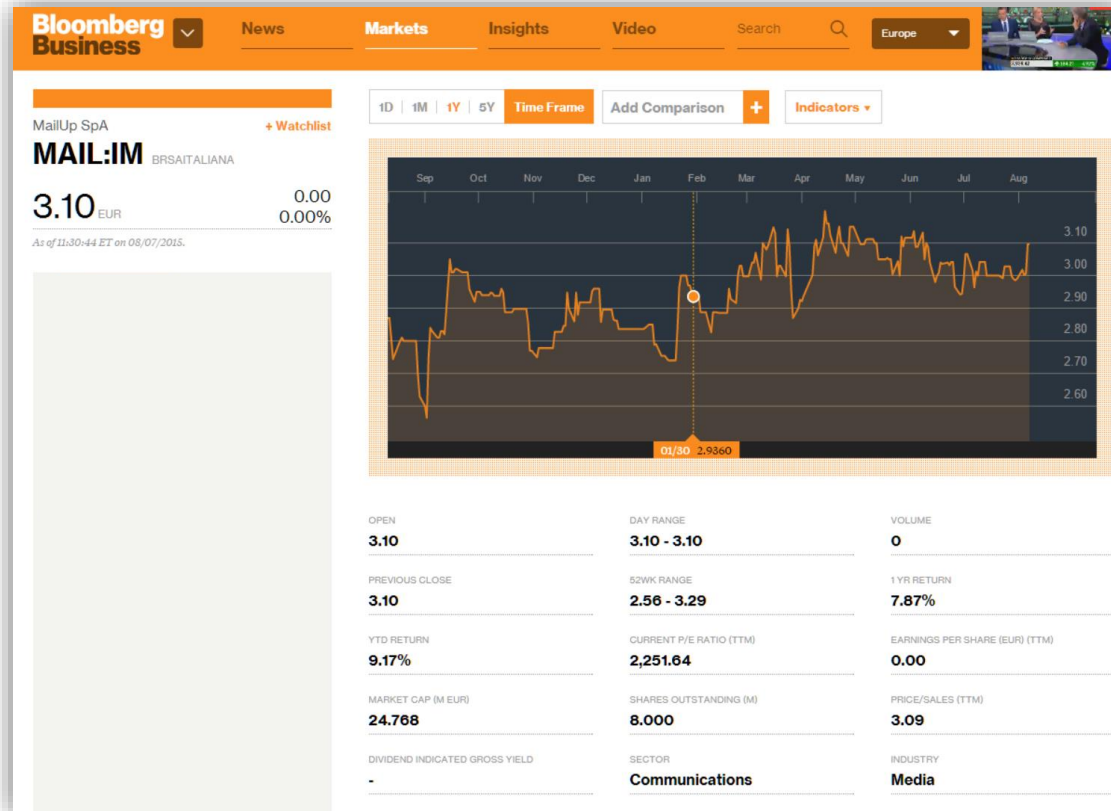
42 Publicly Traded Cloud Companies
Indexed as of Jan. 2011 | @ 8/21/15



OUR STOCK (MAIL.MI)



ISIN: IT0005040354



First Share Price: € 2,50

Market Cap: ~ € 24M

Public float: 1.200.000 shares (15%)

Shares traded in the first 8 months of 2015: 1.128.000 shares



ALL IN ALL, WHY TO INVEST IN MAILUP?



OUR PARTNERS

Nomad



Legal Advisor



Global audit & accounting



Specialist

