



Price Sensitive

MailUp Group (MAIL) announced +65% increase in Q2 sales

Consolidated unaudited gross sales recorded a +65% growth in Q2 2019 (15.7M EUR) vs Q2 2018 (9.5M EUR)

Milan, July 10, 2019. MailUp S.p.A. (MAIL) (the “Company” or “MailUp Group”), MailUp S.p.A. (the “Company” or “MailUp”), a company admitted to trading on the multilateral trading facility AIM Italia / Alternative Investment Market and operating in the cloud marketing technology field, has announced today the quarterly results (Q2 2019) related to gross sales at both group and business unit level.

Consolidated unaudited gross sales recorded a +65% growth in Q2 2019 (15.7M EUR) vs Q2 2018 (9.5M EUR), of which +60% due to organic growth, thanks to the positive performance of both the Group’s main business units and the first satisfactory contribution of the newly acquired Datatrics business unit, active in the predictive marketing field.

The business unit which recorded the largest Q2 sales is Agile Telecom, with 10.3M EUR sales, up 94% over the same period of the previous year, mainly due to an increase in sales with the top clients.

The business unit which recorded the highest growth rate is BEE, with 0.7M EUR sales, up 106% over the same period of the previous year, thanks to a combined increase in both number of clients and revenue per client.

The newly acquired Datatrics business unit posted sales of 0.5M EUR, for which a comparison is not available on the same period of the previous year, since it was first consolidated at P&L level starting from January 2019. Datatrics’ sales grew 29% over Q1 2019.

Business Unit	Q2 2019	Q2 2018	Var %
MailUp	3,980	3,636	9%
Agile Telecom	10,259	5,295	94%
BEE	690	335	106%
Acumbamail	319	264	21%
Datatrics	476	n.a.	n.a.
Totale	15,724	9,529	65%

Data in EUR/000.

Consolidated gross sales from management accounts, not subject to a BoD resolution, unaudited.

Starting from April 1, 2019 Globase is no longer represented as a separate business unit, because it acts as a mere commercial branch for the sale of MailUp and (in the future) Datatrics. Hence therelevant Q2 2018 data have been aggregated to MailUp's business unit sales figures.

With respect of the six-month-long period 01/01/2019-30/06/2019 (H1 2019), sales amount to 29.3M EUR, up ca. 58% over H1 2018 on a like-for-like basis, of which 53% organic growth.

Business Unit	H1 2019	H1 2018	Var %
MailUp	8,020	7,175	12%
Agile Telecom	18,694	10,336	81%
BEE	1,186	575	106%
Acumbamail	600	498	20%
Datatrics	846	n.a.	n.a.
Totale	29,347	18,584	58%

Data in EUR'000.

Consolidated gross sales from management accounts, not subject to a BoD resolution, unaudited.

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The above-stated sales figures include sales from certain multi-annual contracts, hence they may differ from final turnover figures as will be stated in the stand-alone and consolidated financial statements as of 30 June, 2019, in relation to possible period adjustments that could be made when approving the documents.

Matteo Monfredini, Chairman and founder of MailUp Group, stated "We are very pleased of the last quarterly results, for which we thank our 22.000+ clients, up 10% on a like-for-like basis, and 230+ employees, which confirm our mission to develop a suite of excellent messaging technologies and services that allow companies to effectively and ethically reach their audience."

Nazzareno Gorni, CEO and founder of MailUp Group, stated "Q2 sales and their respective growth rates confirm the effectiveness of our entrepreneurial actions, particularly focused on developing traditional businesses to foster the growth of the Saas (software-as-a-service) most innovative businesses such as BEE and Datatrics. In greater detail, BEE has consolidated its global leadership position in the *email content creation* sector, whereas Datatrics, combining a Customer Data Platform (CDP) solution with artificial intelligence algorithms in order to optimize the customer journey, was already chosen by ca. 250 clients, 24 of which are based in Italy."

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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 22,000+ 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 ca. 32%.

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For further information please contact:

Micaela Cristina Capelli – Investor Relator MailUp Group

+39 02 71040485

investor.relations@mailupgroup.com

www.mailupgroup.com

Nomad

Paolo Verna - EnVent Capital Markets Ltd.

42 Berkeley Square - London W1J 5AW

+44 755 7879200

pverna@eventcapitalmarkets.uk