



PRESS RELEASE

Treasury Shares purchase and Notification of share capital changes

Milan, 12 August, 2019 – MailUp S.p.A. – MAIL (the “Company” or “MailUp”), a company admitted to trading on the multilateral trading facility AIM Italia / Alternative Investment Market and operating in the *marketing technology field*, hereby notifies the purchase of n. 4,000 treasury shares on AIM Italia, value date 12 August, 2019, at an average price of Eur 3.6094 per share, for a total consideration of Eur 14,437.6750.

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 (€)
08/08/2019	2,000	3.59765	7,195.3000
08/08/2019	1,500	3.61825	5,427.3750
08/08/2019	500	3.63000	1,815.0000

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 (€)
08/08/2019	16:53:56	2,000	3.59765	7,195.3000
08/08/2019	17:27:53	1,500	3.61825	5,427.3750
08/08/2019	17:35:18	500	3.63000	1,815.0000

As of 12 August 2019, MailUp directly owns n. 49,681 treasury shares, representing 0.33% 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), Globase (Nordics market), 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. 33%.

ISIN IT0005040354 - Reuters: MAIL.MI - Bloomberg: MAIL IM

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