



**PRESS RELEASE**

**Notification of share capital changes**

Milan, 16 September, 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*, following the share capital increase for the purposes of the *stock option* plan known as “Piano 2016” (the “Plan”), as resolved by the Company's Board of Directors on 29 March 2016 (for more information please see the press release published on the same date) and following the attribution of 9,880 shares (with a 12-month *lock-up* period) on 15 July, 2019 (for more information please see the press release published on 16 July, 2019), hereby notifies the new share capital composition (subscribed and paid-up). The declaration of the completed share capital increase was submitted to the Company Register of Milan on 9 September, 2019.

Please find below the new share capital composition (subscribed and paid-up) following the above-mentioned submission, in the format prescribed by model T.1. of the Italian Issuers' Regulations:

	PREVIOUS SHARE CAPITAL			CURRENT SHARE CAPITAL		
	EUR	Shares	Nominal Value	EUR	Shares	Nominal Value
Total	374,029.15	14,961,166	-	374,276.15	14,971,046	-
Of which ordinary shares	374,029.15	14,961,166	-	374,276.15	14,971,046	-

Following the share capital increase, MailUp's capital structure is as per the below:

Shareholders	No. Shares	Percentage
Azzali Luca	1,638,440	10.94%
Bettoni Matteo	1,532,440	10.24%
Miscia Alberto	1,638,440	10.94%
Gorni Nazzareno	1,615,102	10.79%
Monfredini Matteo	1,602,920	10.71%
Zoidberg S.r.l.	1,076,683	7.19%
Employees	189,948	1.27%
BMC Holdings B.V.	657,859	4.39%
Treasury Shares	51,281	0.34%
Market	4,967,933	33.18%
<b>Total</b>	<b>14,971,046</b>	<b>100.00%</b>



**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 115+ countries.

The company is admitted to trading on the AIM Italia market managed by the Italian Stock Exchange, with a free float in excess of 33%.

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

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