



PRICE SENSITIVE

PRESS RELEASE

MailUp Group (MAIL) announces mandatory smart working for the Milan and Cremona offices for the week 24-28 February

Milan, 23 February, 2020 - MailUp S.p.A. (MAIL) (the “Company” or “MailUp Group”), a company admitted to trading on the multilateral trading facility AIM Italia and operating in the cloud marketing technology field, due to the recent developments in the Covid-19 virus infection in Lombardy, albeit no cases were reported among staff so far, hereby notifies the adoption of mandatory smart working and prohibition of business travel via public transport, for the staff in force at the Milan and Cremona corporate offices, with effect from Monday February 24 to Friday February 28 included, and reserve of a subsequent re-evaluation for a potential further week-long extension of the provision.

The Group's procedures, as well as nature of business, are fully compliant and ready for remote working and collaboration. Hence the estimated impact on operations, productivity and personnel availability is deemed non substantial.

Nazzareno Gorni, CEO and founder of MailUp Group, stated “*The resolution announced by MailUp Group results from a thorough assessment by the top management, in that preservation of the health of all employees and collaborators of MailUp Group is our utmost priority.*”



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 36+%.

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