



Price Sensitive

PRESS RELEASE

Treasury Shares Purchase

Milan, 6 March, 2020 – 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. 9,000 treasury shares on AIM Italia, value dates 3 and 4 March, 2020, at an average price of Eur 4.487841 per share, for a total consideration of Eur 43,390.57.

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 (€)
03/03/2020	5,000	4.478048	22,390.24
04/03/2020	4,000	4.500081	18,000.33

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 (€)
28/02/2020	15:53:20	2,000	4.465260	8,930.52
28/02/2020	16:28:36	500	4.480000	2,240.00
28/02/2020	16:28:36	500	4.460000	2,230.00
28/02/2020	17:27:53	2,000	4.494860	8,989.72
02/03/2020	17:29:22	2,500	4.446130	11,115.33
02/03/2020	17:35:17	1,500	4.590000	6,885.00

As of 6 March 2020, MailUp directly owns n. 91,881 treasury shares, representing 0.61% 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), Agile Telecom (wholesale SMS market) and

Datatrix (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+%.

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

Media & Guidelines: <https://mailupgroup.com/guidelines/>

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