



PRESS RELEASE

MailUp Group announces the extension of mandatory smart working to guarantee collective health

Milan, 13 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*, announces the extension until further notice of the provisions announced on 23 February regarding mandatory smart working for the personnel of the Milan, Cremona and Carpi offices. The ban on business travel, which involves the use of collective means of transport, is also confirmed.

The announcement is made following the most recent government measures regarding the containment of the spread of Covid-19, with the aim to continue guaranteeing the utmost safety for employees and collaborators of the MailUp Group, their families and the community. Over-two-weeks smart working has had no substantial impact on business operations and performances, which are carried out as usual and the productivity of which is comparable to the previous period.

The Company also announces that, as of today, no cases of positivity to coronavirus have been reported in the MailUp Group staff.

Nazzareno Gorni, founder and CEO of MailUp Group, stated: *“In this new and uncertain context, our business keeps working as usual. A structured remote work program (winner of the Smart Working Award by the School of Management of the Milan Polytechnic) has involved the entire corporate population since 2019, which was already accustomed to working remotely being distributed across multiple countries and time zones. At the moment we forecast no changes to our plans, however we are prepared to deal with possible impacts on the economic trends deriving from the general situation. I also think that the digital industry will be among the least impacted by the current situation. On a final note, I wish to highlight how most of the Group expected growth for 2020 will come from foreign markets, in particular from the Nordics with Datatrics, globally with BEE and from the LatAm market with MailUp.”*



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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