MAILUP GROUP

Price Sensitive

PRESS RELEASE

BEE launches Page Builder

Treasury Shares Purchase

Milan/San Francisco, 27 March, 2020 – MailUp S.p.A. – MAIL (the "**Company**" or the "**Issuer**" or "**MailUp**"), a company admitted to trading on the multilateral trading facility *AIM Italia* and operating in the cloud marketing technology field, has announced today that BEE, its world-leading business unit in embeddable content builders for SaaS applications, launched Page Builder, a new addition to the BEE Plugin family to build beautiful Web pages.

The new Page Builder will allow SaaS applications to offer their customers a friendly tool to create great-looking, responsive landing pages with the same, easy-to-use features they know and use for emails. In addition, web pages can be enriched with useful features such as forms, embedded videos, and the ability to paste scripts, like an embeddable SurveyMonkey or Typeform survey.

Combined with the Email Builder, the Page Builder gives SaaS applications the power to deliver a single optimized user experience in designing both emails and web pages.

New Page Builder subscriptions activated before April 30, 2020 get the first 3 months free within the wider #StayStrong initiative, as BEE's contribution to the fight of the current Covid-19 situation. After that, bundle pricing is available, providing extra discounts to users of both Email & Page Builder.

To further support companies who struggle with the Covid-19 emergency, BEE has also published on its popular email design blog tips and guidelines on how to effectively communicate with their audiences (https://emaildesign.beefree.io/crisis-communication-how-to-adjust-your-email-marketing-amid-the-coronavirus-pandemic/) and created 3 email templates that can be used as a starting point for company communication related to the current crisis. The templates are free and can be edited with the BEE editor, then downloaded & used anywhere (https://beefree.io/templates/).

BEE posted FY2019 revenues in excess of EUR 2.6M, growing 111% on the previous year, and ca. 35% EBITDA. BEE Plugin is the embeddable drag-n-drop email editor used by over 600 SaaS applications and enjoyed in its free version by over 1,000,000 people at https://beefree.io/.

Massimo Arrigoni, General Manager of BEE, stated: *"Since the day we presented our embeddable, drag-n-drop email editor in the fall of 2015, SaaS companies have been asking us to create a version of it for Web pages. Their customers often need to create both emails and Web pages, and want one tool to do both. With Page Builder, now they can. Over 50 SaaS applications beta-tested it over the last few months, and today we are excited to go live. We are also very aware of the current economic situation, and therefore are happy to give all existing and new customers three months in which they can use Page Builder absolutely free. We hope that this allows them to make their products even stronger, so that - when the economy rebounds - they will rebound even higher".*

Nazzareno Gorni, founder and CEO of MailUp Group, commented: *"Despite the current situation, BEE is still delivering strong growth and in March we are recording the highest number of free trial requests, while the BEE Templates for Gmail add-on reached more than 215,000 users. BEE was founded by MailUp Group as a product-led growth startup, and according to that we are carefully listening to user requests to create state-of-the-art products that meet clients needs. This year we released AddOns, that enable third party companies to easily enrich our Editor with cool widgets, such as count-down timers or dynamic QR-codes. Today we launch the new Page Builder that opens a new revenue stream and is expected to increase the ARPA. Gross margin close to 80% allows BEE to self-finance its growth: in the last few weeks about 10 employees joined its ranks.*

For this success I must thank the talent and commitment of Massimo Arrigoni and his dedicated and passionate team, able to collaborate even if spread across multiple locations and timezones".

The Company also notifies the purchase of n. 3,000 treasury shares on AIM Italia, value date 23 March, 2020, at an average price of Eur 3.8070 per share, for a total consideration of Eur 11,421.00.

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 (€)
23/03/2020	3,000	3.8070	11,421.00

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 (€)
19/03/2020	17:10:23	1,500	3.8140	5,721.00
19/03/2020	17:20:39	1,500	3.8000	5,700.00

As of 27 March 2020, MailUp directly owns n. 112,381 treasury shares, representing 0.75% 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 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 23,000+ 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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