



MAILUP GROUP

PRICE SENSITIVE

PRESS RELEASE

MailUp Group (MAIL) announced +68% increase in Q3 sales

Milan, October 10, 2019 - MailUp S.p.A. (MAIL) (the “Company” or “MailUp Group”), a company admitted to trading on the multilateral trading facility AIM Italia / Alternative Investment Market and operating in the cloud marketing technology field, has announced today the quarterly results (Q3 2019) related to gross sales at both group and business unit level.

Consolidated unaudited gross sales recorded a +68% growth in Q3 2019 (14.6M EUR) vs Q3 2018 (8.7M EUR), of which +60% due to organic growth, thanks to the positive performance of both the Group’s main business units and the satisfactory contribution of the newly acquired Datatrics business unit, active in the predictive marketing field.

The business unit which recorded the largest Q3 sales is Agile Telecom, with 9.5M EUR sales, up 81% over the same period of the previous year, mainly due to an increase in sales with the top clients.

The business unit which recorded the highest growth rate is BEE (beefree.io), with 0.8+M EUR sales, up 113% over the same period of the previous year, thanks to a combined increase in both number of clients and revenue per client.

The newly acquired Datatrics business unit posted sales of 0.6M EUR, for which a comparison is not available on the same period of the previous year, since it was first consolidated at P&L level starting from January 1st, 2019. Datatrics’ sales grew 35% over Q2 2019.

Business Unit	Q3 2019	Q3 2018	Var %
MailUp	3,267	2,779	18%
Agile Telecom	9,543	5,270	81%
BEE	835	392	113%
Acumbamail	276	240	15%
Datatrics	642	n.a.	n.m.
Totale	14,563	8,681	68%

Data in EUR/000.

Consolidated gross sales from management accounts, not subject to a BoD resolution, unaudited.

Starting from April 1, 2019 Globase is no longer represented as a separate business unit, because it acts as a mere commercial branch for the sale of MailUp and Datatrics. Hence the relevant Q3 2018 data have been aggregated to MailUp’s business unit sales figures.

Matteo Monfredini, Chairman and founder of MailUp Group, stated *“We are very pleased of the last quarterly results, which confirm our actions to build a synergic and competitive group in the cloud marketing technologies, allowing clients to effectively and ethically reach their audience.”*

Nazzareno Gorni, CEO and founder of MailUp Group, stated *“All five business units develop according to plans. After Italy, Datatrics started sales in the Nordics, where the first client was acquired in September. MailUp’s double-digit growth rate is steady, with some hundred new clients acquired per month and current client revenue expansion, thanks to the Professional Services and growth in Latin America. Agile Telecom consolidates its Italian leadership with substantial volume increases, which do not show any slowing trend as per the current period. BEE is investing both in S&M, sponsoring Industry Conference (Cleveland) and Saastock (Dublino), and in growing its offer portfolio, with an ambitious development plan which we see productive in the first half of 2020.”*



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 of ca. 33+%.

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For further information please contact:

MailUp Investor Relations

Micaela Cristina Capelli

+39 02 71040485

investor.relations@mailupgroup.com

www.mailupgroup.com

Nomad

Paolo Verna

EnVent Capital Markets Ltd.

42 Berkeley Square - London W1J 5AW

+44 755 7879200

pverna@enventcapitalmarkets.uk