



MailUp Group overview and latest results

IRTOP SMART TECH INVESTOR DAY

2 April, 2021

A tech group built on strong synergies

 Group Holding / Parent
~50 employees



Strategy, M&A, Finance/Accounting, IR, IT, HR, Legal

 Business Units
~200 employees

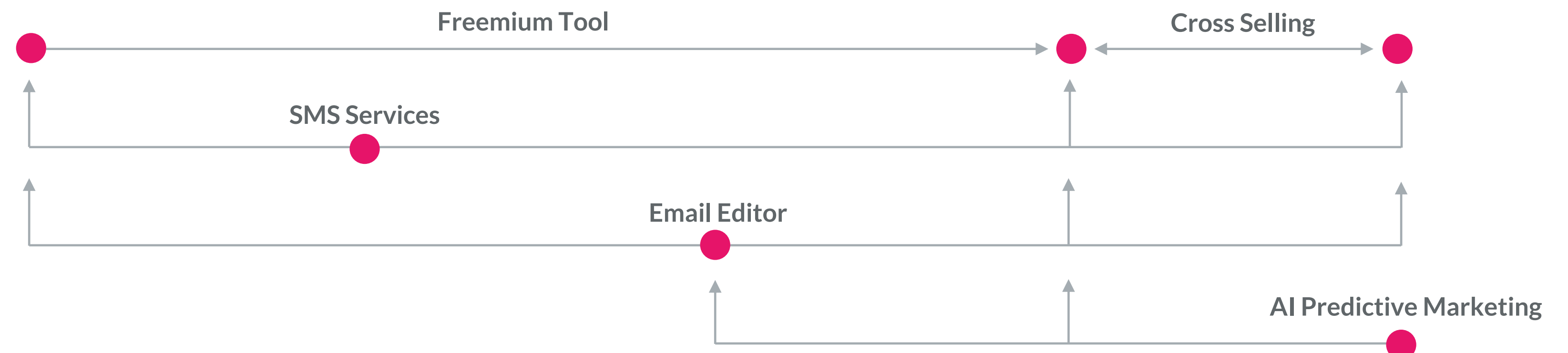
Acumbamail

agile
telecom
SMS PROFESSIONALS

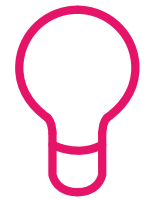

BEE

mailup
BE RELEVANT

 Datatrics



MailUp Group at a glance



Innovation

- Fast-growing industry: **Technology / cloud software / marketing technology (SAAS)**
- From **messaging** to **mobile content creation** and **data-driven** omni-channel **predictive** marketing automation



Growth

- Revenues 3y CAGR +41%
 - +26% FY 2017 (organic)
 - +47% FY 2018 (organic)
 - +51% FY 2019 (organic +46%)
 - +7% FY 2020
- **5 acquisitions** in 3 years
- Always profitable



Global Expansion

- **International revenues** from 10% to 54% since IPO
- Serving 23,000+ B2B clients in **115+ countries** (271,000 free users)
- **240+ employees** in 3 continents

FY 2020 at a glance



Results

- 65.2M/EUR sales (+7%)
- 20.8M/EUR Gross Profit (+25%)
- 5.1M/EUR EBITDA (+6%)
- 34.5M/EUR foreign revenues (+20%)
- 29% recurring revenues (+19%)
- 6.3M/EUR net cash position, adjusted for IFRS16



Investors

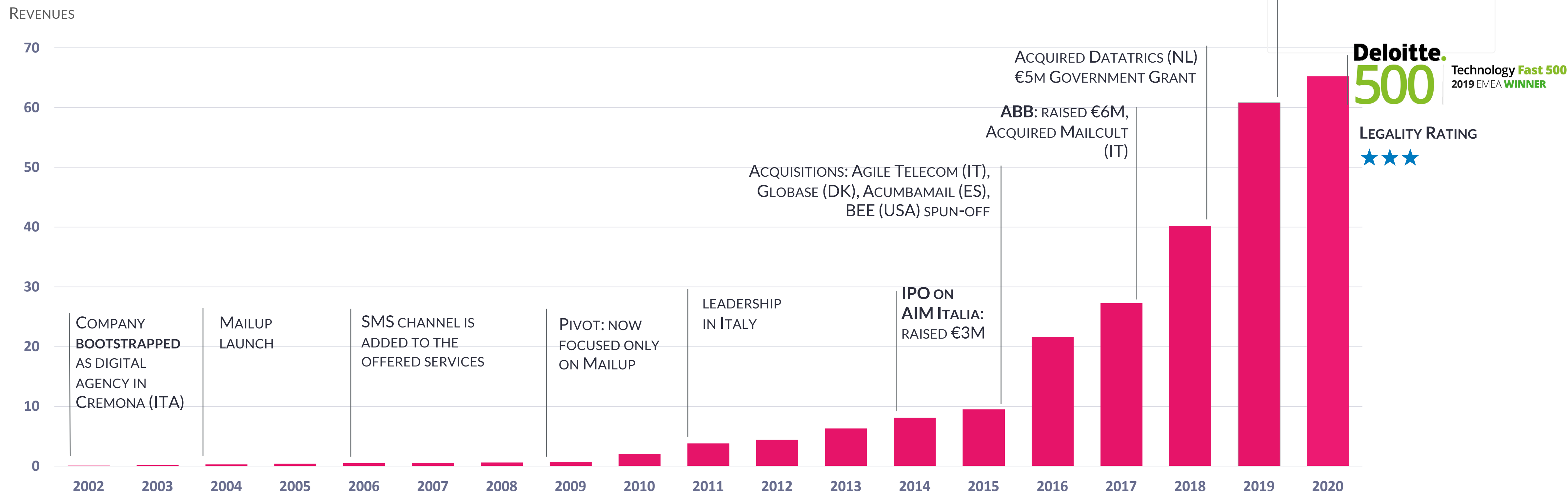
- New all-time max price @5.68EUR
- 14k avg shares traded/day
- **First ESG report**
- **31 investor days, 138 institutional/professional investors**
- 3 brokers, 19 equity reports out
- **First investor survey**



Covid-19 response

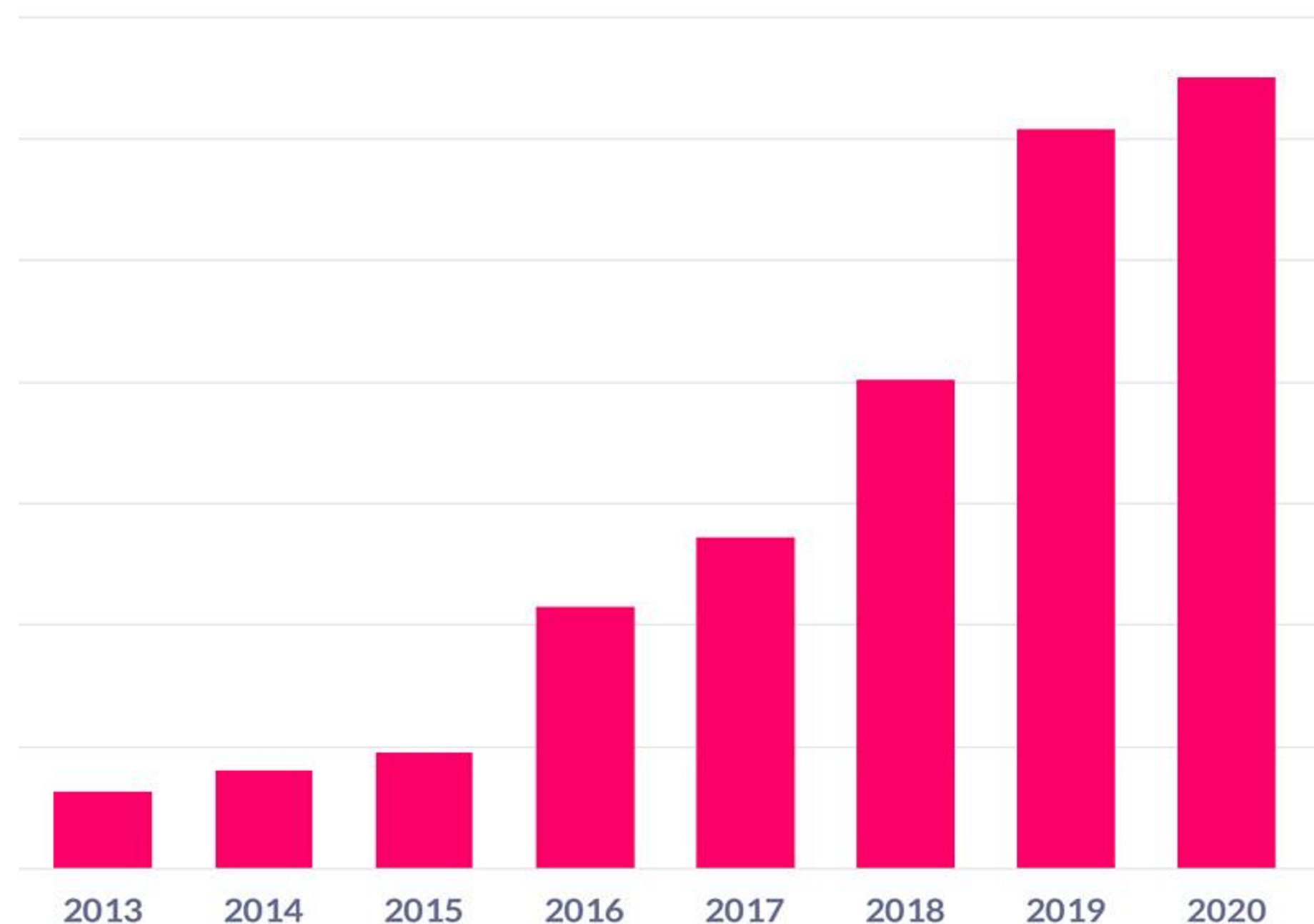
- **Protection of employees:** full remote working from February 2020; no layoffs
- **Protection of strategic investments:** no delays in core investments (S&M and R&D)
- **Protection of business:** reorganisation of Datatrics for self-provisioning and partners

From startup to leading European player in SAAS cloud software



... and more is yet to come

2021 - 2025



- Acquisitions
- Uplisting
- R&D
- Internationalization

In one word... **growth**

Changing the Group legal name to...

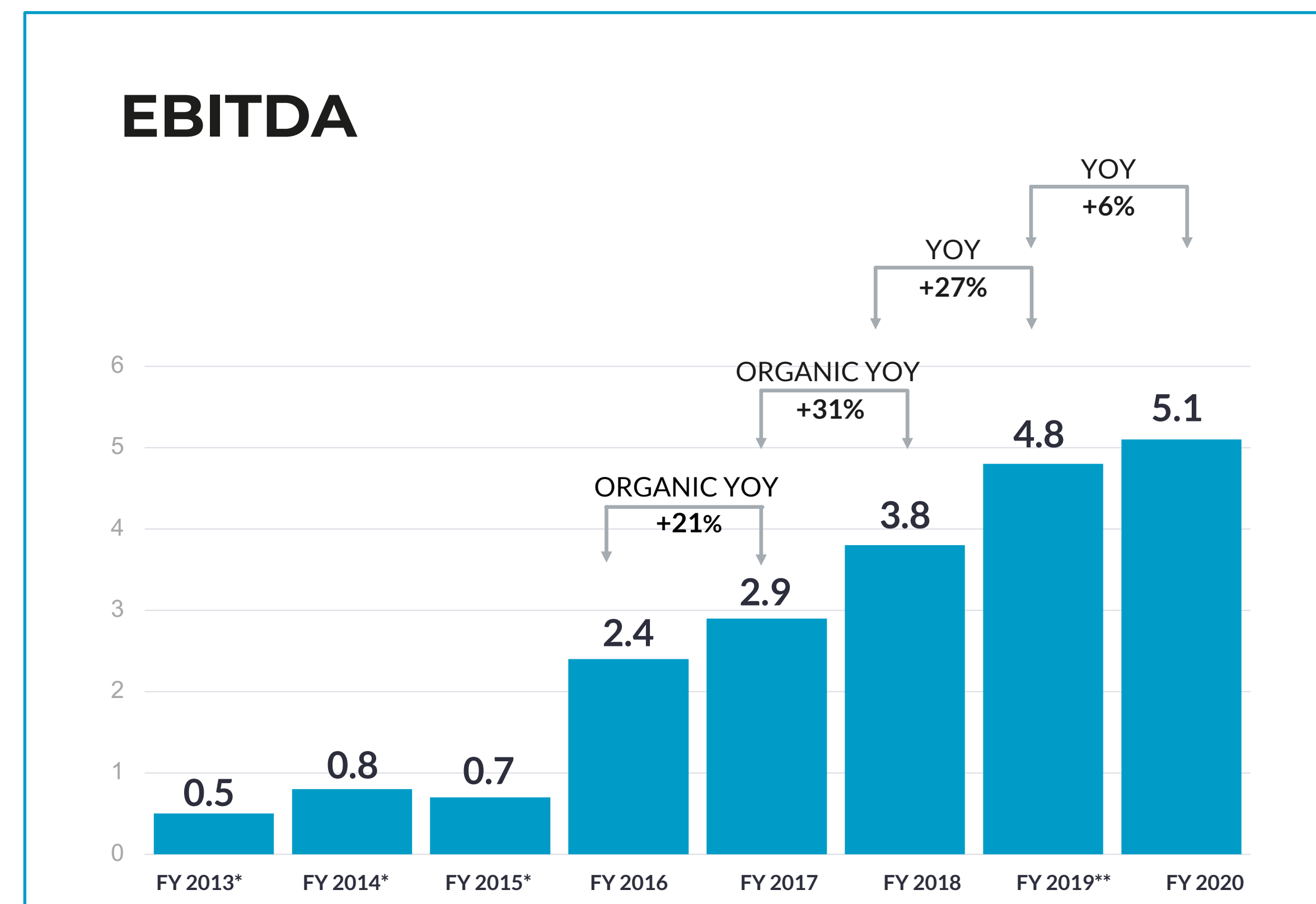
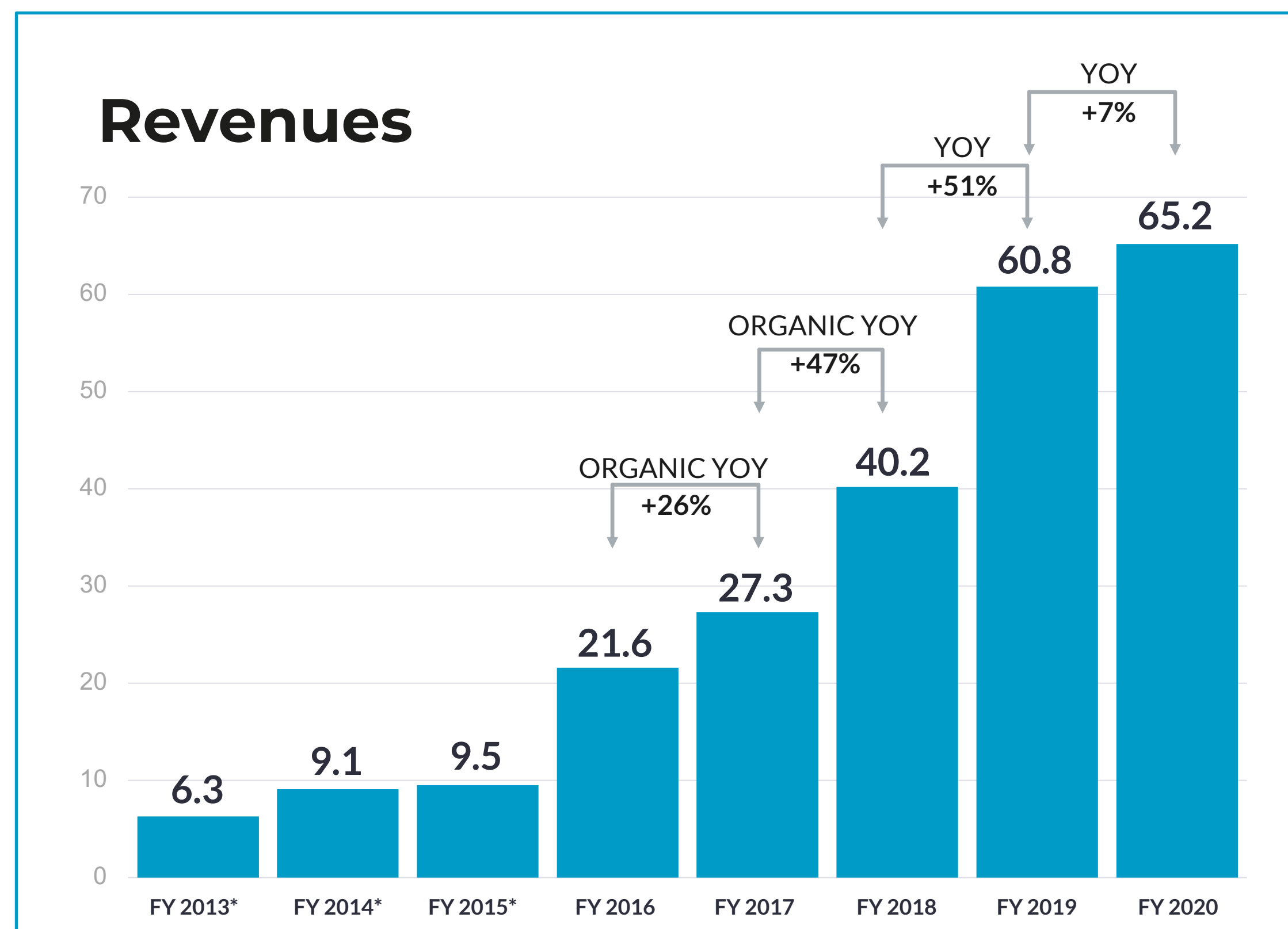


- **GROWTH**
Our own, our customers' and investors'
- **-ENS**
Latin suffix for active action agency

NEXT STEPS

- GSM approval (22 April)
- Ticker change (Early May)

P&L



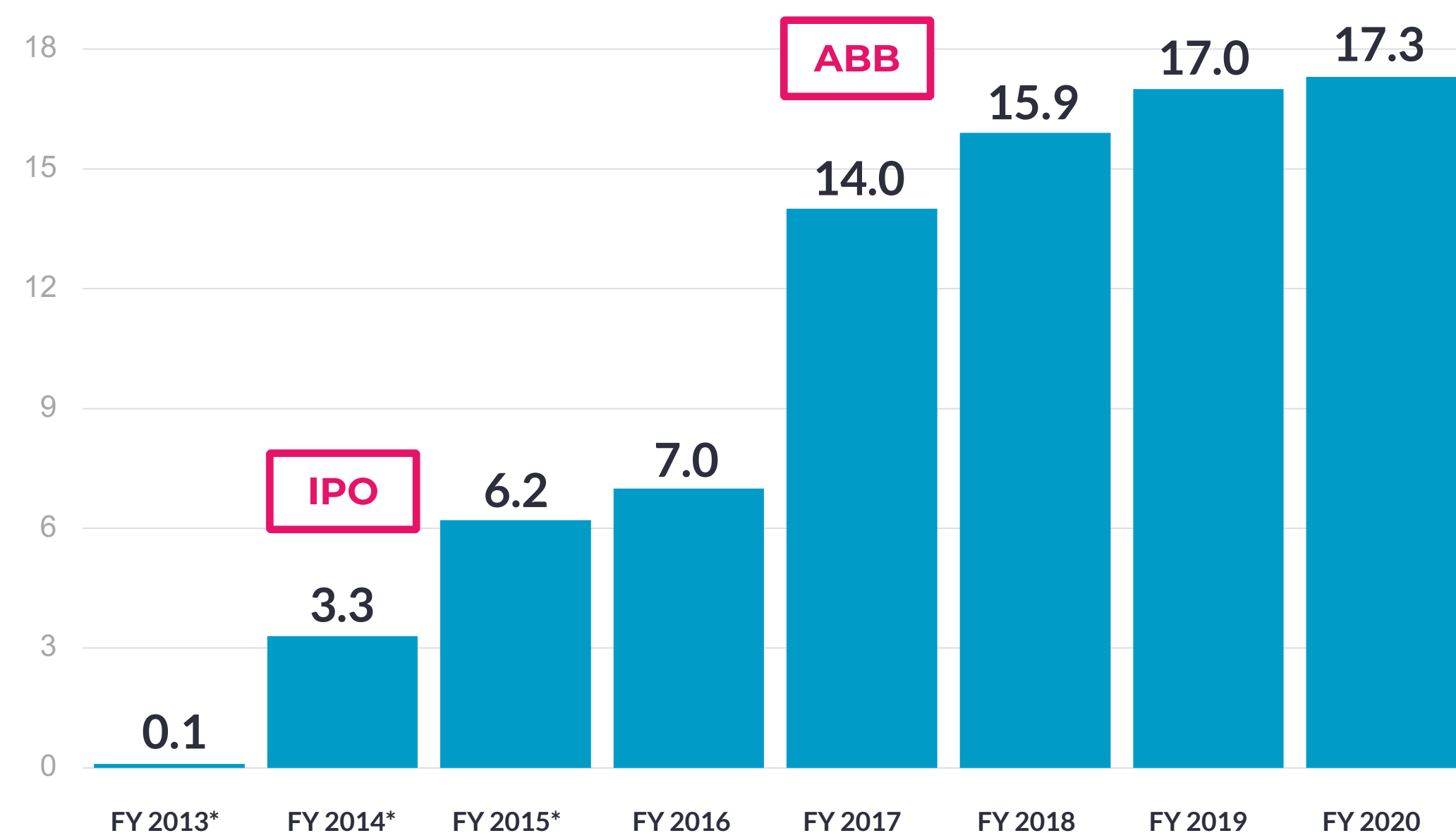
Data in Mn/EUR.

*In 2016 Group transitioned to IFRS accounting standards. FY 2015 is restated. Therefore historical data may not be comparable. ** FY 2019 reported EBITDA affected by:

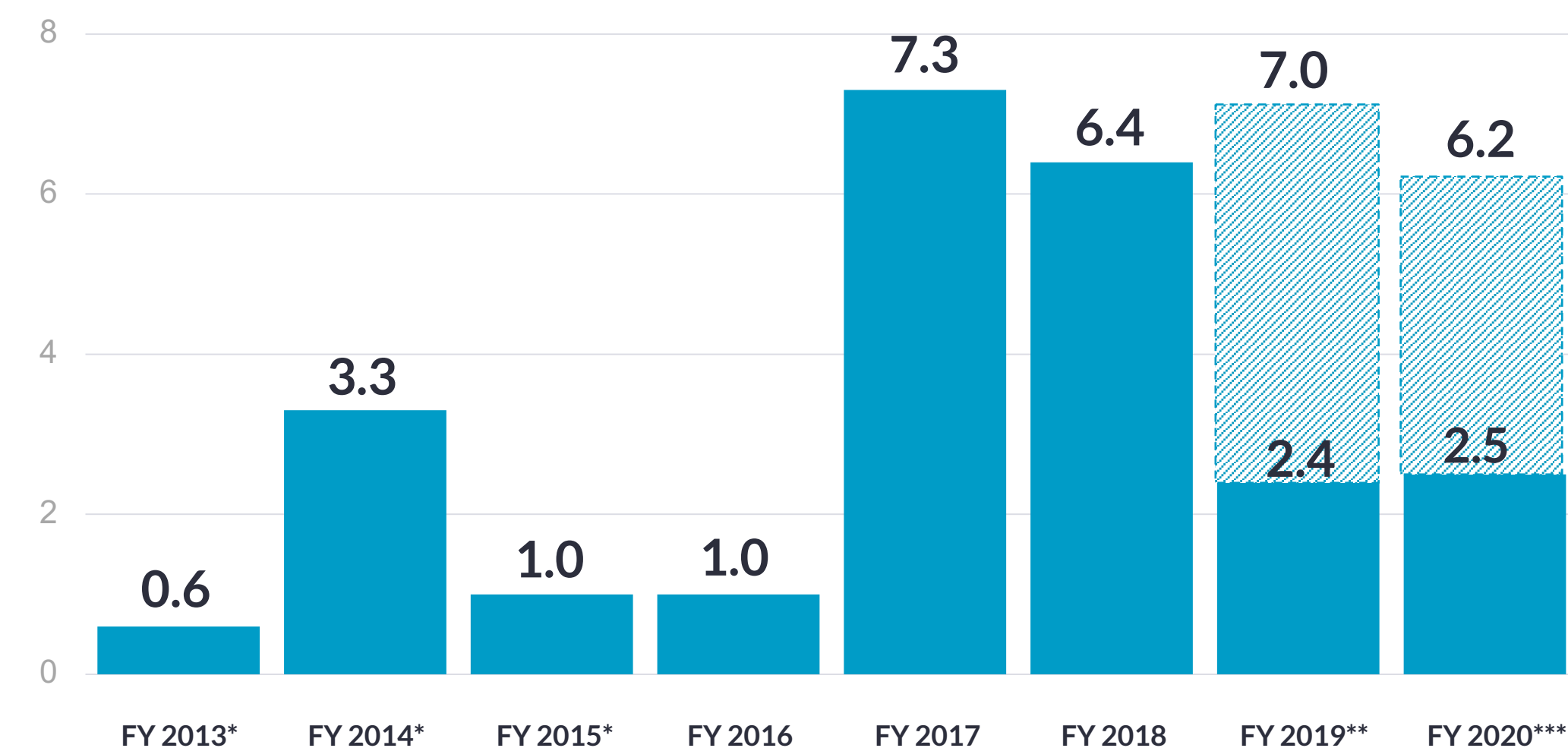
- (i) the positive impact from first-time adoption of the new IFRS 16 on lease accounting without comparative data restatement, starting from 1 January, 2019 (ca EUR 834k);
- (ii) the negative impact of ca. EUR 1M from contingent liabilities on certain supplies for Agile Telecom, solved with a transaction and subsequently discontinued;
- (iii) the negative effect of Datatrics start-up margins by ca. EUR 600k

Balance Sheet

Shareholders' Equity



Net Cash Position



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** 2019 NFP variation influenced by: Positive operating cash flow, bigger debt figure from IFRS 16 first-time adoption (EUR 4.6Mn) cash outs for the last earn-out tranche on Agile Telecom (EUR 600k)

***2020 NFP also shown gross of IFRS16 impact, second +last tranche on Datatrics's purchase price (EUR 748k).

List of Parties

NOMAD



AUDIT & ACCOUNTING



SPECIALIST



BROKER / COVERAGE



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Company Note Update from Value Track

Updated analysis and fair value raised following Q4 2019 sales preview. Focus on BEE and Datatrics | [Download the company note](#)

Company Note Update from UBI Banca

Updated analysis following Q4 2019 sales preview. Target price and recommendation maintained | [Download the company note](#)

Free Float Increase

The Company announced estimated free float exceeds 36% and new headquarter address | [Read the press release](#)

Social Feed

Stay connected with everything that happens at MailUp Group by following our social feeds | [LinkedIn](#) [Twitter](#) [Facebook](#) [Instagram](#)

Upcoming Events

15-17 March

32nd Annual ROTH Conference - Orange County, CA

30 March

FY 2019 results webinar | Register [here](#)

2 April

Mid & Small in London

14/15 April

Paris Small Cap Event

Stock Chart



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