



## PRESS RELEASE

### **MailUp Group takes preparatory steps for listing itself on Borsa Italiana's Main Market (MTA)**

*Milan, January 24, 2018* - MailUp S.p.A. (the “**Company**” or “**MailUp Group**”), a company listed on “AIM Italia / Mercato Alternativo del Capitale”, a multilateral trading facility regulated by Borsa Italiana, and operating in the marketing technology industry (Reuters: MAIL.MI) (Bloomberg: MAIL IM) (ISIN IT0005040354), has taken several steps to prepare itself for a listing on Borsa Italiana's Main Market (MTA).

The measures taken by the Company towards this end include the following:

1. The Board of Directors of the Company appointed Micaela Cristina Capelli and Armando Biondi as independent directors. The presence of Micaela Cristina Capelli on the Board also fulfils the requirement for the inclusion of a woman director.
2. In July 2017, the Company's float was increased to approximately 33%.
3. MailUp Group has introduced an upgraded management control system and finalized a management by objective plan (incentive plan).
4. The Company has modified its accounting practices and switched over to international accounting principles.
5. The Company introduced the so-called “model 231”, a set of procedures and structured processes to support a better risk management, required by the Italian Stock Exchange to all companies listed on the STAR segment.



**MailUp Group** is the result of the technological research and business success of MailUp S.p.A. (Reuters: MAIL.MI) (Bloomberg: MAIL IM) (ISIN IT0005040354), the parent company that developed a digital cloud computing platform used by SMEs and large corporations to communicate with customers via email and SMS. After becoming the leader in the PSE industry and being listed on the AIM market of the Italian Stock Exchange,

MailUp has embarked on a path of growth through acquiring both established companies and start-ups: Acumbamail (Spanish and LatAm markets), Globase (Nordics market), and Agile Telecom (wholesale SMS market). This portfolio of brands includes BEE, an email editor launched in 2014 as a complementary business line, which already has thousands of customers worldwide. Today, the MailUp Group is a leading European player in the field of marketing technologies thanks to more than 17,000 customers and 900 resellers on the international market, in over 100 countries. [www.mailupgroup.com](http://www.mailupgroup.com)

*For more information:*

**MailUp Investor Relations**

+39 02 71040485

[investor.relations@mailupgroup.com](mailto:investor.relations@mailupgroup.com)

[www.mailupgroup.com](http://www.mailupgroup.com)

**Nomad**

Paolo Verna

EnVent Capital Markets Ltd.

25 Savile Row - W1 S 2ER London

+44 755 7879200

[pverna@eventcapitalmarkets.uk](mailto:pverna@eventcapitalmarkets.uk)