



PRESS RELEASE

MailUp Group's gender diversity initiative yields positive results

44% of group employees are women - they were 28% in 2014, when the company went public

Milan, January 31, 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), is committed to the promotion of gender diversity in the workplace.

After the IPO the Company initiated several measures to increase the number of its women employees. These efforts have yielded positive results and today 44% of the group's employees are women. They were 28% in 2014, when the Company went public.

The Company will continue to take measures to boost this number.

The total group headcount is approx. 150 people.



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

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