



Price Sensitive

PRESS RELEASE

Notice according to Article 17 of the AIM Rules for Issuers – Issue of declaration to Borsa Italiana according to Nomad Rules

Milan, December 12, 2019 - MailUp S.p.A. - MAIL (the “**Company**” or “**MailUp**”), a company admitted to trading on the multilateral trading facility AIM Italia / Alternative Investment Market and operating in the marketing technology field, according to Article 17 of the AIM Rules for Issuers, announces that BPER Banca S.p.A. issued the declarations as per Schedule 2, Section C of the Nominated Adviser’s Rules. Bper Banca’s appointment will be effective starting from December 16, 2019.

This press release is online on the Issuer’s website www.mailupgroup.com, Section ‘Investor Relations/Press Releases’.



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), Globase (Nordics market), 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 100+ countries.

The company is admitted to trading on the AIM Italia market managed by the Italian Stock Exchange, with a free float of 33+%.

ISIN IT0005040354 - Reuters: MAIL.MI - Bloomberg: MAIL IM

Media & Guidelines: <https://mailupgroup.com/guidelines/>

For further information please contact:

MailUp Group Investor Relations

Micaela Cristina Capelli

+39 02 71040485

investor.relations@mailupgroup.com

Nomad

Paolo Verna - EnVent Capital Markets Ltd.

42 Berkeley Square - London W1J 5AW

+44 755 7879200

pverna@eventcapitalmarkets.uk

MailUp Group Press Office

Maria Giulia Ganassini

+39 02 89603080

press@mailupgroup.com

www.mailupgroup.com

Fine Comunicato n.20054-96

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