



# SPAFID CONNECT

Informazione Regolamentata n. 20054-7-2020	Data/Ora Ricezione 21 Gennaio 2020 12:27:14	AIM -Italia/Mercato Alternativo del Capitale
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Societa' : MailUp S.p.A.

Identificativo : 126833

Informazione  
Regolamentata

Nome utilizzatore : MAILUPN03 - Capelli

Tipologia : REGEM; 3.1; 2.2

Data/Ora Ricezione : 21 Gennaio 2020 12:27:14

Data/Ora Inizio : 21 Gennaio 2020 13:00:08

Diffusione presunta

Oggetto : MailUp Group (MAIL) announced partial  
waiver to BMC Holding's lock-up

*Testo del comunicato*

Milan, 21 January, 2020 - MailUp S.p.A. (MAIL) (the “Company” or “MailUp Group”), a company admitted to trading on the multilateral trading facility AIM Italia and operating in the cloud marketing technology field, has announced today they were notified that BMC Holding B.V. (“BMC” – or the company owned by Datatrics’ sellers which following 2018 acquisition owns a share of 4.4% in the Company’s capital on which they undertook a lock up as disclosed on 19 September, 2019 and 30 October, 2019) sold 70,000 MAIL shares, equal to 0.47% of its share capital, in a pre-agreed exchange on 15 January, 2020.

The partial lock-up waiver for the above-mentioned amount of shares was granted by the Company in view of increasing the free float with new institutional investors.

As a result of the above-mentioned partial lock-up waiver for BMC, estimated free float amounts to ca. 34.7%.



PRICE SENSITIVE

**PRESS RELEASE**

**MailUp Group (MAIL) announced partial waiver to BMC Holding's lock-up**

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**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 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/>

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Fine Comunicato n.20054-7

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