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| Informazione<br>Regolamentata n.<br>20054-110-2020 | Data/Ora Ricezione<br>23 Dicembre 2020<br>16:21:34 | AIM -Italia/Mercato<br>Alternativo del Capitale |
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Societa' : MailUp S.p.A.  
Identificativo : 140751  
Informazione  
Regolamentata  
Nome utilizzatore : MAILUPN03 - Capelli  
Tipologia : 2.4; 2.2  
Data/Ora Ricezione : 23 Dicembre 2020 16:21:34  
Data/Ora Inizio : 23 Dicembre 2020 18:15:07  
Diffusione presunta  
Oggetto : Treasury Shares Purchase

*Testo del comunicato*

Milan, 23 December, 2020 – MailUp S.p.A. – MAIL (the “Company” or the “Issuer” or “MailUp”), a company admitted to trading on the multilateral trading facility AIM Italia and operating in the cloud marketing technology field, hereby notifies the purchase of n. 4,000 treasury shares on AIM Italia, value dates 22 and 23 December 2020, at an average price of Eur 4.503225 per share, for a total consideration of Eur 18,012.90.



Price Sensitive

**PRESS RELEASE**

**Treasury Shares Purchase**

Milan, 23 December, 2020 – MailUp S.p.A. – MAIL (the “**Company**” or the “**Issuer**” or “**MailUp**”), a company admitted to trading on the multilateral trading facility *AIM Italia* and operating in the cloud marketing technology field, hereby notifies the purchase of n. 4,000 treasury shares on AIM Italia, value dates 22 and 23 December 2020, at an average price of Eur 4.503225 per share, for a total consideration of Eur 18,012.90.

The purchase was completed through Banca Popolare di Sondrio.

Here follows the aggregate description of the purchase of MailUp ordinary shares, ISIN IT0005040354, on a daily basis:

| Value Date | N. Shares Purchased | Average Price (€) | Amount (€) |
|------------|---------------------|-------------------|------------|
| 22/12/2020 | 2,000               | 4.518200          | 9,036.40   |
| 23/12/2020 | 2,000               | 4.488250          | 8,976.50   |

Here follows the detailed list of purchases of MailUp ordinary shares. ISIN IT0005040354. on the mentioned period of time:

| Purchase Date | Time     | N. Shares Purchased | Price (€) | Amount (€) |
|---------------|----------|---------------------|-----------|------------|
| 18/12/2020    | 14:46:07 | 1,000               | 4.507550  | 4,507.55   |
| 18/12/2020    | 14:46:33 | 1,000               | 4.528850  | 4,528.85   |
| 21/12/2020    | 14:20:16 | 1,000               | 4.491500  | 4,491.50   |
| 21/12/2020    | 09:49:55 | 1,000               | 4.485000  | 4,485.00   |

As of 23 December, 2020, MailUp directly owns n. 138,980 treasury shares, representing 0.93% of its own share capital.



**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 23,000+ 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 36+%.

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

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

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Fine Comunicato n.20054-110

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