



PRESS RELEASE

Outstanding performance of Acumbamail, the Spanish based company acquired by MailUp Group back in August 2015: paying client base tripled and monthly revenues more than doubled

Milan, July 5th, 2017 – MailUp S.p.A. (the “Company” or “MailUp”), 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), announces outstanding results achieved by Acumbamail, MailUp Group’s Spanish based subsidiary.

Since August 2015, when MailUp S.p.A. announced the acquisition of a 70% stake in Acumbamail share capital, the Spanish company has more than doubled its monthly revenues (+167% increase, passing from 22,400 Euro in August 2015 to 59,800 Euro monthly revenues in June 2017 – new historic high since January 2017). First semester 2017 revenues (332,400 Euro) have increased by 70% from same period in 2016. Acumbamail also experienced a constant double-digit quarterly average increase of paying clients, that have tripled since August 2015, exceeding the 2,100 units as of the end of June 2017.

Rafael Cabanillas Carillo, managing director and co-founder of Acumbamail, stated: “We are not only satisfied with the important increase in numbers, but also with the quality of our clients: we can count on names such as Telefónica, BQ, Self Bank and Anaya, despite our business model is specifically designed for small-mid-sized customers”. Given the important increase in volumes, Ignacio Arriaga Sánchez, director and other co-founder, added “during the last months, we have strengthened our management team: Ms. María Verlee Vázquez and Mr. José Ángel Mateos have joined our company to head the Marketing and the Lead Development areas, respectively”.



Acumbamail is one of the fastest growing ESP player in the Spanish-speaking market. Acumbamail is the outpost of the MailUp Group in Spain and Latin America, which – with over 450 million inhabitants and fast-increasing internet penetration levels – is one of the most interesting markets of the digital economy. Acumbamail is 70% owned by **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 their customers via email and SMS. After becoming a leading player in the ESP sector and being listed on the AIM market of the Italian Stock Exchange, MailUp has embarked on a path of growth by acquiring both established and emerging companies: Acumbamail (Spanish and Latam markets), Globase (Nordics market) and Agile Telecom (SMS wholesale market). The brand portfolio is completed by BEE – an email editor launched in 2014 as a complementary business line which already has thousands of customers worldwide. Today MailUp Group is one of the major marketing technologies players in Europe, thanks to more than 16,000 customers and 900 retailers on the international market, in more than 50 countries. www.mailupgroup.com

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