



Price Sensitive

PRESS RELEASE

Treasury Shares Purchase

Milan, 31 January, 2020 – 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*, hereby notifies the purchase of n. 2,600 treasury shares on AIM Italia, value date 29 January, 2020, at an average price of Eur 4.60 per share, for a total consideration of Eur 11,960.00.

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 (€)
29/01/2020	2,600	4.60	11,960.00

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 (€)
27/01/2020	17:35:50	2,600	4.60	11,960.00

As of 31 January 2020, MailUp directly owns n. 72,981 treasury shares, representing 0.49% 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 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 34+%.

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

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

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