



Price Sensitive

PRESS RELEASE

Updated financial calendar for the year 2021 and legality rating

Milan, 25 January, 2021 – 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 announces that the Board of Directors will be convened for May 4, 2021 in order to examine the Sustainability Report for the annual period ended on December 31, 2020.

As a consequence, according to Article 17 of the AIM Rules for Issuers, the Company hereby notifies the updated financial calendar for the fiscal year 2021:

Date	Event
4 th May, 2021	Board of Directors meeting to examine the Sustainability Report for the annual period ended on December 31, 2020

The above-mentioned results will be unaudited.

The Company also announces they obtained the upgrade of their legality rating from the Italian Government Authority for Market and Competition (AGCM), to the top score of 3*, thanks to the availability of sustainability reporting. The rating was hence updated and published in the public register of companies with a legality rating managed by AGCM. The legality rating is an index of a company’s level of compliance to lawfulness standards as well as the care and fairness in conducting business.

The legality rating rewards companies for upholding the law, transparency and fair and ethical business conduct; it may bring forward several advantages i.t.o. (i) enhanced market reputation, (ii) better access to public funds, (iii) better access to funding.



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

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