



## PRESS RELEASE

### MAILUP GROUP:

## **BEE, the Group's business unit that developed the innovative email editing tool, among the 20 most innovative companies of 2020 according to Business Worldwide Magazine**

Milan/San Francisco, 18 December, 2020 – MailUp Group - MAIL - a company admitted to trading on the multilateral trading facility AIM Italia / Alternative Investment Market and operating in the cloud marketing technology field, is proud to announce that BEE, one of its 5 business units that developed and marketed an innovative email & content editing tool, was ranked by Business Worldwide Magazine as one of the "[Top 20 Most Innovative Companies to Watch 2020](#)" list.

BEE was awarded for its ability to make it easy for anyone to create great emails, quickly, from an extensive range of vibrant, simple to use templates.

Each year, Business Worldwide Magazine's ranking identifies the companies that are leading the way and making a real difference to their industry with technology, innovation and modern business structures. Although emails have been a key feature of customer relationships for years now, they have also proved effective during the Covid-19 pandemic.

Silicon Valley-based BEE is led by CEO Massimo Arrigoni, a manager with extensive background in e-commerce. The company was launched as a complementary business line to MailUp in 2014 and is now part of a Group - led by CEO Nazzareno Gorni – that together with its other business units operates internationally in complementary sectors and markets within the cloud marketing technologies landscape: MailUp, Acumbamail, Agile Telecom and Datatrics.

According to recent research, 75% of marketing executives qualify emails as vital to their companies' success, and notwithstanding the growth of social media they still represent the preferred way in which customers like to be contacted by brands.

In the email marketing sector, BEE revolutionized the creation of marketing emails by providing tools that make designing thoughtful and eye-catching campaigns easy and quick to anyone, automatically optimized for smartphones and tablets. The company provides marketers, start-ups, entrepreneurs, iconic brands as well as multinational corporations, such as Disney, Netflix, Volvo, Unicef, L'Oreal, Novartis, with a visual builder, available online at [beefree.io](#) and embedded in over 600 other SaaS application, that makes it a breeze to create beautiful and effective emails, fast.



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/>

**BEE** ([beefree.io](https://beefree.io)) is the drag-n-drop email editor developed by MailUp Inc., a wholly-owned subsidiary of MailUp Group. Organized according to the dual-company model, with a business team located in the San Francisco Bay Area, and a tech team in Italy, the company is focused on the development and commercialization of an innovative, embeddable content editor for SaaS. BEE - which originally stood for "best email editor", the ambitious goal for the project - is about designing beautiful emails, fast. It can be used free at [beefree.io](https://beefree.io) starting with 200+ gorgeous templates. Over 5,000 freelancers, marketers & email agencies from over 100 countries have upgraded to BEE Pro for a complete, hosted email design suite. And over 600 development teams have embedded the editor in their SaaS application to cut down on development time and cost.

*For information*

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