



Press Release 18/06/2015

MailUp to enter the Japanese market thanks to a partnership with interarrows

Italy's most used solution for sending emails and text messages along with interarrows proudly announce their strategic partnership to provide MailUp service in Japan.

Milan, 18th June 2015 - **MailUp S.p.A.** today announced a strategic partnership with interarrows (www.interarrows.com) to provide companies measurable and profitable digital solutions and campaigns for clients of all sizes. Under the agreement, MailUp will be localized in Japanese and interarrows will take care of all the marketing, sales and support activities. MailUp will be also included in the SoftBank C&S portfolio, in particular it will be published on the "**marketingbank.jp**" website, the suite of products that SoftBank C&S offers in Japan, along with many famous brands like Amazon, Dropbox and KISSmetrics. MailUp will also benefit of the extended reseller network of SoftBank C&S made of thousands of resellers distributed over the country.

Yoji Otokozawa, CEO of interarrows, commented: "*interarrows focus is to bring innovative technologies to Japan that help Japanese businesses to understand and market to their customers better and does it quickly and at great value. MailUp, fits the bill perfectly. Their ability to automate Email & SMS marketing quickly, to link their tools to a company's existing CRM system and to deliver it using a disruptive pricing model whereby campaigns are paid for by size and speed of delivery, convinces us they will offer great value to Japanese customers and be a game changer in this space*".

Genta Kurono, Group Leader of Cloudmarketing Promotion Group of SoftBank C&S, commented: "*MarketingBank.jp was launched in April and we have over 1100 companies registered on the site. It shows the number of companies looking for new marketing tools is increasing. MailUp's pricing mode, which is not affected by the number of messages and addresses, is new in the mail registry. We hope to match the needs of our customers wanting to jump into mail marketing with innovative features including the recent trends of social networking and CRM connections.*"

"interarrows is specialized in introducing innovative digital solutions in Japan in collaboration with SoftBank C&S. They carefully analyzed the emailing market in Japan and found out that MailUp could fit and gain traction. We were pleased to work together for several months to develop the go-to-market strategy and I expect good results even in a mature and advanced market, where email is the preferred communication tool among instant messaging or SMS."
– stated Nazzareno Gorni, MailUp CEO.

MailUp: www.mailup.com

MailUp developed a cloud marketing technology (SaaS) which enables SME and large companies to create, send and monitor newsletters, emails and text messages (SMS). With more than 25 billion emails sent a year and more than 8.000 clients (direct and indirect clients), MailUp is the market leader among the email service providers and email marketing industry. Our platform combines advanced automatic marketing features with SMTP relay and plugins for ecommerce, CRM and CMS systems. Set up in 2004 in Cremona, MailUp has now offices in Milan and San Francisco, CA (US) and is rapidly expanding its presence abroad through resellers and partners.

interarrows: www.interarrows.com

interarrows is Digital Marketing & Analytics agency. We offer innovative, on-demand Internet data and solution services to our clients through tracking and assessment of technology trends throughout the global ICT industry. We are specialists in introducing global technology and businesses into Japan. Our strategic partners include comScore, KISSmetrics, Appsee, ShoutEm and bMobilized.etc. interarrows is based in Tokyo and UK. More information on the company can be found online at www.interarrows.com

SoftBank C&S

SoftBank C&S, a subsidiary of Brightstar Corp., distributes various IT-related products, the original business of the SoftBank Group, and also manufactures and markets "SoftBank SELECTION" mobile accessories. Additionally, by leveraging SoftBank Group synergies, SoftBank C&S provides ICT solutions that combine mobile and fixed-line infrastructure with ICT-related products for corporate customers, web services for various mobile devices, and e-procurement services. For more information, please visit <http://cas.softbank.jp>

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