



DIGITAL MAGICS COMPLETES PLACING OF CONVERTIBLE BONDS WORTH 3 MILLION EURO AND ANNOUNCES ITS IPO PLAN

Seventy private and institutional investors participating, thus extending the network of the Venture Incubator specialized in co-investments in digital startups

Milan, 13 May 2013 – Digital Magics, the venture incubator focused on digital startups, completed the placing of **convertible bonds (CB)** worth **3 million euro**. The operation, launched in December 2012, was **successfully completed thanks to the participation of seventy investors who shall have the right to convert the CBs at the time of listing**.

Consequently, **specialized private investors and some major institutional investors** shall also be entitled to join the **Angels Network** of **Digital Magics** by taking part in the selection, mentorship and co-investment of the startups incubated by Digital Magics.

Fondo Atlante Seed (Gruppo Intesa Sanpaolo), Banca Sella and **Tamburi Investment Partners** are some of the institutional investors which are participating in this attractive and profitable initiative.

The issuance of Corporate Bonds falls within the scope of the current project of **listing on AIM**, Alternative Capital Market of the Italian Stock Exchange for Small and Medium-sized Italian Enterprises with high growth potential. The listing is intended to strengthen the position of Digital Magics in the Italian marketplace as *venture incubator* and to increase investments, thus raising funds to speed up the financing of startups in the digital sector.

The Digital Magics partners in its IPO plan are: **Integrae SIM** as Global Coordinator and Nomad adviser, **DLA Piper** providing legal advices and services, **BDO** specialized in auditing and **Burson-Marsteller** dealing with financial communication.

*“For the first time in Italy an incubator works on an ambitious project as that of an **IPO** for the Stock Exchange. We all feel extremely proud that we have achieved so much so quickly, especially in terms of confidence and interest shown in our IPO” - said **Enrico Gasperini, Founder and Chairman of Digital Magics** - “Digital Magics is a venture incubator featuring a unique and innovative model: it sets up and launches digital startups, providing an end-to-end support to their development through Digital Magics LAB, also investing equity capital during the seed stage in cooperation with its Angels Network. The listing on the AIM will enable us to further expand and ‘industrialize’ our business model, thus contributing to the establishment of many new businesses in the Internet and digital sector; as a matter of fact, this industry has experienced an unprecedented growth in recent years and is expected to record double-digit growth in Italy over the next years”.*

DIGITAL MAGICS IN FIGURES

10 million euro approximately, invested to date, including equity capital and exit funds.

30 startups launched, which now cover the most important online market areas.

300+ new workplaces created.

6 companies sold (exits).

11 qualified professionals making up the Digital Magics LAB, which selects and launches new initiatives, providing strategic services targeted to speed up the business growth process.

2 roles played by Digital Magics: *venture capitalist* (providing innovative startups with a first seed stage financing), and *incubator* (providing services covering different areas: from Human Resources to Product Development, from Finance to Marketing, from Administration to Logistics).

1 duplication of the Digital Magics model in Southern Italy: 56CUBE, an incubator based in the Campania region.

500 projects (pitch) approximately, received and examined by Digital Magics each year.



Digital Magics – www.digitalmagics.com

Digital Magics is an investment company operating since 2008 as incubator of innovative and digital startups which offer high-tech contents and products. Digital Magics is a venture incubator: it sets up and launches internet startups, also investing equity capital. It starts from talents and ideas, thus transforming them into successful, disruptive businesses operating in the digital economy, both in Italy and worldwide. The incubator fosters a culture of entrepreneurship and risk, thus contributing to economic growth and increasing the youth-employment rate. Digital Magics provides services targeted to foster the establishment and development of digital startups; it supports in the search of private and public investors, both Italian and foreign, to fund the next development stages. The Digital Magics model is unique in Italy and is based on Digital Magics LAB, a team of professionals in charge of identifying, analyzing and launching new initiatives; it provides innovative startups with Finance, Administration, Strategy, Logistics, Technology, Marketing and Communication services and mentorship, besides offering a Business Management support able to speed up the business growth process. Since its establishment Digital Magics has invested approx. 10 million euro and set up 30 startups, which are now operating in the key areas of the digital marketplace, and has generated over 300 new workplaces.

For more information:

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