



UNICREDIT: AGREEMENT WITH DIGITAL MAGICS FOR INNOVATIVE STARTUPS CO-FINANCING, JOINING THE INCUBATOR'S ANGEL NETWORK

Milan, 26 February 2014 - Digital Magics, certified venture incubator for innovative startups since July 2013 listed on AIM Italia of Borsa Italiana (Italian Stock Exchange. Ticker: DM), and **UniCredit** have entered into an **agreement to co-invest in innovative startups** within the scope of the **UniCredit Start Lab** program: the new platform featuring training, coaching, incubation services, financial resources and physical spaces, developed to support startups, innovation and new technologies.

Digital Magics will submit UniCredit innovative startups that offer **content and services with high technology value and high-growth potential**.

Best business ideas may be eligible to receive an **investment up to EUR 250,000 by UniCredit together with Digital Magics**.

With this agreement, UniCredit enters **Digital Magics Angel Network**: the network made up by over 100 private investors, institutional funds and industrial partners, that supports the incubator in selecting, mentoring and co-investing in the most interesting projects. UniCredit will then in turn submit new projects and digital initiatives to be incubated within Digital Magics and 56CUBE, the investment and incubator vehicle for Southern Italy.

To date, Digital Magics has invested in **41 companies** and counts a portfolio of **29 startups and 2 controlled incubators**, and has achieved **6 exits** for a total value of approx. **5 million Euros**.

In **2013**, Digital Magics has **invested 3.47 million Euros in 11 new startups and 5 existing startups**, directly or through 56CUBE.

This press release is available online on www.digitalmagics.com in the *Investor Relations* section.

Digital Magics – www.digitalmagics.com

Digital Magics is a certified venture incubator of innovative startups, providing high-tech contents and services. Digital Magics is listed on AIM Italia, Alternative Capital Market of the Italian Stock Exchange for small and medium-sized Italian companies with high growth potential. Digital Magics sets up and launches Internet startups, alongside the founders, investing equity capital and providing acceleration services. Starting from talents and ideas, it manages to turn them into successful, disruptive businesses operating in the Italian and international digital economy. The incubator supports a culture of entrepreneurship and risk, thus contributing to economic growth and increasing the youth-employment rate. Digital Magics provides services aimed at fostering the establishment and development of innovative startups and supports them in the subsequent stages of fund raising from private and public - both Italian and foreign - investors. 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, providing innovative startups with mentorship as well as with Finance, Administration, Strategy, Logistics, Technology, Marketing and Communication services, besides delivering a Business Management support able to speed up the business growth process.

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