



DIGITAL MAGICS WINS THE PRIZE FOR *BEST IPO INNOVATIVE PROJECT* ON AIM ITALIA, ORGANISED BY IR TOP AND UKTI AT THE ITALIAN STOCK EXCHANGE

The certified incubator for innovative startups was honored today during the first edition of the AIM Investor Day, dedicated to Italian listed SMEs with high growth potential.

Milan, 3 April, 2014 - Digital Magics, the certified incubator for innovative startups listed on the Italian Stock Exchange's AIM Italia market (symbol DM), was awarded the **prize for *Best IPO Innovative Project*** during the first edition of the **AIM Investor Day**, an event held today at the Palazzo Mezzanotte and organised by **IR Top**, a leader in Italy in specialist consultancy on Investor Relations and Financial Communications, and **UK Trade & Investment**, an agency of the British Government for trade and investments.

The criteria used for awarding Digital Magics the prize were the following: the analysis of **business model**; the **capital raised**; the number of **subscribers** at the moment of **listing**; the **grounds of the IPO**; the **use of capital**; the **growth strategies** announced and the **innovation component** that characterises the business model.

Enrico Gasperini, Founder and Chairman of Digital Magics said *"We are very honoured to have been given this award from IR Top and UK Trade & Investment for our listing and our business model, which support Italian innovation and bolster the development of technology startups. Being listed on the stock market was a project in which we believed greatly from the very outset; it is something that is rewarding us with a great many satisfactions in terms of results and relationships with major investors and partners, both Italian and international. We will continue to work in Italy with startups and companies that represent the excellence of Italian made products: Digital Magics is an Italian incubator that is national, multi-national and multi-sector. In the next five years we will be investing in over 100 new startups. "*

31 July 2013 saw the **start of trading** in the ordinary shares of Digital Magics on **AIM Italia**, the Alternative Capital Market dedicated to small and medium-sized Italian enterprises with high growth potential, organised and managed by the Italian Stock Exchange (Ticker DM - ISIN: IT0004900160), with an **overall uptake of approximately €8.5 million**, including conversions of bonds. Digital Magics **capitalised €26 million**.

In the course of 2013 Digital Magics sold 1,504,100 ordinary shares, newly issued for a total value, including share premium, of €10.57 million. Digital Magics invested in **11 new startups in 2013 for a total of around €3.47 million**. As of 31 December 2013 the Digital Magics portfolio includes **31 investments, of which 10 are innovative startups**. In 2013 the net capital invested totalled €11.2 million (€6.3 million in 2012), the net equity was €13.8 million (around €3 million in 2012), while the net financial position improved by €6 million, going from an indebtedness € 3.4 million in 2012 to a liquidity of € 2.6 million in 2013.

Digital Magics - www.digitalmagics.com

Digital Magics is a certified venture incubator of innovative digital startups that offer content and services with a high technological value. Digital Magics is listed on AIM Italia, the Alternative Capital Market dedicated to small and medium-sized Italian enterprises with high growth potential. It is organised and managed by the Italian Stock Exchange. Digital Magics builds and develops internet startups, working alongside their founders, investing equity and providing acceleration services. It begins with the talents and the ideas, to then transform them into disruptive businesses that are successful in the Italian and international digital economy. The incubator promotes a culture of entrepreneurship and risk, contributing to economic growth and employment for young people. Digital Magics offers services to support innovation, the creation and development of digital startups, and it supports them in the search for new private and public investors, be they Italian or international, to fund the next stages of development. The Digital Magics model is unique in Italy and is based on the Digital Magics LAB: the team that identifies, analyses and launches new ventures, providing startups with innovative mentorship, financial, administrative, strategic, logistical, technological, communication and marketing services. It also offers business management support that is capable of accelerating the growth process of a business.



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