



LAYLA PAVONE A NEW PARTNER IN DIGITAL MAGICS

Milan, 30 April, 2014 - Digital Magics, certified incubator of innovative startups listed on the Italian Stock Exchange's AIM Italia market (symbol DM), announces the addition of **Layla Pavone** to its team. Layla Pavone was appointed a member of the Board of Directors of Digital Magics at its Ordinary Shareholders Meeting of 29 April 2014.

Pavone will work within Digital Magics Layla as a **Venture Partner** with responsibility for the **selection and development of new investments in innovative startups** - overseeing their evolution, as a mentor and supervisor - and the fund raising activities, while at the same time also holding down the role of **ad interim manager** to accelerate the growth process of digital start-ups.

Layla Pavone joins the Digital Magics team that currently consists of: Enrico Gasperini; Alberto Fioravanti; Gabriele Ronchini; Alessandro Malacart; Luca Giacometti; Gabriele Gresta; Stefano Miari; Michele Novelli; Giandomenico Sica; Edmondo Sparano and Gennaro Tesone.

She has a degree in Political Science and gained her first Italian Masters in Business Communication and New Technologies. Layla Pavone is a professional who has been working in the field of online advertising, the internet and new technologies for more than 25 years.

She began her professional career in 1998 in the marketing department of SPI, a company handling advertising in Italy for the Publicitas Group. From 1993 to 1994 she worked in Poland at the startup of the advertising agency for the daily newspaper, Zycie Warszawy and on the launch of the Poland 1 TV syndication, owned by Italian publisher Nicola Grauso. In 1995 she contributed to the Videos Online startup, the first ISP in Italy, focusing "in a pioneering way" on the areas of online marketing and advertising. In 1997 she joined Publikompass, creating the first advertising agency representing a network of 35 sites (including Virgilio, Italy Online, Finanzaworld, Internet Bookshop and La Stampa, etc.). Between the year 2000 and April of 2014 Layla Pavone worked within the Dentsu Aegis Group Network where she held the position of Managing Director of Isobar Italy, contributing to the foundation of the international network of the same name that is a market leader in marketing, digital and interactive advertising consultancy and IT services.

Between 2003 and 2010 Layla Pavone was President of IAB Italia - charter of the Interactive Advertising Bureau, an international association for the development of interactive promotion; she is now its Honorary President. From 2006 to 2008 she was President of IAB Europe. She is currently President of Centro Studi ASSOCOM (an association that gathers together communication business), and she is a member of the International Academy of Digital Arts and Sciences (IADAS). She also has a seat on the Board of Directors of Audiweb and the Governing Council of Italia Startup.

She is a professor and co-director of the Masters course at Almed/Catholic University of the Sacred Heart *Digital Communication Specialist*.

"I am thrilled to have been invited to serve in this new capacity, that I think is absolutely suited to my own skills and the experience I have gained during the course of my professional career, which has been entirely dedicated to digital innovation" - said Layla Pavone, Partner at Digital Magics. "I have known Enrico Gasperini for over 15 years, I admire him greatly for his vision, his ability to anticipate and predict the future, as well for his human qualities, which I consider essential for working in a team with success. Digital Magics has long been a leader in its sector and is among the most innovative companies in our country. I can only be very proud to be a part of it and I hope I can contribute, along with my new partners and colleagues, to its development and growth. "

"Her knowledge of the digital market and of startups, her history and her strong determination make Layla Pavone a truly unique professional in our industry" - said Enrico Gasperini, Founder and President of Digital Magics. "I am convinced that it is thanks to these qualities that Layla will make a major contribution to the team for the growth of our hub and for the strengthening of our



leadership status as an incubator for innovative startups distributed throughout the national territory."

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.

For further information:

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