

## DIGITAL MAGICS AND MIMESI TOGETHER FOR INNOVATION IN PRESS REVIEW AND MEDIA MONITORING SERVICES FOR COMPANIES

*The incubator of innovative startups entered into the shareholding of the company  
of DBInformation group, to launch a joint digital development plan*

*Mimesi, with the support of Digital Magics, will be strengthened as a leader in monitoring platforms  
and media analysis, and will focus on Media Intelligence, providing companies with advanced  
services based on cross-searching of data in print, TV, web and social media*

**Milan, 10 July 2014 - Digital Magics**, a certified incubator of innovative startups listed on the AIM market of Italy Italian Stock Exchange (symbol DM), has **acquired a 10% share in Mimesi**, a digital media monitoring and press review company.

Thanks to this deal, Digital Magics and Mimesi - which is a part of the group **DBInformation**, enter in the sector of specialised B2B services - and launch a major **joint development program**. Digital Magics will contribute to the partnership its expertise in acceleration of digital business for company development, led by its managing director Marina Bonomi. Digital Magics might go up to 20% in Mimesi, in relation to the achievement of agreed targets.

Mimesi aims to develop a completely new business model, based on the **Media Intelligence**: business intelligence through the media.

Thanks to **proprietary technology platform**, which will be implemented by Digital Magics and enhanced with **new features**, Mimesi will provide companies and institutions with a set of varied **content and analysis services**, detailed for the relevant market and competitors, through a process of cross-searching of the data published by all the media; **the next-generation services** to provide business with the exhaustive information and products, image and positioning monitoring; a particularly effective tools to exploit the opportunities offered by the **social networks**.

Mimesi is the only company in Italy with a **full archive** of the whole **Italian print** media starting **from 2001** to date, and was among the first to sign with **FIEG** to protect **the editorial content copyright**. In 2012 it launched **Mimesi360** – a single, integrated platform that allows **to monitor simultaneously more than 75,000 sources** between print, web sites, social networks, blogs and forums.

Its revenues reached **3 million Euro** in 2013, from which today **25%** are derived from **the web and social media services**. Over the past four years the **turnover grew annually by 19%**.

*"A package of highly innovative products, hitherto unknown to the Italian market: this, in short, will be the main result of the collaboration with Digital Magics. The competence, credibility, and the formidable database of Mimesi, together with the great innovative capacity and technological expertise of our partners, enable a synthesis of very high potential for the development of the current press review activities, but especially for the conquest of the leading positions in the new field," commented **Roberto Briglia** and **Gianni Vallardi**, **Co-owners** and respectively the **President** and the **Managing Director of DBInformation**. "We know Digital Magics," they added, "our relationship continued and sustained for over a year. Equity participation in Mimesi strengthens our development plans and gives us the certainty of obtaining a rapid and extraordinary impulse for our business."*

*"The market monitoring and media analysis, as the entire field of communication, is constantly evolving following the exponential growth of the influence of digital and social networks," said **Enrico Gasperini**, **Founder and President of Digital Magics**,, "I am convinced that Mimesi is a 'disruptive' business, which will offer innovative services to all Italian companies, thanks to the support of our strategic and technological incubator and the synergies that will arise with the network of our digital startups."*

This press release is online, on [www.digitalmagics.com](http://www.digitalmagics.com), under the section *Investor Relations – Press Releases*.

**Digital Magics - [www.digitalmagics.com](http://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 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 takes the talent and ideas, and transforms 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, 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. Digital Magics has a portfolio of over 45 investments in startups. It made 6 exits, and only 4 write-offs. To-date, the incubator has invested approximately 13 million, of which 5 million from the exit. Currently, the average investment is around 300,000 Euro.

**Mimesi - [www.mimesi.com](http://www.mimesi.com)**

Operates since 2001 in the field of media monitoring and press review, using an innovative production process. Proprietary software is able to scan all items monitored and semantic technology maximises content value, providing an overview of quality with the best index pertaining to the market. Today Mimesi is the third player in the Italian market (CAGR turnover: +19% per annum over the last 4 years) working with different types of clients, including communications and Digital PR Agencies, Private sector (across a variety of economic sectors), Editors and PA. With the development of digital media, Mimesi has expanded its range of services to four product lines: Press Review, Web & Social Media Monitoring, Analysis & Media Reputation, Rassegna Audio-Video. Mimesi currently monitors more than 90,000 sources, and thanks to the platform Mimesi360, is able to aggregate the articles in the print media with web articles and posts published on blogs, forums and social networks. Mimesi360 is the first service in Italy that facilitates a complete reputational analysis of traditional and digital media. For Mimesi, information travels online: annually it processes more than 18 million articles that can be accessed through different channels of communication (e-mail, web, intranet, iphone, ipad, mobile). It is fully online, which means you can always find what you are looking for, download it, process it and send it in real-time. In this way, it is possible to carry out research and analysis of press and web, which gives strategic value to information. The reviews are based on the search for an unlimited number of keywords, identified together with the Client, enabling targeted and personalised analysis. All of this, 7 days a week, 24 hours a day.

**Integrae SIM** acts as a Nomad and a Specialist under the AIM Italia Issuer Regulations.

For the transmission of its communications Digital Magics makes use of the SDIR-NIS circuit, operated by Bit Market Services, a subsidiary of the London Stock Exchange Group.

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