

## INNOGEST SGR AND DIGITAL MAGICS: AGREEMENT TO DEVELOP STARTUPS IN THE DIGITAL/ICT AND MADE IN ITALY FIELDS

*The certified incubator of innovative digital startups and digital scaleups partners with the most important Italian venture capital fund*

**Milan, February 23, 2015 - Innogest SGR**, the leading venture capital fund in Italy, and **Digital Magics** – certified incubator of innovative digital startups and digital *scaleups*, listed on the AIM market of the Italian Stock Exchange (symbol: DM) – forge a **strategic partnership agreement** to create **co-investments in innovative startups**.

Thanks to this agreement Innogest SGR broadens the range of collaborations with major companies of the innovative world in Italy and abroad. Innogest SGR will evaluate Digital Magics' proposals in the context of startups, research projects, patents and digital innovations that offer **content and services in high growth potential and technological value** and that they have scalable business models. The focus will be on **Cloud computing** and on the **Made in Italy: food, fashion and design**. The investment fund will decide whether to support the selected projects in co-investing with Digital Magics and will in turn present new initiatives to the incubator.

Innogest SGR also becomes a member of the **Digital Magics Angel Network**: over 100 private, business and financial investors collaborating with Digital Magics in selection activities, mentorship and co-financing of the best business ideas, in order to accelerate the growth of the digital business.

Head of the initiative is Michele Novelli, former Partner of Digital Magics and now Partner of Innogest SGR, who will follow the relationships between the two companies and the evolution of the operation.

**Claudio Giuliano, Managing Partner of Innogest SGR**, stated: *"Building global enterprises starting from startups requires a huge amount of honed skill and efforts. With this partnership we strengthen the capacity to support the most dynamic entrepreneurs in their expansion path."*

**Michele Novelli, Partner of Digital Magics and Innogest SGR**, stated: *"The goal of this agreement is – by only focusing exclusively on Italy – to structure a value chain that allows to create international standards in typically Italian areas: food, fashion and design"*.

**Enrico Gasperini, Founder, Chairman and CEO of Digital Magics**, stated: *"We are very proud of this alliance, which will give more resources to the incubated companies and will strengthen our action aimed at the development of the digital Made in Italy"*.

This press release is online at [www.digitalmagics.com](http://www.digitalmagics.com) under *Investor Relations - Press Release*.

### **Innogest SGR – [www.innogest.it](http://www.innogest.it)**

*Innogest SGR is the leading manager of venture capital in Italy. Since 2007, Innogest has managed capital for approximately € 180 million which are invested exclusively in Italian companies with global ambitions, by sustaining entrepreneurs in industrial and international development. Its offices are in Turin, Milan, Silicon Valley.*

### **Digital Magics – [www.digitalmagics.com](http://www.digitalmagics.com)**

*Digital Magics is a certified venture incubator of innovative digital start-ups 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 start-ups, working alongside their founders, investing its capital and providing acceleration services. Starting from talents and ideas, it transforms them into successful disruptive businesses 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 the innovation, creation and development of digital start-ups, and it supports them in the search for new Italian and international private and public investors to fund the successive 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 initiatives, providing innovative start-ups with digital business*



acceleration services for company development. Digital Magics has a track record of over 40 investments in start-ups. It has achieved 6 exits, and only 4 write-offs. To date, the incubator has invested approximately €14.8 million, of which 5 million comes from exits. Currently, the average investment is around €300,000.

**Integrae SIM** acts as a Nomad and Specialist under the AIM Italia Issuers Regulations. For communication transmissions, Digital Magics makes use of the SDIR-NIS circuit, operated by Blt Market Services, a subsidiary of the London Stock Exchange Group.

**For further information:**

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