

ALMADOM.US IS BORN: A NEW *SMART HOME COMPANY* THAT OFFERS A SOLUTION TO SAVE ENERGY AND CONTROLS LIGHTS, THERMOSTATS, PLUGS AND VALVES

www.almadom.us

Digital Magics is one of the co-founders of the innovative startup and supports it with its incubation and acceleration services dedicated to the digital business and aimed to the development of the startup

The multimedia device fits inside the electrical boxes and replaces switches. It is possible to interact with Almadom.us via touchscreen, smartphone, tablet, PC or voice commands

Designed for small and medium apartments, offices and holiday homes, Almadom.us requires no maintenance or works. It's all-in-one, easy to use and install, and it aims to reduce the bills of electricity and gas up to Euro 700 per year, with care and respect for the environment

Milan, June 29, 2015 - **Digital Magics** – *venture incubator* listed on the AIM market of the Italian Stock Exchange (symbol: DM) – launches the innovative startup **Almadom.us**: the **new home automation system** that fits inside the electrical boxes and replaces the switches, in such a way to **control lights, thermostats, plugs, shutters and valves**, in addition to various other items connected to the Internet.

The digital startup was founded by **Marco Zanchi** and **Alessandro Benedetti**, who hold 86%, Digital Magics (10%) in addition to **Mario Molinari** (4%) – CEO of Mover Investments and Co-Founder of Sorgenia – who has over two decades of experience in the energy sector. Almadom.us enters the portfolio of the certified incubator Digital Magics, which supports the innovative startup with its acceleration services aimed to the growth, as well as the strategic and technological development of the company.

The Italian **smart home company** offers a technological **aftermarket** product, which does not require any maintenance or works; easy to install; **all-in-one**, a single object with many functions, **competitive** in terms of costs.

The innovative interface of Almadom.us is **user friendly** and easy to use: via touchscreen, smartphone, tablet, PC or even by voice commands. Its microcomputer controls household appliances and electronic devices directly connected via electrical cables, it communicates via Wi-Fi with other Almadom.us and through automation technologies with *IoT devices* (Internet of Things) in the house.

Almadom.us is designed to make small and medium apartments, offices of SMEs and vacation rentals **smart**. The goal of Almadom.us is to **reduce annual bills of electricity and gas by Euro 300 up to Euro 700** and to cut **carbon dioxide emissions** by 700 kg¹: to this end, it can count on its smart software, on the movement sensors in the rooms, as well as on the energy monitor. Almadom.us system learns from user habits, without affecting them, and it acts independently, increasing the comfort of people.

Almadom.us is already working to establish relationships with leading operators in the field of electricity and gas, with a view to ensure future additional savings to the users, by giving them the tools to become

¹ Esteem by Almadom.us for an apartment of 100 sqm, determined from 2014 data by Authority for electricity gas and water system, cross-checked with 2014 research by Energy & Strategy Group of the Polytechnic University of Milan.

active consumers.

The innovative startup participated – on June 24th and 25th 2015 in Lausanne, Switzerland – in the **Alpine High-tech Venture Forum (AHVF)**: an event supported by the European investment program EUREKA. Almadom.us had the opportunity to present their project to over 50 international investors. There were only 4 Italian startups attending the event.

In 2014 Almadom.us was selected for the Spring'14 edition of the acceleration program **Lisbon Challenge**. The founders of Almadom.us were chosen from over 500 innovative startups from all over the world, and – finalists with 29 other teams – they spent three months in Lisbon and were followed by mentors and venture capitalists, attending workshops, events and roadshows.

*“Almadom.us was born almost for ‘fun’: one day we brought a smartphone to a wall switch, we noticed it was the same size and we wondered why there was not a touchscreen instead of the switches,” declared **Marco Zanchi, Founder and CEO of Almadom.us**, and **Alessandro Benedetti, Founder and Chairman of Almadom.us**, “At that point we began to study a system with a microcomputer to be used in our homes and we realised that, by applying the technology of mobile phones to home automation, we could solve a problem by offering a competitive service. The support of Digital Magics was crucial for us and allowed us to greatly accelerate the development of our company”.*

*“After an intensive period of research and deepening on the Internet of Things and on the Smart Home sector, we recognised the potential of the innovative idea of Almadom.us and the expertise of the Founders Marco and Alessandro,” said **Gabriele Ronchini, Co-Founder and Executive Director of Digital Magics**, “The goal of our startup is to bring this smart system in every room, to make' all Italian homes ‘smart’. It is a project that has a very scalable model and a strong international relevance: Italy will be the test market. After that we will launch the product on the European and US markets”.*

\$16.5 BILLION FOR THE MARKET OF THE INTERNET OF THINGS/SMART HOME

According to Juniper Research in 2014, the IoT sector and specifically the Smart Home one has recorded \$16.5 billion worldwide in 2013. It is estimated an annual growth rate of almost 18%, which would lead to over 51 billion in 2020.

In comparison, **at European level**, it is a market that is worth **about \$5 billion** in 2013 with an annual growth rate estimated at +16.2% and almost \$14 billion in 2020 (survey by MarketsandMarkets).

Between 2014 and 2015 there have been **acquisitions of over \$5 billion** in the field of the Internet of Things and Smart Home. The most important: Google bought Nest, Samsung acquired SmartThings, Intel bought Lantiq.

IN ITALY: EURO 1.55 BILLION

According to the research "Internet of Things: Innovation that creates Value" of April 2015, made by the observers of the Polytechnic University of Milan, 2014 was a breakthrough year for the IoT, which is taking a central role in the strategy of the companies, both in Italy and abroad.

There is a strong market growth in Italy which in 2014 reached a total of **Euro 1.55 billion**, and the Smart Home will present itself more and more as the center of the new ecosystem IoT, thanks to the role of the home in people's lives and the value that is possible to generate in terms of new products and services.

8,000,000 objects were connected via the cellular network in 2014 (6,000,000 in 2013). More and more startups dedicated to the Smart Home are born: in 2014 they grew by +42% compared to 2013.

Almost 50% of homeowners claims to be willing to **purchase products for the Smart Home**: security and energy saving are the most desired features. One in four already has at least one smart object in their home.

This press release is online at www.digitalmagics.com under *Investor Relations - Press Release*.

Almadom.us (www.almadom.us) is a new home automation system that fits inside the electrical boxes and replaces the switches, in such a way to control lights, thermostats, plugs, shutters or electrovalves. The user can interact with Almadom.us through its touchscreen, via smartphone and even using their voice. Almadom.us is multipurpose and DIY. Furthermore, Almadom.us, thanks to the innovative interface, its sensors and actuators, it is a complete home automation all-in-one solution that allows the user to reduce the cost of energy bills by up to 20%. Almadom.us is the ideal solution to make smart even small and medium-sized apartments. Finally almadom.us offers only the positive aspects of a home automation system: using its learning capability, it improves the user's comfort without changing their habits... they will find the switch exactly where it has always been!

Digital Magics (www.digitalmagics.com) is a certified venture incubator of innovative digital startups that offer content and services with a high technological value, in addition to scaleups – innovative companies that are experiencing a period of growth and expansion. Digital Magics builds and develops Internet startups, working alongside their founders, providing acceleration services. Starting from talents and ideas, it transforms them into successful disruptive businesses in the Italian and international digital economy. The Digital Magics model is unique in Italy and is based on a team of great expertise that identifies, analyses and launches new initiatives, and on the "Digital Magics Angel Network": the network of private investors, institutional funds and industrial partners who supports the startups and digital scaleups incubated through "club deal" and programs of "Open Innovation", on a financial and industrial level. Thanks to the industrial cooperation with Talent Garden and Tamburi Investment Partners, Digital Magics has created the most important national platform for innovation, for the "DIGITAL MADE IN ITALY". Digital Magics has developed to date over 50 new digital business and holds stakes in 45 companies. Digital Magics is listed on AIM Italia (symbol: DM), the Alternative Capital Market organised and managed by the Italian Stock Exchange.

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 Bit Market Services, a subsidiary of the London Stock Exchange Group.

For further information:

Digital Magics – Press Release

Giorgio Bocchieri – Mail: giorgio.bocchieri@digitalmagics.com

Tel. 02 52505202 – Mob. 334 6853078

IR Top – Financial and Institutional communication

Floriana Vitale – Mail: f.vitale@irtop.com

Domenico Gentile – Mail: d.gentile@irtop.com

Tel. 02 45473884

Integrae SIM – Nomad

Mail: info@integraesim.it

Tel. 02 78625300