

## **DIGITAL MAGICS STRENGTHENS COMPANY STRUCTURE AND TEAM WITH THE ENTRY OF MARCO GAY, ENTREPRENEUR IN THE DIGITAL ECONOMY**

**Milan, November 30, 2015** - Digital Magics SpA, *business incubator* listed on AIM Italia of the Italian Stock Exchange (symbol: DM), today signed a **strategic agreement for the entry of Marco Gay**, through its subsidiary Webworking Srl, **as a Board Member with a major operational involvement**.

Within Digital Magics, Marco Gay will contribute **to the strengthening of the incubator leadership**, giving further impetus to the projects crafted by the most important national platform of innovation for DIGITAL MADE ITALY, which along with Talent Garden and Tamburi Investment Partners aims to develop more than 100 startups in the next two years, through the opening of 50 new co-working campuses, and to promote the entry of new investors. In particular, Marco Gay **will follow the development of the programs for Open Innovation**.

Marco Gay - who will be proposed as a new Board member in the upcoming Digital Magics Shareholders' meeting - now joins the **team of Digital Magics** composed of: **Alberto Fioravanti, Gabriele Ronchini, Layla Pavone, Alessandro Malacart Luca Giacometti, Gabriele Gresta, Stefano Miari, Michele Novelli, Edmondo Sparano, Gennaro Tesone and Antonello Carlucci**.

Marco Gay has over 15 years of business experience in the digital and innovation fields. He began his career in the family business Proma - a company in the engineering sector sold to Saint-Gobain Abrasives - and continued with initiatives as a "startupper", as he labels himself: he created and developed new businesses, exploring the boundaries of innovation in the fields of communications and multimedia (founder and CEO of Webworking, which deals with Internet projects with a special focus on SMEs), in advertising and digital projects (with Ottovolante, aimed at the pharmaceutical industry; he has been CEO of the advertising agency GSW WorldWide Italy). He is a co-founder of AD2014, innovative startup in the Internet of Things, and of Torino1884 in the food & beverage sector with a focus on products that belong to the tradition and are connected to the local and national history. Marco Gay has also been from 2014 President of the Young Entrepreneurs of Confindustria and Vice President of Confindustria.

**Alberto Fioravanti, Founder and Executive Director of Digital Magics**, declared: *"The addition of Marco Gay in the team of Digital Magics will allow us to strengthen the leadership of our incubator, by making a significant contribution to strategic activities, with a focus on programs of 'Open Innovation', through which we want to assist Italian companies in their process of internal innovation, creating a strategic bridge with the entire ecosystem of startups. With Marco, we began a journey that I would define as almost 'natural', since it is based on a lot of similarities. Marco is an entrepreneur with a strong expertise in the digital field and a focus on innovation, as all partners of Digital Magics. In him we found our own sensitivity in wanting to create a system in Italy, to give a major boost to our digital economy"*.

**Marco Gay** said: *"Today we are giving concrete existence to an important path started almost nine months ago, that I really wanted, along with Enrico Gasperini. The 'Open Innovation' will be central to the development of the digital sector in Italy, because it combines innovation produced by the world of startups with industrial and manufacturing excellence that is the envy of the world: it is the springboard to bring the Made in Italy in the future. And I'm sure that Digital Magics is the right place to realize my entrepreneurial aspirations in this direction"*.

The agreement approved and signed this morning by the Board of Directors, aimed at the entrance of Marco Gay into the shareholding structure of Digital Magics, foresees the convening of a Meeting of Shareholders of Digital Magics, to be held within 60 days from today, with the proposal of a capital increase with exclusion of option rights, pursuant to art. 2441 Paragraph 5, to a maximum of 1,450,000 Euro, to be



carried out - in confidence - by signing: (i) up to 500,000 Euro in cash from Webworking Srl, vehicle company controlled at 55% by Marco Gay; (ii) up to 650,000 Euro with the contribution in kind of a business unit of Webworking Srl that will strengthen the activities related incubator Digital Magics; and (iii) to a maximum of 300,000 Euro, with the contribution in kind, by Webworking Srl of the 20% of shares of innovative startups AD2014 Srl, a company which will come into the investment portfolio of Digital Magics, participating in programs of incubation and acceleration useful in the near future to promote the initiative. On account of the execution of said capital increase the participation of Marco Gay will be approximately 5% of the share capital of Digital Magics.

At the same time, the Board of Directors jointly approved its explanatory report (art. 2441 Paragraph 6) of the reasons for the exclusion of option rights, contributions in kind, and the criteria used for determining the issue price. The shares resulting from the reserved capital increase will be subject to lockup for 18 months after issue.

The Council has mandated the CEO Alberto Fioravanti, duly authorized, to convene an Extraordinary General Meeting of Shareholders as defined above and complete all the necessary formalities thereon.

This Press Release and the explanatory report approved by the Board will be available on the company website [www.digitalmagics.com](http://www.digitalmagics.com) respectively in the appropriate sections *Investor Relations / Press Releases* and *Investor Relations / Shareholders* in accordance with the law.

*Digital Magics, listed on AIM Italia (symbol: DM), is an incubator of digital projects that provides consulting services and acceleration services to startups and enterprises, to facilitate the development of new technological businesses. Thanks to the partnership with Talent Garden and Tamburi Investment Partners, Digital Magics has created the most important national platform for innovation for DIGITAL MADE IN ITALY, by offering services for the digital transformation and "Open Innovation" to excellent enterprises, while providing support to innovative startups to create successful projects, from conception to IPO. The incubation and acceleration services offered by Digital Magics are active in the TAG co-working campuses present throughout Italy. Complementary services include investment activities, which have produced over the years a portfolio of 48 investments in startups, scaleups and digital spinoffs with high growth rates. Accelerated companies are flanked by Digital Magics LAB, a team of highly experienced business partners, and benefit not only from the large network of private and institutional investors that support them through "club deals", but also from the many partner companies that support them on an industrial scale.*

*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.*

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