

**CLOSED THE 2ND CAPITAL INCREASE OF 500.000 EURO FOR
THE STARTUP WISHLIST, A COMPANY INVESTED IN
BY THE INCUBATOR DIGITAL MAGICS**

www.wishlist.it

Atlante Seed (Gruppo Intesa Sanpaolo) and other major Italian investors have subscribed to the capital increase in the startup WishList

Digital Magics is supporting the strategic and technological development of the startup that launched the first gift box of products and that aims to revolutionise the market of corporate gifts

Thanks to this operation, WishList is developing an innovative service BtoB to integrate the catalog of 3.000 products within the websites of partner companies, thus enabling incentive programs, loyalty programs, promotions, awards, all in a few clicks

Milan, November 26, 2015 - WishList – an innovative startup invested in by Digital Magics, *business incubator* listed on AIM Italia (symbol: DM) – has finalised a **capital increase for a total of 500,000 Euro** with major investors and Italian business angels. WishList created the **first gift box**, printed and digital, **exclusively of products** (home and design, gourmet and kitchen, outdoor and sports, for him and for her, hobbies and sports, charity). WishList aims to revolutionise the market of gifts, with a range of innovative services provided to companies.

The investment was made in two tranches: the first in May 2015 which also involved, in addition to the founders, **Atlante Seed (Intesa Sanpaolo)**, Digital Magics, **Stefano Alberti**, founder of Intermonte Sim, Stefano Miccinelli, founder of Investitori Associati, one of the most important Italian companies of Private Equity, **Vela Imprese**, a holding company and advisor to small and medium-sized enterprises. The second tranche – which was signed by **Rudy Cortesi**, **Alessandro Gatti**, CEO of FG Invest, **Bruno Tanzarella**, former CEO of Brummel – was closed in October 2015.

Digital Magics, which had signed the first tranche of 150.000 Euro and currently holds a 7.89% stake in the share capital of WishList, is supporting the startup in its strategic, commercial and technological development, with its consulting and acceleration services.

With a selection of **3.000 products** in the B2B channel and **more than 100 companies** that have already chosen WishList's gift boxes – including Deutsche Bank, Total Erg, Gruppo Banca Sella, Gruppo API – IP, Sisal and especially many medium-sized enterprises, which - thanks to WishList - may propose loyalty campaigns of high value, at varying costs - in 2015 the company **expects a revenue growth of 150% compared to 2014**.

Thanks to this operation, the startup is developing the **WISHLIST API WEB SERVICE**. The innovative service BtoB that is able to insert the catalog of WishList products directly within third parties corporate websites, to manage and organize – in a few clicks and no setup costs – gifts and promotions, prize contests, loyalty programs and incentive initiatives, targeting both customers and employees. WishList wants to become the official supplier of outsourcing products and the ideal partner for all **marketing agencies, human resources departments and projects of loyalty and rewarding** of companies.

In the B2C channel, in addition to the standard printed gift box – already in the large-scale retail channels and online – the startup conceived the evolution of the traditional gift box: **My WishList**. On www.wishlist.it users can **100% customize their gift box**, from dedication to the cover, choosing products

to be included. My WishList can be printed at home or sent via e-mail in digital format. Once received, the recipient chooses the product they want among the ones in My WishList gift box, and then receive it for free without any shipping cost.

Lorenzo Ferraboschi is the **Founder and CEO of WishList**. For more than 15 years he has been working in the field of e-commerce, both in Italy and Japan and he has worked with Ring Bell, a leading company of the gifts field in the Japanese market. **Guido Beccari** is the **President of WishList**. He has twenty years of experience in the financial and management area of several publicly traded companies, he held positions as General Manager and AD in multinational groups.

Lorenzo Ferraboschi, Founder and CEO of WishList, and Guido Beccari, President of WishList, declared: *“We are very pleased with the conclusion of this important financial operation, which will allow us to further enhance the structure and the IT platform. We are also honored by our new shareholders: to receive the tangible appreciation of private and institutional investors of this calibre makes us very proud and shows the value both of the initial idea, on which WishList is based, and the work done in recent years to develop the business model”.*

Alberto Fioravanti, Founder and Executive Director of Digital Magics, declares: *“The entrance of Digital Magics in the shareholders’ structure of WishList confirms our great interest in the initiatives of product and process innovation in the e-commerce field. WishList introduced in the Italian market the first gift box with a vast catalog of products, directly and easily deliverable to the recipient's home. Our input will contribute to the digitization of the product and to the strengthening of the offer for companies and for consumers”.*

This press release is available on the website www.digitalmagics.com under *Investor Relations – Press Release*.

WishList is the innovative startup that reinvents the way of gift giving: it allows users to always make the right gift by leaving the final choice to the recipient. WishList is an elegant gift box (printed or digital) that can be 100% customized: from the products included, to the dedication, to the cover. This customized box can be purchased on the website www.wishlist.it and its standard version can be found in several supermarkets. The recipient of the gift just needs to choose their gift and wait for it to be delivered free at home. On WishList users can find:

- gift boxes ranging from €15 to €1.000
- maximum customization of the gift box
- over two hundred affiliated brands
- thousands of products available

Moreover, choosing a WishList gift box allows companies to:

- maximize the appreciation of the gift given without having to manage the logistics
- organize prize contests, incentive programs and loyalty programs that can be activated in a click and no setup fee.

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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spazio ai desideri
WISHLIST