

## **DIGITAL MAGICS LAUNCHES *GIOIN*, THE FIRST NETWORK IN ITALY FOR INNOVATION OF COMPANIES, CONCEIVED BY ENRICO GASPERINI, AND OPENS 2 NEW OFFICES IN SICILY AND APULIA**

**Milan, December 16, 2015** - Digital Magics, *business incubator* listed on AIM Italia of the Italian Stock Exchange (symbol: DM), has announced the **launch** of *GIOIN*, the **first exclusive network dedicated to innovation of Italian companies and the opening of 2 new locations in Palermo and Bari** to support young talents and innovative digital startups born in Southern Italy.

During the *Digital Magics Investor Day*, which involved more than 100 investors and corporate partners, **Alberto Fioravanti, Executive Chairman** explained the structure of the new Executive Board, recently set, and the new projects of the Company, while **Alessandro Malacart, Managing Director of Corporate & Finance**, discussed the excellent results achieved during 2015.

The announcements presented concern 3 very important projects for the *business incubator*:

### ***GIOIN – Gasperini Italian Open Innovation Network***

*GIOIN* is the **first exclusive network – for entrepreneurs, management of Italian companies, and professionals** – which has been created to gather Italian companies and startups around the new paradigm of *Open Innovation*, with the goal of providing real opportunities for growth in terms of business and development of technological expertise. *GIOIN*, which **is the brainchild of Enrico Gasperini** – Founder of Digital Magics and recognized pioneer in innovation, who passed away prematurely last November – will allow companies taking part, the opportunity to access paths of information, training and sharing of Italian and international experiences focused on the concept of technological *disruption* in all sectors of Made in Italy.

*GIOIN* will provide, to partners, support tools and incentives to search for unconventional means to devising new products and services, through digital platforms. The purpose of *GIOIN* is to develop the future *Innovation Officers* within companies.

*GIOIN* will involve the network members in **8 events**, at the locations of Digital Magics and Talent Garden campuses – in Milan, Rome, Turin, Padua, Naples, Bari, Palermo. The events will focus on the opportunities offered by programs of *Open Innovation*, through the presentation and discussion of case studies, research, technological solutions, *best practices* and by meeting pioneering entrepreneurs, as well as Italian and foreign startupper. **Each meeting will focus on a specific theme**: fintech, healthtech, direct to consumer, Internet of Things, digital economy, disruptive innovation, globalization of digital commerce, data centric society. *GIOIN* will also be an important opportunity for networking between companies and startups.

Every year *GIOIN* will organise a large event for its members, involving **national and international leading figures in the digital sector**, entrepreneurs under 40, economists, sociologists, scientists, national and world-famous startupper, who have achieved success by creating innovation in their professional fields. **The first important meeting** – set to become the benchmark for *Open Innovation* of Made in Italy – **will take place on July 1st and 2nd 2016 in Saint Vincent**.

**Marco Gay, Vicechairman** and **Layla Pavone, Managing Director for Industry Innovation**, will coordinate the activities of *GIOIN* and the programs of *Open Innovation*, to support Italian companies in their process of innovation, creating a strategic bridge with the entire ecosystem of startups. **Edmondo Sparano, Chief Digital Officer**, will contribute to the implementation of the projects of *Open Innovation* through the



development of customised solutions for companies, and also through the targeted selection and *scouting* activities of startups and scaleups.

### DIGITAL MAGICS IN SICILY AND APULIA

Digital Magics has opened 2 new offices in Palermo and Bari, thanks to the exclusive cooperation agreements with local partners, to **select ideas and startups** and to **develop ecosystems of innovation in Sicily, Apulia and Basilicata**. Digital Magics and partner companies will offer **acceleration services and high-profile incubation** to support the birth and the growth process of startups.

The two new incubators have been established in addition to **Digital Magics Naples**, in Campania since 2012, which **will inaugurate the new headquarters** in the coming weeks, within the new campus of co-working of Talent Garden Napoli. Historical Partners of Digital Magics for Southern Italy are **Gennaro Tesone** and **Domenico Soriano**, **Founders of Techintouch**.

The goals of the programs of incubation are: **to create local networks of investors** wishing to invest in digital startups; **to annually launch innovative startups**; to organise events, initiatives, and business meetings that can involve all operators in the chain of innovation of the territory.

The partner company of Digital Magics Palermo is **Factory Academy**. The new Sicilian incubator of Digital Magics will be opened in January 2016, in the heart of the city, in Via Lincoln 21 in the historic headquarters of Il Giornale di Sicilia, where the future campus of co-working by Talent Garden will also be born. The **Founder and CEO** of Factory Academy is **Alessandro Arnetta**.

In Apulia, Digital Magics Bari is in partnership with **Augmentum**, the partner for the development and the management of the new incubation program. The preparatory works to build a Talent Garden campus in the capital of Apulia have already been started. The CEO of Augmentum is **Enzo Tucci**, **Founder** of the company with **Vincenzo Notaristefano**.

**Gabriele Ronchini**, **Managing Director of Digital Magics for Portfolio Development**, will manage - along with Talent Garden and the Partners of Digital Magics - territorial development of incubation programs throughout the country and internationally.

The launch of *GIOIN* and of incubation programs within Sicily and Apulia fall within the strategic plan towards creating the most important platform for DIGITAL MADE IN ITALY, that was started with Talent Garden and Tamburi Investment Partners in the spring of this year. The goal is to create the largest hub of Italian innovation for the development and acceleration of digital startups – 100 in the next two years – through the opening of 50 new co-working TAG campuses and the digital transformation of Italian companies, thanks to the programs of *Open Innovation*.

This press release is available on the website [www.digitalmagics.com](http://www.digitalmagics.com) under *Investor Relations – Press Release*.

*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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