

## **DIGITAL MAGICS LAUNCHES WEBEERS: THE FIRST E-COMMERCE FOR THE SALE OF THE BEST ITALIAN CRAFT BEERS**

[www.webeers.com](http://www.webeers.com)

**Milan, February 18, 2016 - Digital Magics, business incubator** listed on AIM Italia market of Italian Stock Exchange (symbol: DM), **launches WeBeers**: the innovative startup that has developed **the e-commerce to find and order the best Italian craft beers** from the most exclusive and prestigious breweries, present in all the regions of Italy.

On [www.webeers.com](http://www.webeers.com) all the fans of Italian craft beers can not only buy their favorite beers with **exclusive discounts and delivery in 48 hours** (thanks to the use of a packaging designed to ensure maximum safety during transport), but they can also get **to know so many tips and advice** on how to enjoy the beers proposed within the portal and on the **world of Italian brewers**: professionals and people able to reflect in their products the aromas, flavors and scents of their territories.

L'incubatore Digital Magics – che è entrato nella startup con una quota del 40% della società – sta accelerando il processo di crescita e sta supportando lo sviluppo tecnologico e strategico di WeBeers, con i propri servizi di consulenza e incubazione di alto profilo affiancando **i due giovani fratelli e Fondatori, Alberto Maria e Giammarco Maria Gizzi.**

The incubator Digital Magics – which entered the startup with a share of 40% of the company – is accelerating the process of growth and is supporting the technological and strategic development of WeBeers, with its consulting services and high-profile incubation alongside **the two young brothers and founders, Alberto Maria and Giammarco Maria Gizzi.**

WeBeers will also offer **package subscriptions** in order to receive a special selection of Italian craft beers at affordable prices and with free shipping. The first initiative designed for subscriptions is "**Premiere League Beers**": a box of beer exclusively selected for the readers of La Gazzetta dello Sport.

**Edmondo Sparano, Chief Digital Officer and Digital Magics Board Member**, said: *"WeBeers has an innovative business model for its sector. We want to apply the models already used to the world of wine to craft beer, bringing the user to a 'culture' of the product, with a path of exploration and knowledge of over 1,000 craft breweries, via 'subscription' formulas that allow to keep affordable prices and via dedicated co-marketing operations. The consensus that the startup is already seeing in the market is very interesting: WeBeers users are young people, between 30 and 50 years, who buy online, but who do not want to compromise on the traditional qualities of Italian food & beverage, selected and conveniently delivered to their home or office."*

**Alberto Maria Gizzi, Founder and co-CEO of WeBeers, and Giammarco Maria Gizzi, Founder and co-CEO of WeBeers**, said: *"With WeBeers we decided to capitalize on the brief but intense experience acquired on our first portal and e-commerce, sharing with Digital Magics the aim and ambition to become the reference point for both the Italian craft beer lovers and for those who want to try it for the first time. Beer is a beverage consumed by 7 out of 10 Italians, and as it already happened with other food & beverage products, the attention to quality and traditional character is growing strongly in this segment as well. It's not a case that exports of Italian handcrafted beers are growing at double-digit year-over-year and approximately 50% is directed to the United Kingdom."*

### **THE FOUNDERS OF WEBEERS**

Alberto Maria Gizzi – President and co-CEO

Bio: 26 years old, graduated in Finance at Bocconi University, he worked in Centrobanca (UBI Banca Group), CIV-Society for Innovation and for the Values and in Candy-Hoover Group, with the role of Strategy Planning Analyst. He is a member of the Italian Federation of Sommeliers Hoteliers and Restaurateurs (FISAR).

<https://www.linkedin.com/pub/alberto-maria-gizzi/>

Giammarco Maria Gizzi – co-CEO

Bio: 21 years old, graduated from ITE, passionate about innovative business and e-commerce, he has developed applications for smartphones (iOS) reaching important results with more than 120,000 downloads and securing a place in the top 5 of the most downloaded paid apps in the App Italian Store with many of his apps.

<https://it.linkedin.com/pub/giammarco-maria-gizzi/>

## THE MARKET OF CRAFT BEER IN ITALY

The market of craft beer in Italy is booming with over **30<sup>1</sup> million liters** produced in **2014**, growing steadily every year both domestically and with regard to **exports** (+**27%** in the first five months of 2015 compared to the same period of 2014<sup>2</sup>). According to Astra/AssoBirra Research (Italians and Beer 2014), **72% of Italians drink beer**, about 60% of which prefer to consume it at home and it is the **main beverage present in the Italian refrigerators** (approximately **49%**, excluding water).

Over the past two years this phenomenon is growing rapidly: there are **over 1,000 active craft breweries** in Italy (10 years ago there were only thirty or so<sup>1</sup>), with a production in continuous growth (**almost +20% compared to 2011<sup>2</sup>**). Today about 60% of the Italian craft breweries have a turnover between Euro 100,000 and Euro 800.000<sup>2</sup>) and over 51% have hired personnel on permanent contracts. The Italian **craft beer exports** from 2004 to 2014 increased by **over 200%<sup>1</sup>**, with the **United Kingdom absorbing about half of exports<sup>2</sup>**.

This press release is online on [www.digitalmagics.com](http://www.digitalmagics.com) and can be found in the *Investor Relations - Press Releases* section.

*WeBeers* is the e-commerce portal where all lovers of good Italian craft beer can buy and discover every week the beers of an Italian craft brewery with exclusive discounts and delivery in 48h through the use of a packaging designed to ensure maximum safety during transport. WeBeers will also offer package subscription, which will allow to receive a special selection of Italian craft beers at affordable prices and with free shipping. The first initiative designed for subscriptions is "Premiere League Beers": a box of beer exclusively selected for readers of *La Gazzetta dello Sport*.

*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 51 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.

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<sup>1</sup> 2015, Coldiretti

<sup>2</sup> 2015, 2015 Italy Beer Report by Unionbirrai – Observatory Altis Catholic University