

DIGITAL MAGICS LAUNCHES YOAGENTS: THE COMMERCIAL NETWORK TAILORED TO ITALIAN STARTUPS AND SME'S

www.yoagents.com

Born within the incubator, YoAgents will represent a strategic asset for the growth of the startups invested in by Digital Magics and aims to create a commercial network able to support the entire Italian innovation ecosystem, thanks to a platform with international ambitions

Milan, May 31, 2016 - Digital Magics, business incubator listed on AIM market of Italian Stock Exchange (symbol: DM), **launches YoAgents**: an innovative startup which developed the **online platform to create commercial networks "on demand"** that are also "open" **for the sale of digital services** on the Internet such as: reservations, billing, payments, e-commerce, warehouse management, product catalogs to browse, advertising, social media marketing.

YoAgents is **designed for agents and representatives**, duly authorised and enrolled in the Chambers of Commerce, so they can expand their portfolio with the most innovative services for their customers, available on the web and ready to be sold throughout the country. They can also receive bonuses and prizes by companies for their work, thanks to a gamification logic that values the best agents.

It also caters for all startups and small and medium-sized enterprises which nowadays would only spend several tens of thousands of Euros for the sole commercial launch – and also between research, training, contracts, briefings, etc... – Thanks to YoAgents, they will instead have the ability **to create their own sales structure at almost zero cost**, paying only in the case of effective agents' activation and with commissions on sales.

With YoAgents Digital Magics thus adds a **strategic asset for the incubation program and for the growth of the startups in the portfolio**: the digital startups will have in fact the ability to offer their services throughout the national territory thanks to YoAgents commercial network.

The commercial network www.yoagents.com will only sell the services of third parties and will be accessible to all companies that have a quality offer that is also conveyed according to precise criteria, first of all to a **performance-based fee model**.

The YoAgents guide is **entrusted** to the young **Luca Sguazzini Lampugnani**, who boasts experience gained from within his time with Boston Consulting Group and has followed the birth of several startups. Sguazzini Lampugnani said: *"The YoAgents platform supports companies for the sale of their own digital services by following the entire process: from selection to profiling agents, from accounting (reports, sales commissions-tracking, contracts) to the conclusion of the sale. YoAgents gives the ability to have fixed appointments, sales materials, chat support, order form and payment systems, also offering strategic, marketing and communications consulting."*

The entire legal and contractual aspects were taken care of by the team led by Federico Strada, Legal Director of **DLA Piper** – Digital Magics partner – the largest international law firm in Italy with over 180 professionals, operating in the offices of Milan and Rome.

By monitoring the results and mutual evaluations between companies and agents, YoAgents offers an important and transparent tool to understand the potential of the services and agent effectiveness.

You can pre-register for free to YoAgents network on www.yoagents.com

Edmondo Sparano, Chief Digital Officer and Board Member of Digital Magics, said: *"The logic behind the innovative startup follows a 'lean' and hyper-flexible model: to aggregate only professional agents and manage the entire process, from the brief to customer feedback. The bet is simple: to create the world's largest business network without owning products or agents, with a performance-based remuneration policy and a model that could be called 'open source': every startup, every company can create its own network to sell their services (after a technical check, approval, etc...) with time and costs that until now seemed impossible. The goal is to bring the best digital services out of the self-referential 'walled garden' of the startups ecosystem and give them space in the real market, on the road"*.

This press release is online on www.digitalmagics.com and can be found in the *Investor Relations - Press Releases* section.

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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 57 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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