

PRESS RELEASE

Over 400 thousand Euros for Diet to go

MILAN, JANUARY 11, 2017 – **Diet to go** (www.diet-to-go.com), a startup that prepares and delivers fresh food based on balanced menus for the purpose of eating healthily and losing weight, closed a **capital increase of 430 thousand Euros** led by venture capital fund **Innogest**. This operation comes on top of the 40 thousand Euros, invested by Innogest and **Digital Magics**, *business incubator* listed on AIM market of the Italian Stock Exchange, in April 2016.

The capital increase will allow Diet to go to **consolidate the technological platform**, enhance the functions of **menu customisation** and **monitoring of the diet's results**, in order to accommodate an increasing number of dietary requirements.

Founded in 2016 by Anna Zocco and Alessandro Costa, after a previous franchise experience in La Spezia, Diet to go provides a daily home delivery in the form of a cooler bag containing every meal of the day: **breakfast, lunch, snack and dinner, all freshly cooked**.

The menus are prepared by **skilled chefs** alongside nutritionists who collaborate with the startup. Three menus are currently available: the **Mediterranean** option (traditional dishes in a low-calorie version), the **Vegetarian** option and the **Detox** option (vegan recipes and gluten free). The portions are generous, tasty and satiating, «I don't feel like I'm on a diet» is one of the most frequent comments made by users. Each plate is packaged in a disposable container that is completely compostable.

The service, active in Milan, Monza and its hinterland, is aimed at both those who want to **lose weight** and those who want to **eat well and healthily**, but are unable to do so, due to the lack of time.

The ideal cycle lasts 4 weeks and produces an average **weight loss** – verified with customers – of **more than 4 kg**. On www.diet-to-go.com it is possible to buy **weekly tickets**

(starting from 29 EUR per day), or **one-time tickets** (starting from 39 EUR). In Milan, in Via Pascoli, Diet to go also opened its **first dietetic takeaway in Italy**.

In addition to the CEO **Anna Zocco**, the following people are also part of the team: **Alessandro Costa**, Sales and Logistics Manager, **Gianluca Simondi**, Marketing Operations Director, **Andrea Tibaldi**, nutritionist, **Luca Calia**, Scientific Development Director and **Afsoun Ahrabinejad**, Owner of the takeaway in Milan.

A pilot project is being tested involving dieticians and nutritionists, to offer a service tailored to their patients. Diet to go cooperates with **specialised academic centers** on research projects to identify the most suitable menus depending on the characteristics of each individual and in order to predict the expected result in a rigorous manner.

Anna Zocco, Founder and CEO of Diet to go, said: «Thanks to the entry of Innogest and Digital Magics, what was once only a practical and functional service today is becoming a solid platform through which to innovate the approach to dieting. In recent months the team has expanded, gathering skills and sensitivity that are helping us to achieve very ambitious goals. The continuous customer satisfaction, with customers personally involved in giving scientific depth to our project, pushes us to move forward with additional enthusiasm».

Claudio Giuliano, Innogest partner, commented: «There's a lot of noise around diets. Diet to go is exceptional because of the long term plan to innovate the concept of diets through a rigorous scientific approach. No one today is able to guarantee the result of a diet yet, but thanks to ongoing collaborations and the amount of data collected in the previous months, Diet to go offers to its customers a product that is more and more targeted and provides increasingly predictable results».

Gabriele Ronchini, Founder and Managing Director of Digital Magics - Portfolio Development, said: «We are supporting Diet to go with our high profile incubation services to sustain the company's growth. We believe that, in fact, the *disruption* in the food sector will be one of the main trends of innovation in the coming years and Digital Magics wants to be a main proponent and a driving force. Diet to go offers a new way to eat healthily».

[Innogest](#) is a Venture Capital company founded in 2006 with offices in Turin, Milan and San Francisco. It manages investment funds with a total value of 180 million Euros and invests in innovative companies active in the biomedical and digital sectors. Innogest invests in the digital field with a focus on foodtech, fintech and fashion-tech.

[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 62 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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