

## CENTY AND EGGUP JOIN THE TEAM OF DIGITAL MAGICS ROME

*Centy, the startup turning Euro cents into electronic currency and Eggup, the startup for human abilities aimed at creating or re-organising working teams, are the new investees of the Rome branch of the incubator listed on the Stock Exchange*

**Rome, September 20, 2017 - Digital Magics Rome**, fourth branch opened by the *business incubator* listed on the AIM market of the Italian Stock Exchange (symbol: DM), **is launching** two new innovative startups: **Centy** and **Eggup**.

**CENTY** ([www.centy.it](http://www.centy.it)) has developed a **smart coin counter managed entirely remotely** via app, which aims to resolve the problem of loose 1, 2 and 5 cent coins across Europe. The machine, present in airports, shopping malls and supermarkets, thanks to the Centy app will be able to recognise the user who, once inserting the **euro cents** into the coin counter, will then choose where to credit the calculated amount. The user can then convert it into **electronic money** (depositing it into a savings account for example, or using it to purchase content such as movies, music, applications, or even donating it to charity) alternatively they can turn it into **points, discounts, and promotions** (to be associated with loyalty cards in supermarkets and shops).

The startup is forging relationships with **retail brands, service companies, telecommunications** and media, thus creating dedicated and personalised coin counters, with the integration of the app Centy. The goal is **to put tens of millions of euros** in small coins **back into the economic system**, for the benefit of: **users**, who will have immediate availability of credit and direct savings thanks to promotions; **partner companies**, which will increase the number of customers, also fostering loyalty in the existing ones; **GDO**, a sector that needs coins of all denominations and the **Italian Mint**, which will save the enormous cost of minting.

The prototype of the machine, manufactured in Italy, will be available by 2017, fully compliant to the **ECB certification** and guaranteed for **over 1 million transactions**. Digital Magics holds a 15% stake of the share capital of Centy, founded by Davide Caiafa (CEO) and Lorenzo Vidoz (Commercial Director).

**EGGUP** ([www.eggup.net](http://www.eggup.net)) has developed a **digital platform** to **analyse soft skills**, transversal key competences such as personal attitudes, personality traits and interpersonal skills, both at an **individual** level and at the level of a **working team**. The candidate, the employee or the members of a working group must simply fill out a questionnaire on the Eggup website: the answers will be analysed by the **proprietary algorithm** of the startup which will process the **results** and will return them through an **interactive mode, with graphic representations and videos**.

Thanks to [Eggup](http://www.eggup.net) companies can reduce costs and increase productivity, by **also identifying the people to be included in a working team** on the basis of their level of compatibility with other team members, or by **evaluating the performance level of the existing teams**, according to soft

skills, in order **to create new ones** and **to reorganise the existing ones**, filling in any gaps. The goal is to mitigate the degree of conflict that undermines interpersonal relationships in workplaces.

The analysis provided by Eggup is based on the most significant psychological theories such as the Big 5. The startup caters for search and selection agencies, HR outplacement services, headhunters, HR departments of companies. Established in 2013 by Cristian De Mitri (CEO) and Pietro Testa (CTO), Eggup has drawn **over 4500 reports**, including individual and team ones, for important operators such as **Randstad, Poste Italiane, TIM and Gi Group**, also by creating genuine dedicated websites and by integrating its service into internal corporate networks.

Digital Magics and Marco Guarna, Partner of Digital Magics Rome, entered with 9.80% of the shares of the company. The incubator is supporting the founders to consolidate the presence of Eggup on the market HRTech and to introduce the Artificial Intelligence (AI) into the platform thus enhancing the measurement of human abilities signal.

**Digital Magics Rome** supports young talents and young entrepreneurs from Lazio and Central Italy and it is situated **within Talent Garden Poste Italiane** — the coworking campus created by the *Open Innovation* agreement between Poste Italiane and Digital Magics — and within **Talent Garden Cinecittà**, in the heart of the Cinecittà Studios.

*"The technologies in Centy and Eggup – said **Gabriele Ronchini, founder and Managing Director of Digital Magics for portfolio development** – convinced us not only because of its high innovative value, but also for the practical responses that these two startups have given to their respective markets with the products and services they developed. Centy managed to turn the hassle of having loose cents in the pocket into an opportunity for citizens, businesses and the State Mint, whereas Eggup has created a powerful tool for the analysis of human skills, which is essential for human resources in a company".*

*"In Italy alone, over the last 15 years 3.5 billion 1 euro cent coins and 2.8 billion 2 euro cent coins were produced – said **Marco Guarna, partner of Digital Magics Rome** – which will continue to be minted as decided by the European Central Bank. Many of the cents in circulation represent a real part of our stagnant GDP. Centy is a win-win for everyone. Speaking of work instead, to choose a candidate or a valid team quickly is not only a key factor for competitiveness, but it also represents a reduction of costs. Every year a company of only 50 employees supports sunk costs for more than 60,000 EUR due to situations of conflict. Eggup thus becomes the ideal partner for companies on a global level, thanks to its scalable business model."*

This press release is online in the section *Investors/Press Releases* at [www.digitalmagics.com](http://www.digitalmagics.com)

**Digital Magics**, listed on AIM Italia (symbol: DM), is a business 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 providing support to innovative startups to create successful projects, from conception to IPO, while offering services for the digital transformation and "Open Innovation" to excellent enterprises. 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 70 investments in startups, scaleups and digital spinoffs with high growth rates.

*Accelerated companies are flanked by Digital Magics' team, a partner of enormous business and digital experience, 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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