



DIGITAL MAGICS SIGNS A PARTNERHIP WITH IR TOP TO DEVELOP ITS ANGEL NETWORK AND NEW INVESTMENT RELATIONSHIPS WITH ITALIAN FAMILY OFFICES AND ENTREPRENEURS INTERESTED IN DIGITAL INNOVATION

Milan, 20th June 2014 - Digital Magics, the certified incubator of innovative start-up companies, listed on Borsa Italiana AIM Italia market (ticker: DM), and IR Top, the Italian leading company in Investor Relations and financial communications for SMEs, have signed an agreement of strategic partnership for the development of new investment relationships among financial and entrepreneurial community and the digital innovation market.

The 14-year-old IR Top business relationship network includes a large number of investors specialised in strategic asset classes and excellent Italian entrepreneurs.

Thanks to this operation IR Top will support the incubator to strengthen **Digital Magics Angel Network**: the informal network of people that are co-investing in innovative start-ups.

The investors within this network are private people (entrepreneurs and executives attracted by digital innovation), large corporations (such as RCS Group, Uvet Group, Nice, sponsors of Open Innovation programme) financial operators (Tamburi Investments Partners, **Banca Sella Group, Atlante Seed - Intesa Sanpaolo Group, Gate14 Group and UniCredit**). The *Digital Magics Angel Network* has a strategic role in the investments cycle, not only because it can increase the leverage, but also because it strengthens the know-how and the relationship network useful for the development of the start-ups.

IR Top is working with the incubator to make selected companies, ideas, start-up and early-stage companies more visible, in order to ease the access to the stock market. It will contribute with its strong skills in IPOs, investor relations and financial communication.

*"We are proud of giving our contribution to the development of digital and high tech innovation - has stated **Anna Lambiase, IR Top CEO and Founder** -, we are going to identify new asset class investors for Digital Magics. Strategic finance and entrepreneurship get very close in the high net worth assets scenario. Investments in equity are based on renewed relationships in capital markets, where we have a strong experience, and they represent today a real chance of development for excellent SMEs".*

*"The relationship network and expertise that IR Top team will provide us - has stated **Enrico Gasperini, Digital Magics Founder and Chairman** - are going to be a strategic driver for the growth of our Network, that is following closely our operations of selection, investment and development of the start-ups portfolio, and represents the distinctive feature of our incubator activity in the Italian market. In our country the digital economy has the higher growth rate in Europe, the amount of investments in the "seed" sector is still very low, making this asset class a unique opportunity for many investors interested in it".*

THE INVESTOR RELATIONS STRATEGIC ROLE

Investor relations are a key issue to achieve the correct evaluation and pricing of traded stocks and to make strategic investors part of the company business.



A constant flow of news, ongoing access to information, the attendance to shareholders meeting, the delivery of specific messages for shareholders and the ability to analyze external feedback lead to a correct evaluation of the company by integrating 4 issues: finance, communication, marketing and law.

The complexity of this subject derives from the mix of these skills that are rarely integrated in a unique expertise.

Source: "Guida alle Investor Relations: *Strumenti e metodi avanzati di comunicazione finanziaria*" Anna Lambiase, 2011 – Maggioli Editore.

This press release is available online www.digitalmagics.com in the *Investor Relations – Press Release* area

Digital Magics – www.digitalmagics.com

Digital Magics is a venture incubator of innovative and digital startups which provide high-tech contents and services. Digital Magics sets up and develops Internet startups supporting founders, investing equity capital and providing acceleration services. It starts from talents and ideas, thus transforming them into successful, disruptive businesses operating in the Italian and international digital economy. The incubator fosters a culture of entrepreneurship and risk, thus contributing to economic growth and increasing the youth-employment rate. Digital Magics provides services aimed at fostering the establishment and development of digital startups and supports them in the search for new private and public both Italian and foreign investors financing the next development stages. The Digital Magics model is unique in Italy and is based on Digital Magics LAB, a team of professionals in charge of identifying, analyzing and launching new initiatives; it provides innovative startups with mentorship as well as with Finance, Administration, Strategy, Logistics, Technology, Marketing and Communication services, besides delivering a Business Management support able to speed up the business growth process.

IR Top – www.irtop.com

IR Top is the leader in Italy in specialised Investor Relations consultancy. The company has worked since 2001 alongside listed and going public companies in establishing and managing relations with the stock market and for financial communication. Companies are supported in the correct and effective communication of their corporate values to current or potential investors, in order to improve the value of the share on the Stock Exchange and the quality of the shareholding structure. IR Top, in addition, assists non-listed companies in the implementation of financial reporting and corporate disclosure strategies, in order to improve dialogue with the Banks or to attract institutional investors.