



DIGITAL MADE IN ITALY THE LEADING INNOVATION HUB



con la collaborazione tecnica
di Patrimony 1873

LUGANO SMALL & MID CAP INVESTOR DAY

VI EDIZIONE

*Le Small & Mid Cap di Borsa Italiana
incontrano la comunità finanziaria svizzera*

25th September 2015

ITALY- DIGITAL ECONOMY



Digital revolution



Huge private savings

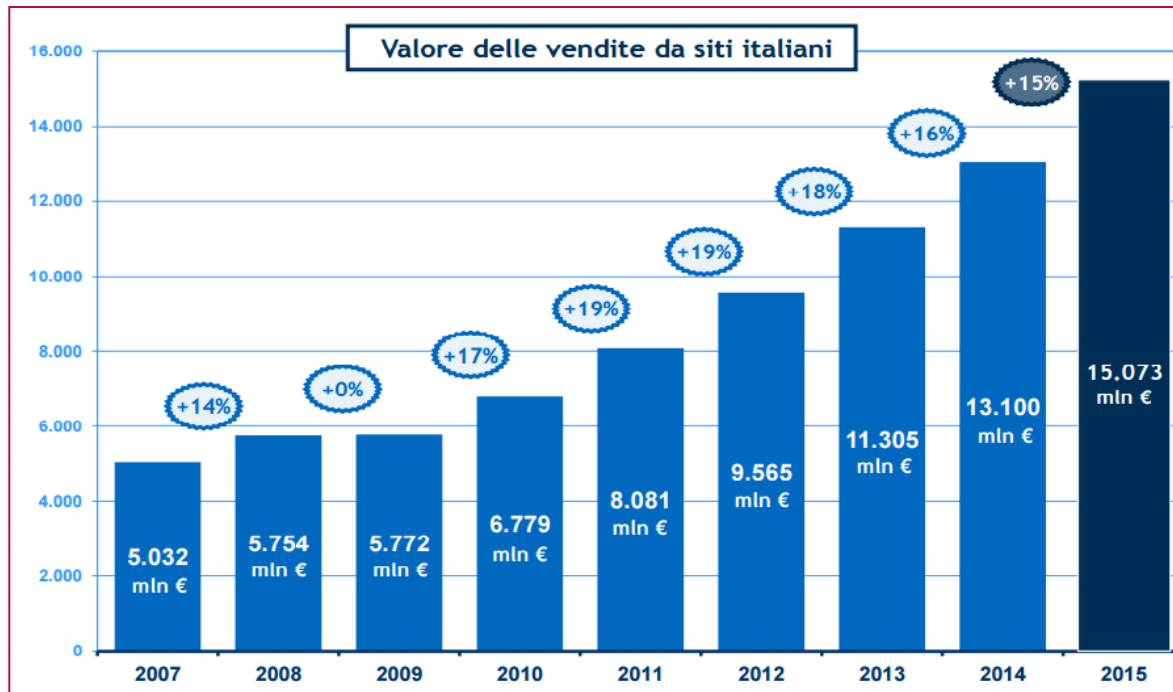


Poor VC Investments



THE DIGITAL REVOLUTION

THE ITALIAN E-COMMERCE INDUSTRY IS STILL YOUNG BUT IT'S GROWING FAST

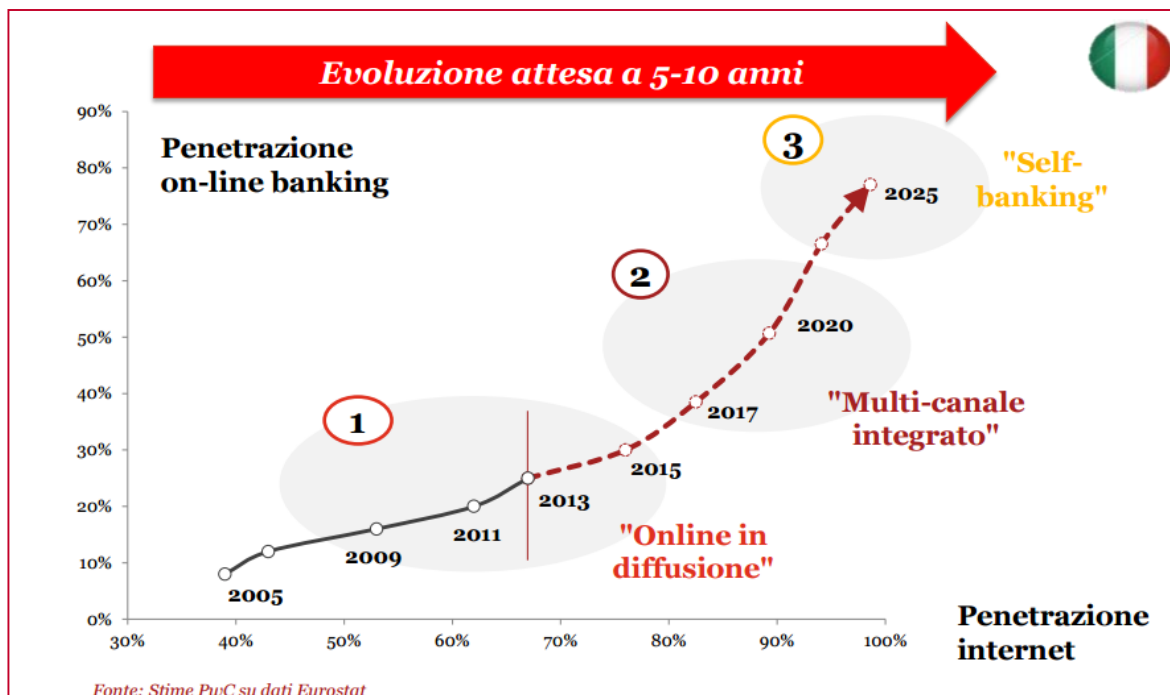


- The Italian e-commerce industry is expected to reach **15€ bln** in 2015
- In 2014 the e-commerce growth rate was equal to **16%**, being one of the top 10 countries in Europe.

Source: Osservatorio eCommerce B2c Netcomm - School of Management Politecnico di Milano

THE DIGITAL REVOLUTION

BIG EXPECTED GROWTH FOR ONLINE BANKING SECTOR

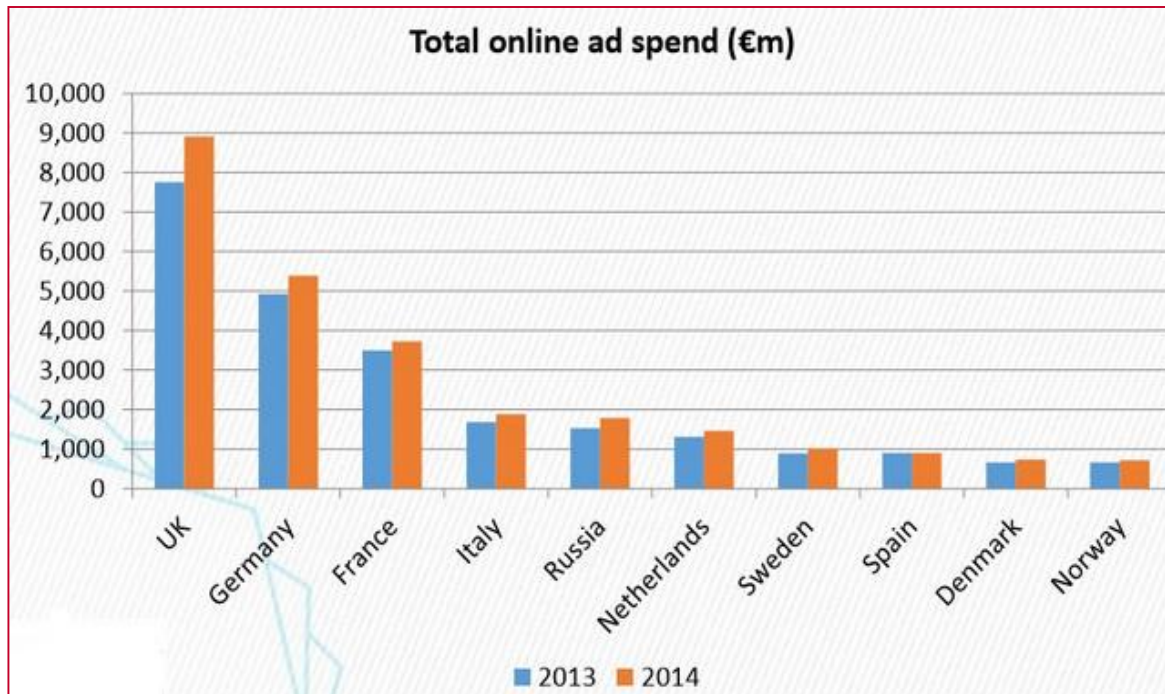


- The Italian online banking penetration is expected to **double within 3 years**.
- Every month **16€ mln** of people use online banking services

Source: PwC on Eurostat data

THE DIGITAL REVOLUTION

AMONG THE TOP 5 FOR ONLINE ADVERTISING EXPENDITURE



- Italy is among the **top 5** European country for online advertising (**2€ bln**)
- In 2014, the Italian market overperformed the EU average with an **online advertising growth equal to 12,7%** (EU = 11,6%)*

* Source: IAB Europe, AdEx Benchmark 2014

PRIVATE RESOURCES

HIGH POTENTIAL FROM PRIVATE INVESTORS

	RACCOLTA NETTA			PATRIMONIO GESTITO			
	Luglio 2015	Giugno 2015	da inizio anno	Luglio 2015		Giugno 2015	
	Min. euro	Min. euro	Min. euro	Min. euro	%	Min. euro	%
Industria del risparmio gestito							
TOTALE	9.003	7.816	105.087	1.745.770	100,0%	1.716.887	100,0%
GESTIONI COLLETTIVE	7.949	6.867	77.745	841.422	48,2%	828.510	48,3%
Fondi aperti	7.940	6.833	77.513	793.219	45,4%	780.318	45,4%
Fondi chiusi	9	34	232	48.202	2,8%	48.192	2,8%
GESTIONI DI PORTAFOGLIO	1.054	949	27.341	904.348	51,8%	888.377	51,7%
retail	-169	-167	14.343	128.863	7,4%	130.560	7,6%
istituzionali	1.223	1.116	12.998	775.485	44,4%	757.817	44,1%

ASSETS UNDER
MANAGEMENT
REACHED **1746€
BLN** IN JULY 2015

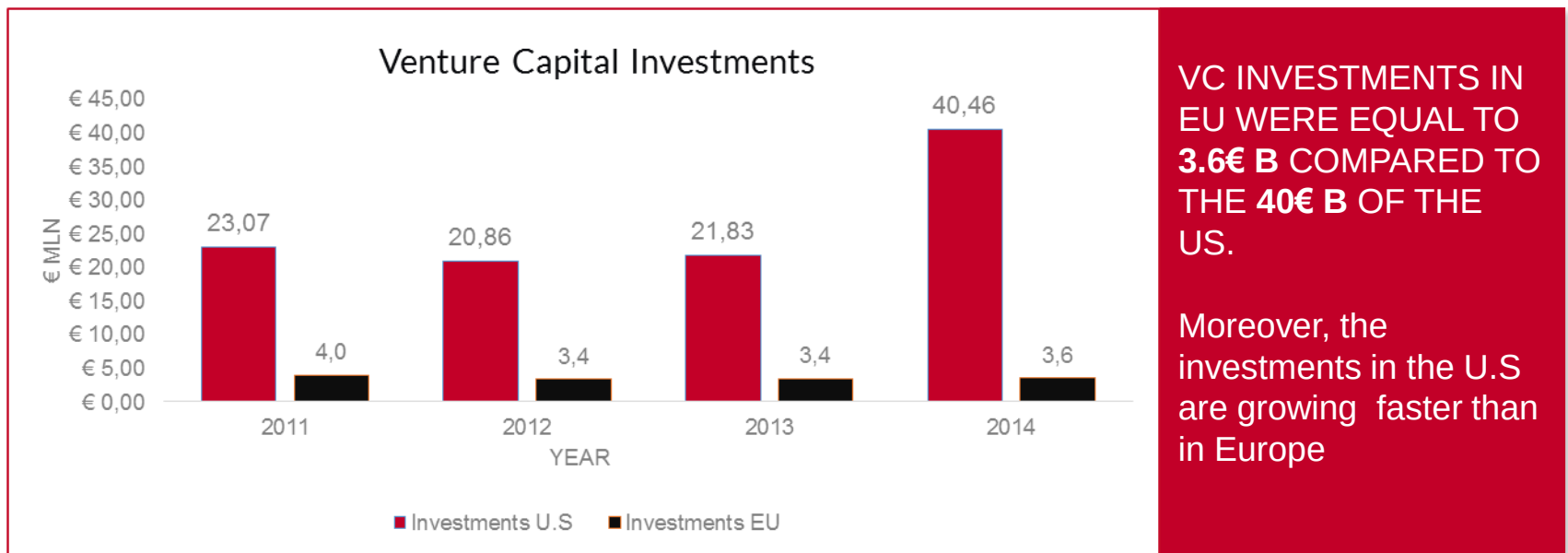
- More than a half
(52%) belong to
**portfolio
management**

Source: Assogestioni

VC: EUROPE vs USA

VENTURE CAPITAL INVESTMENTS:

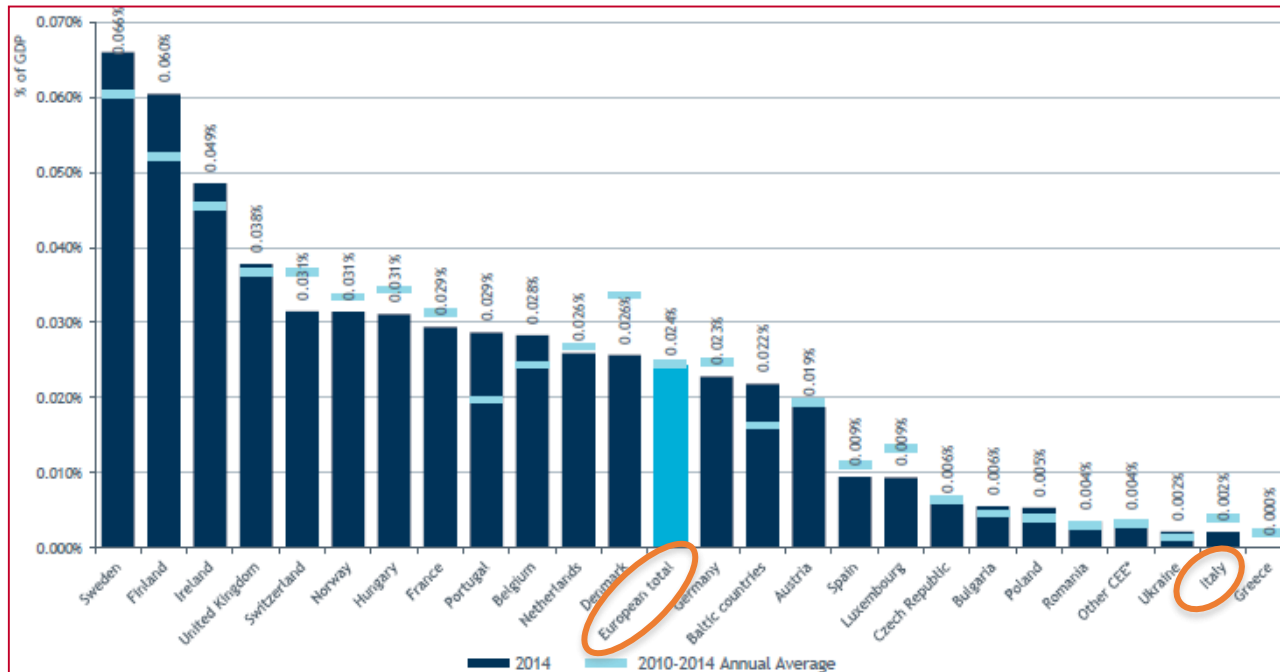
€ 3.6 B vs € 40 B INVESTED IN 2014



Source: NVCA / EVCA

ITALY VS EUROPE

IN 2014 VC INVESTMENTS IN ITALY WERE
MUCH LOWER THAN THE EUROPEAN AVERAGE



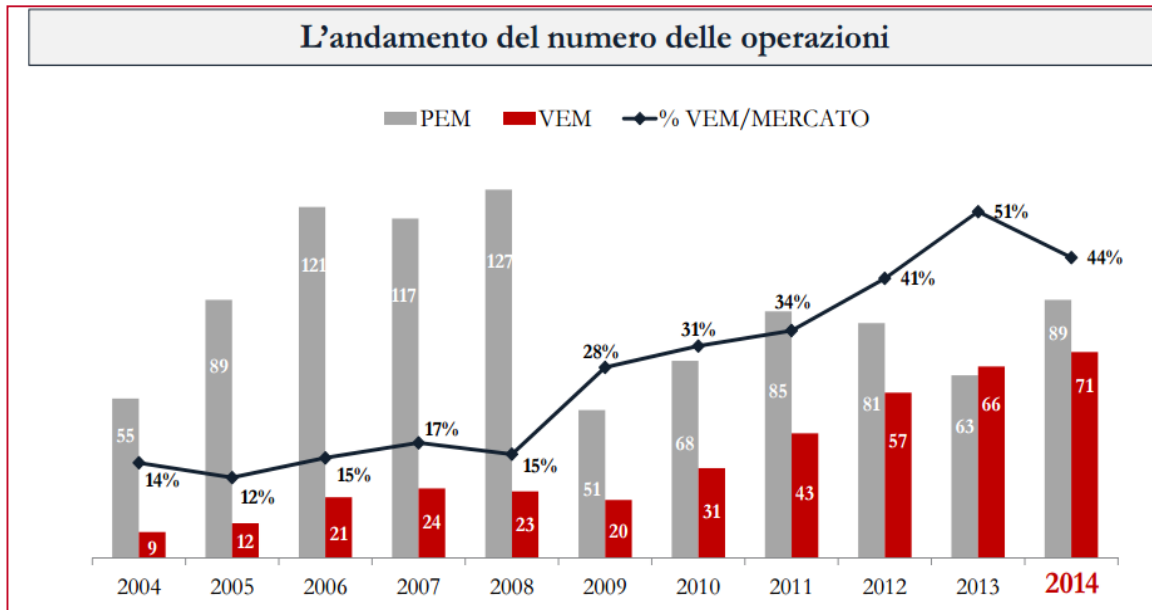
THE ITALIAN MARKET OF
CAPITAL INVESTMENTS
AIMED AT STARTUPS IS
STILL IMMATURE

- Venture Capital Investments in Italy totaled less than 0,002% of the GDP in 2014, much lower than the European average 0,024%.
GER 0,023%,
UK 0,038%

Source: Thomson Reuters Datastream (GDP) / EVCA

VCs' INDUSTRY IN ITALY

2014 DATA: 71 DEALS (+8% vs 2013) & 80 MLN INVESTED (+17%)



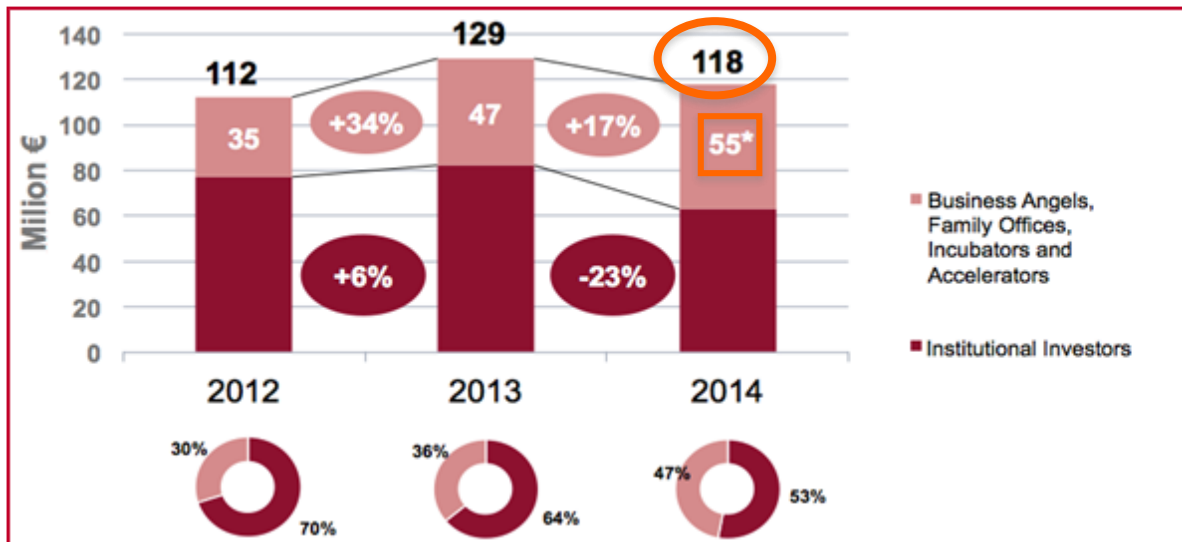
THE 2014 FIGURES SHOW A POSITIVE INCREASE BOTH IN NUMBER OF DEALS AND AMOUNT INVESTED IN VC

- In the last 5 years the increase has been impressive. From 20 deals in 2009 to 71 deals in 2014 (+255%)

Source: Venture Capital & Private Equity Monitor 2014

VC's INDUSTRY IN ITALY

**118€ M INVESTED IN 2014 IN HIGH TECH STARTUPS
MORE THEN 45% ARE FROM PRIVATE/BAs**



**INSTITUTIONAL INVESTORS
DECREASED INVESTMENTS
IN 2014 (-23%)**

- Conversely, investments by business angels, family offices, incubators, accelerators increased (+17%)

Source: Osservatori: Italia start up, The Italian Startup Ecosystem

THE DIGITAL ECOSYSTEM IN ITALY

A NEW LEGISLATION FACILITATING THE DIGITAL INNOVATION

DECRETO SVILUPPO

**INCOME TAX
DEDUCTION OF 19%** for
direct and indirect
investments in innovative
startups and SME, up to
€ 500 K per year

Fast-track, simplified
and free-of-charge
**startup access to
THE FONDO
CENTRALE DI
GARANZIA**

LEGGE DI STABILITÀ 2015

**TAX CREDITS FOR
INVESTMENTS IN
R&D up to 5€ mln per
year.**

**SPECIAL
LABOUR LAW**
applicable to startups

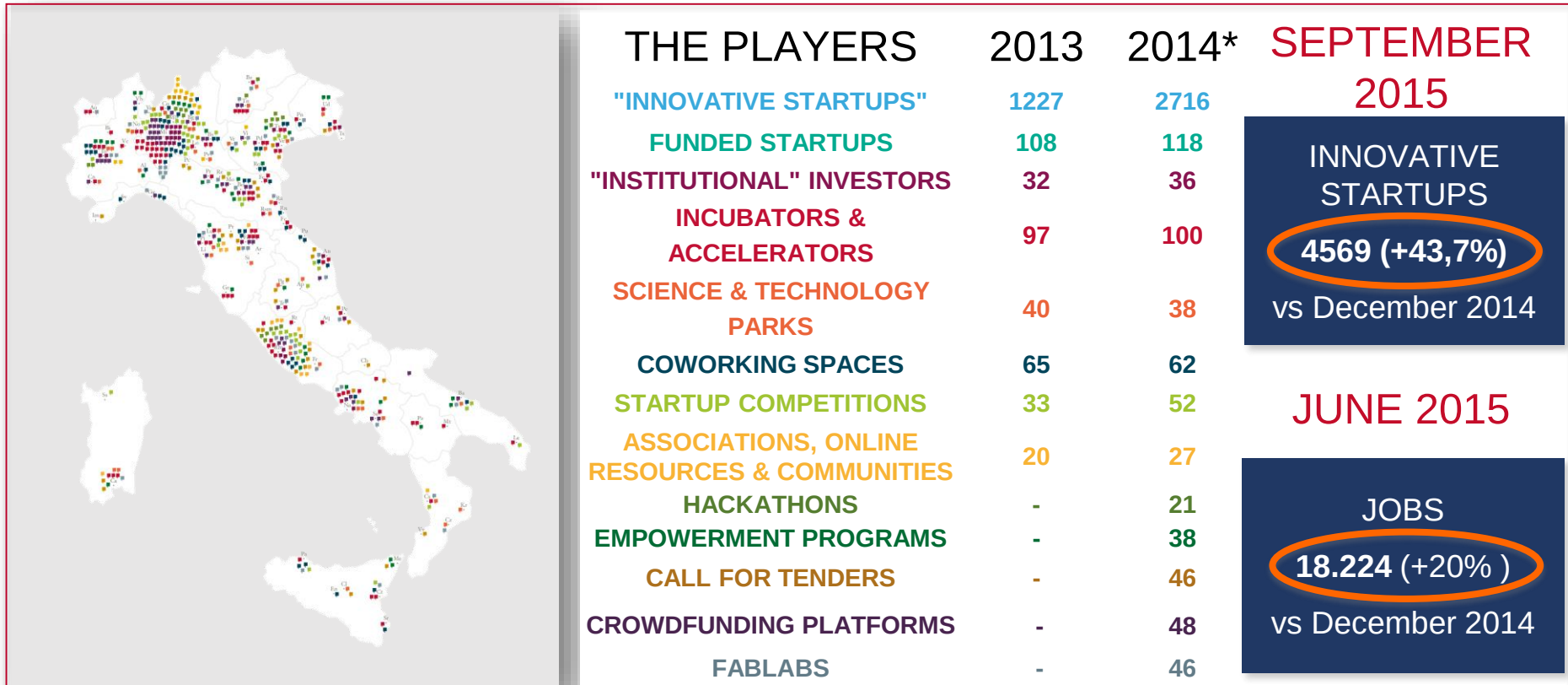
Startups can
REMUNERATE their
team members and
providers of external
services with **STOCK
OPTIONS**

PATENT BOX

Tax incentive to
encourage companies
to make profits from
their patents

THE DIGITAL ECOSYSTEM IN ITALY

4569 INNOVATIVE STARTUPS IN SEPTEMBER 2015 (+43.7% vs DEC 2014)



Sources: The Startup Ecosystem & the Investments in Hi-tech Startups in Italy | Camere di Commercio d'Italia

* Data refers to October 2014

DIGITAL MAGICS

WE BUILD DIGITAL COMPANIES

We are company-builders supporting high-potential digital startups and scaleups with everything they need to succeed, from talent to IPO

TO START

CO-found startups
With the financial and
business support
of our network



TO GROW

**DM-Lab: Full Support
and mentorship**
to speed up growth and
achieve an acceptable
degree of operation and
autonomy



TO SUCCEED

**IPO
Exit**



TEAM

TEAM: EXPERIENCED TEAM TO DELIVER EXCELLENCE



Enrico Gasperini
Founder, Chairman
and CEO



Gabriele Gresta
Founder and Director



Gennaro Tesone
56Cube Partner



Gabriele Ronchini
Founder and Executive
Director



Alberto Fioravanti
Founder and Executive
Director



Stefano Miari
Partner, Fund raising



Layla Pavone
Partner



**DIGITAL
MAGICS**



Antonello Carlucci
Partner



Michele Novelli
Partner



Alessandro Malacart
Partner and co-CEO



Luca Giacometti
Independent Board
Member



Edmondo Sparano
Partner



Claudio Berretti
Board Member

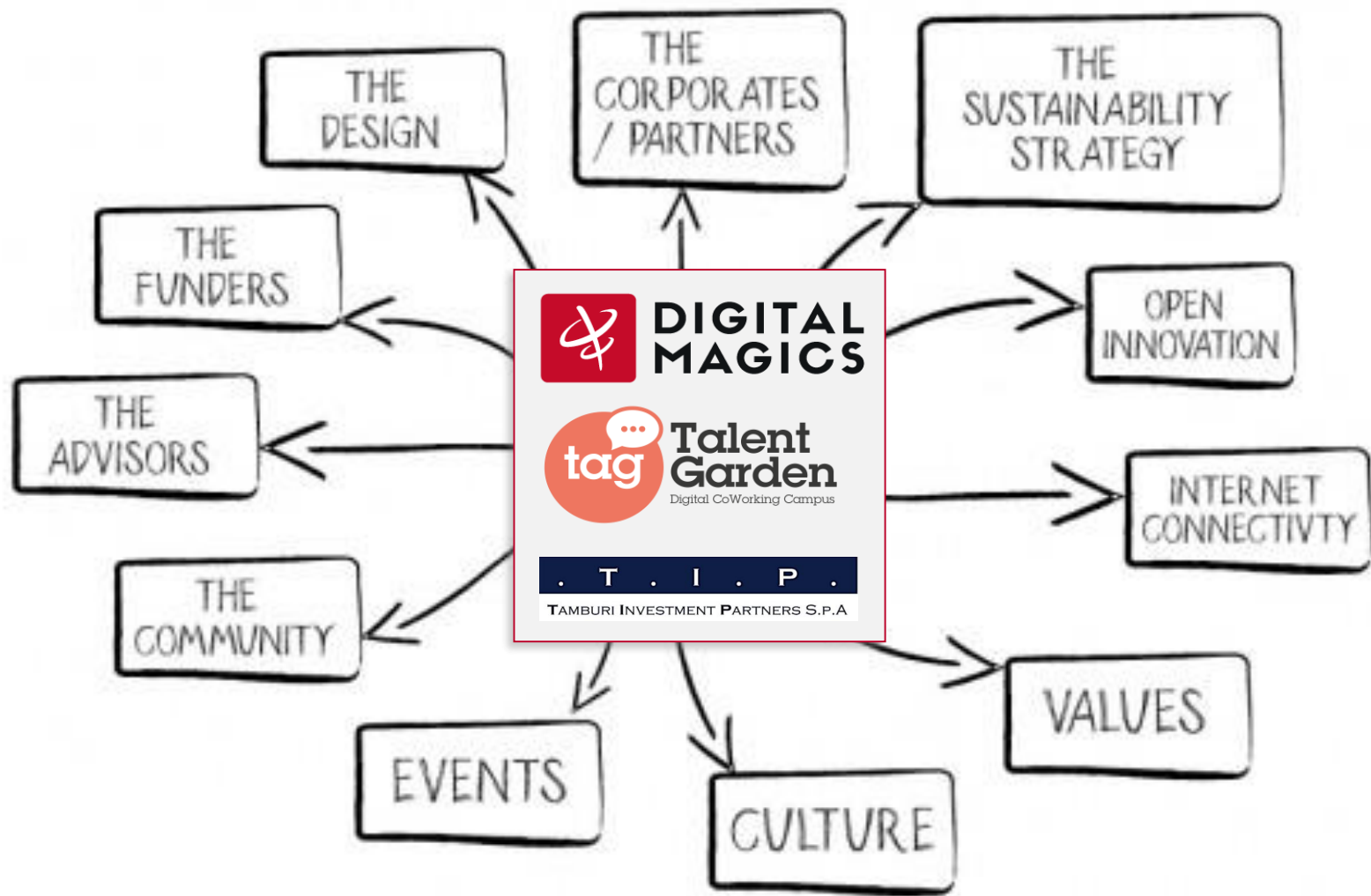


Davide Dattoli
Board Member

We are purpose-built to deliver excellence: we are specialized in digital economy and have an hard-working, committed team of seasoned veterans in the digital investment sector

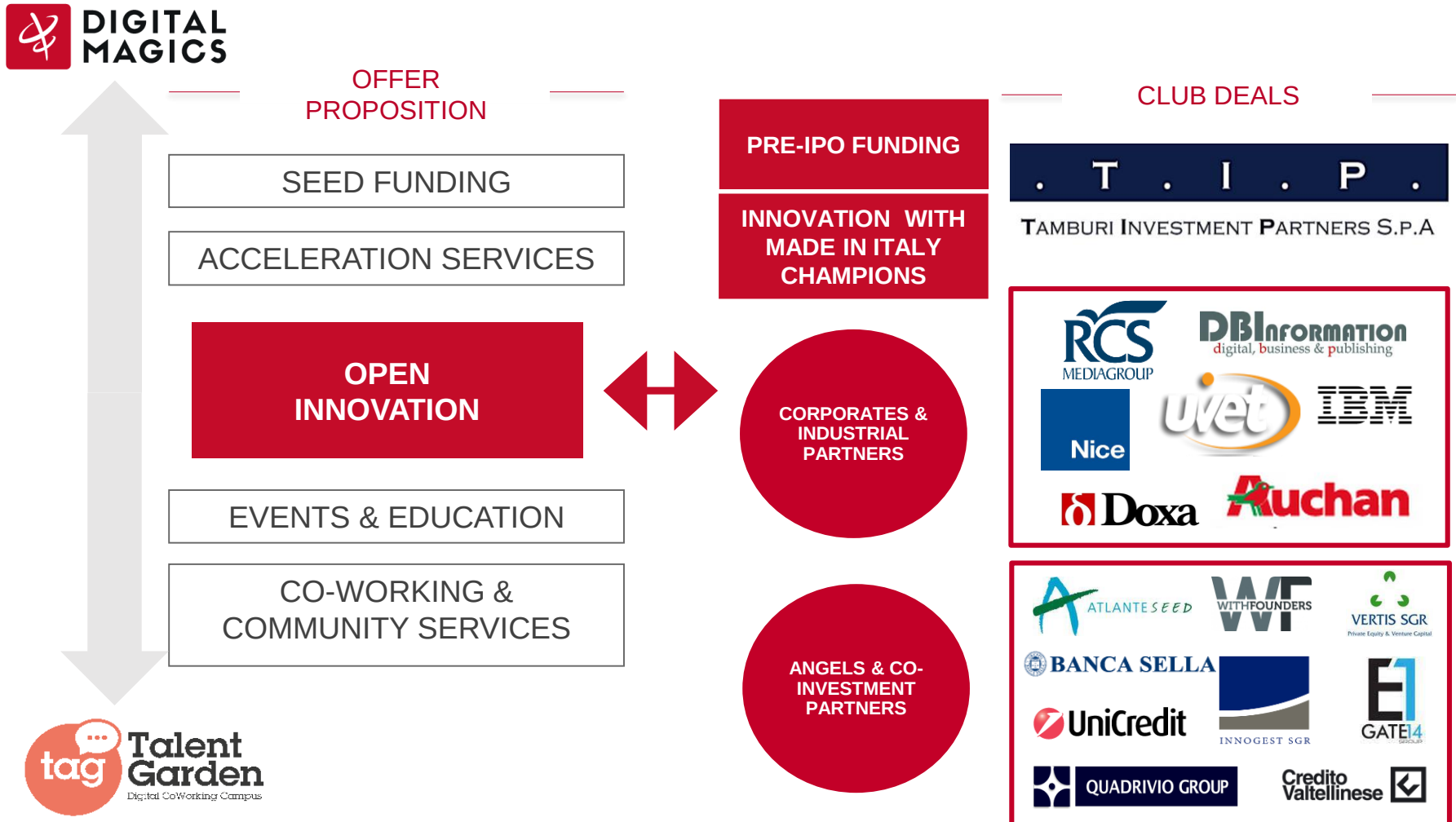
DIGITAL MADE IN ITALY

ALLIANCE WITH TIP AND TALENT GARDEN



DIGITAL MADE IN ITALY

FROM TALENT TO IPO





TAG is a global **digital co-working campus** for a selected community of innovators, providing talented individuals with a **creatively designed space open 24/7**, **the community, mentorship and services** they need to succeed.

COWORKING CAMPUS

It welcomes professionals as well as newbies, empowering them to work, live, learn, share ideas and knowledge, collaborate and celebrate success together.

EVENTS & EDUCATION

Daily package of all kind of events: meet-ups, talk, workshops, master courses, training itineraries, hackathons and networking events.

CORPORATE INNOVATION

It connects company creators with well established entrepreneurs and companies, fostering corporate contamination.

TALENT GARDEN

FOOTPRINT



Membership allows access to **all network around the world**, fostering cultural exchanges and growth through travelling in different environments, **accelerating digital innovation worldwide**.

. T . I . P .

TAMBURI INVESTMENT PARTNERS S.P.A

TIP is an independent, diversified and global investment - merchant bank that has been focusing on «excellent» companies, operates as advisor and investor.

TIP is a real public company that has as stable shareholders some of the most important Italian entrepreneurial families, able to provide industrial know-how and sometimes to participate, as co-investor, in transactions of especially relevant size.

A UNIQUE BUSINESS MODEL

INVESTMENT STRATEGY:

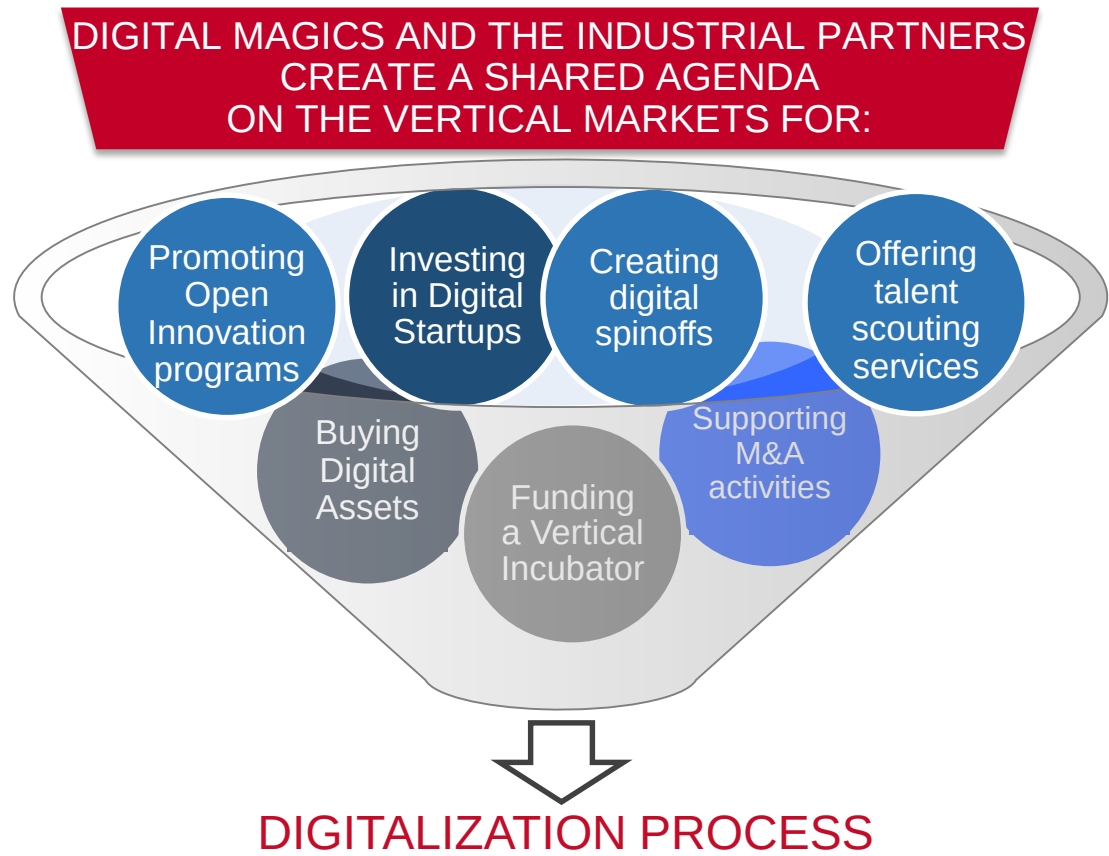
- **real medium / long term perspective**
- **minority interests**, leaving operating management to the entrepreneurs
- «leverage» on the **enormous – and unique, at least in Italy – know-how** built over time

TIP is not a private equity firm and **does not «impose» exits**: on the contrary, following the growth of the investees, it aims to invest with a long-term perspective and **accompany the companies over time instead of aiming to «get back»** the money invested.

OPEN INNOVATION

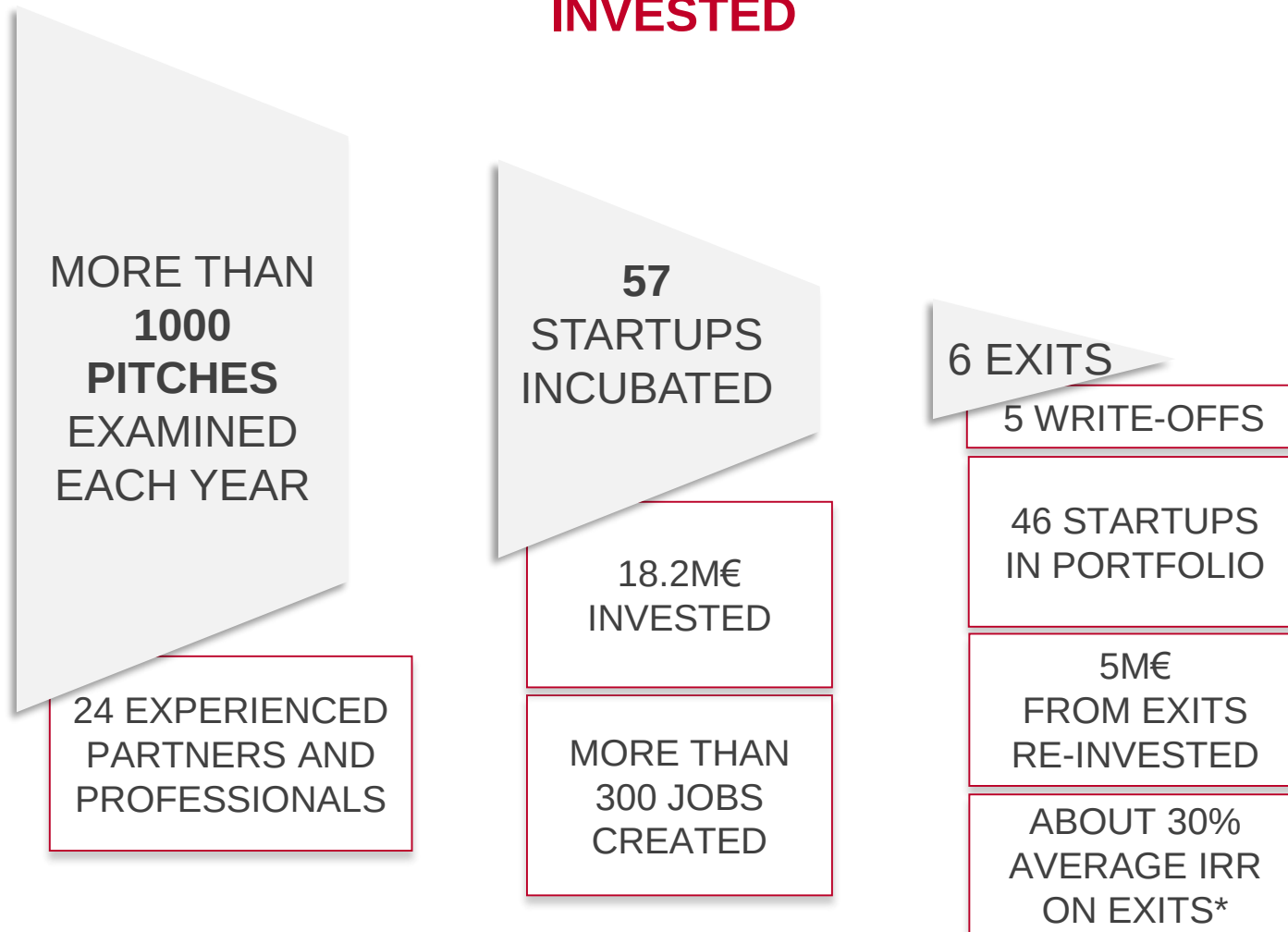
TO SUPPORT COMPANIES DIGITAL TRANSFORMATIONS

- The open innovation program has the aim of **supporting corporations** during their digitalization/innovation processes.
- The program combines the **expertise of industrial partners** with the **digital acceleration expertise** of DM.



DIGITAL MAGICS' DEALFLOW

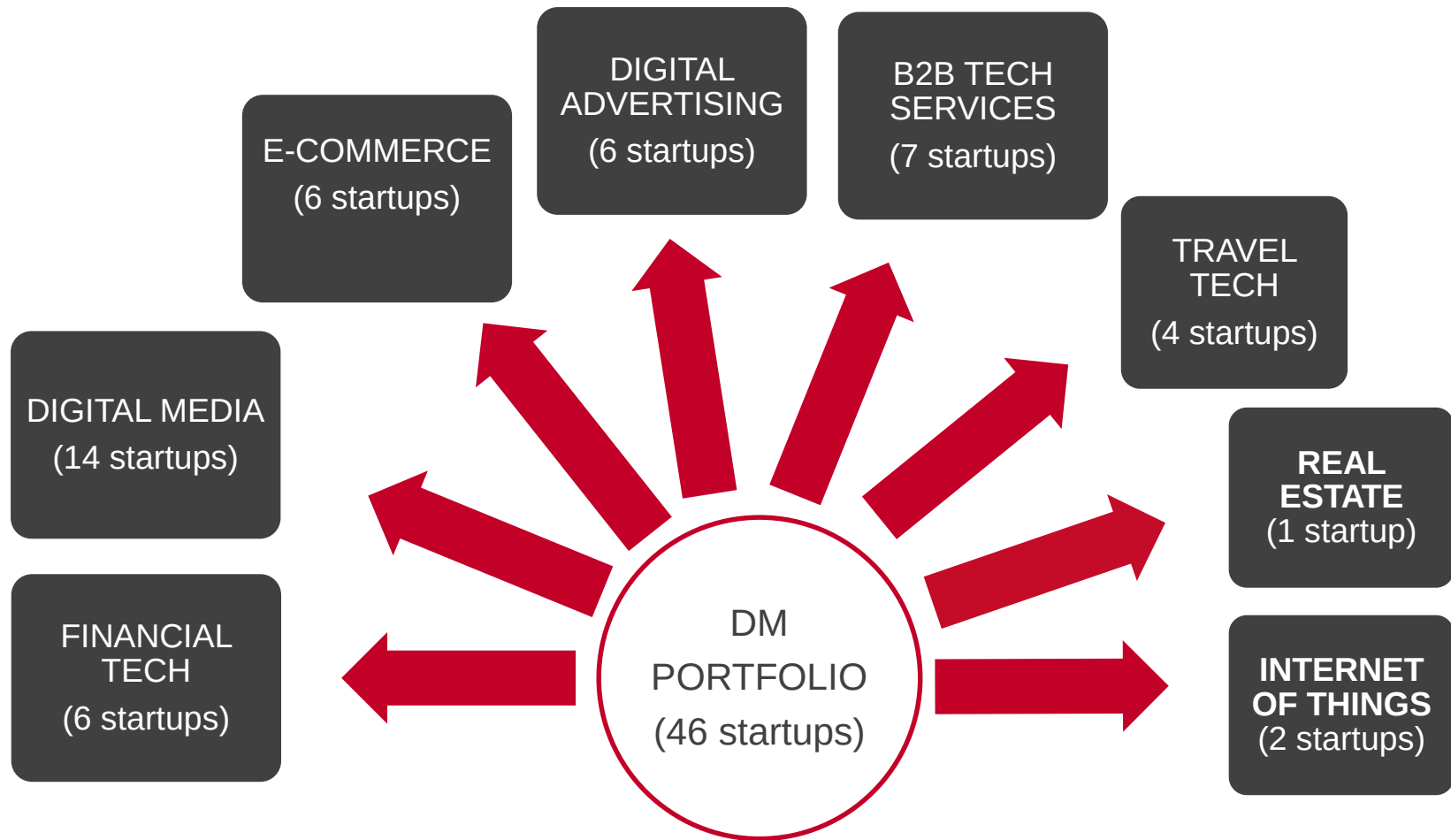
AT 30 JUNE 2015: 57 STARTUPS, 6 EXITS, 18.2M € INVESTED



* Net of write-off

DIGITAL MAGICS' PORTFOLIO

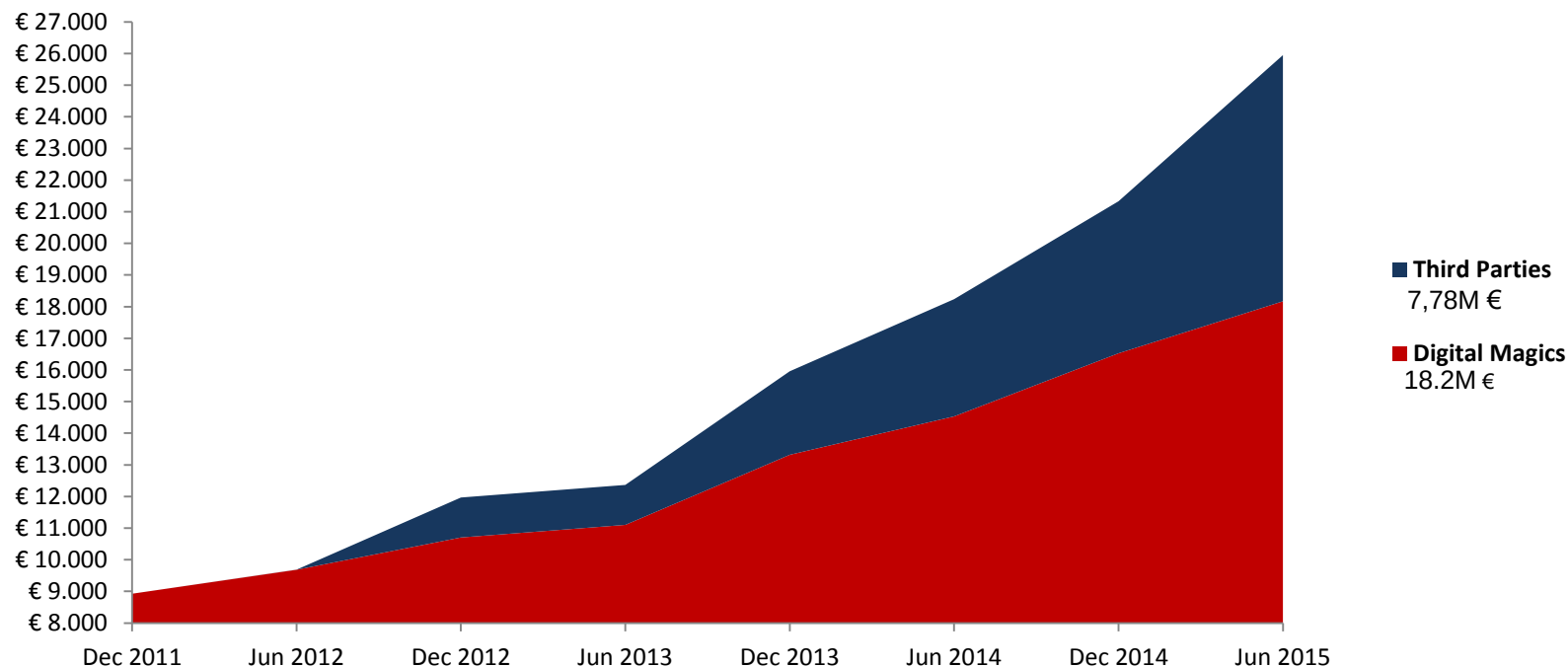
18.8M€ OF AGGREGATE REVENUES AT 2014 (+80% vs 2013)



AGGREGATE FUNDING Dec 2011 – Jun 2015

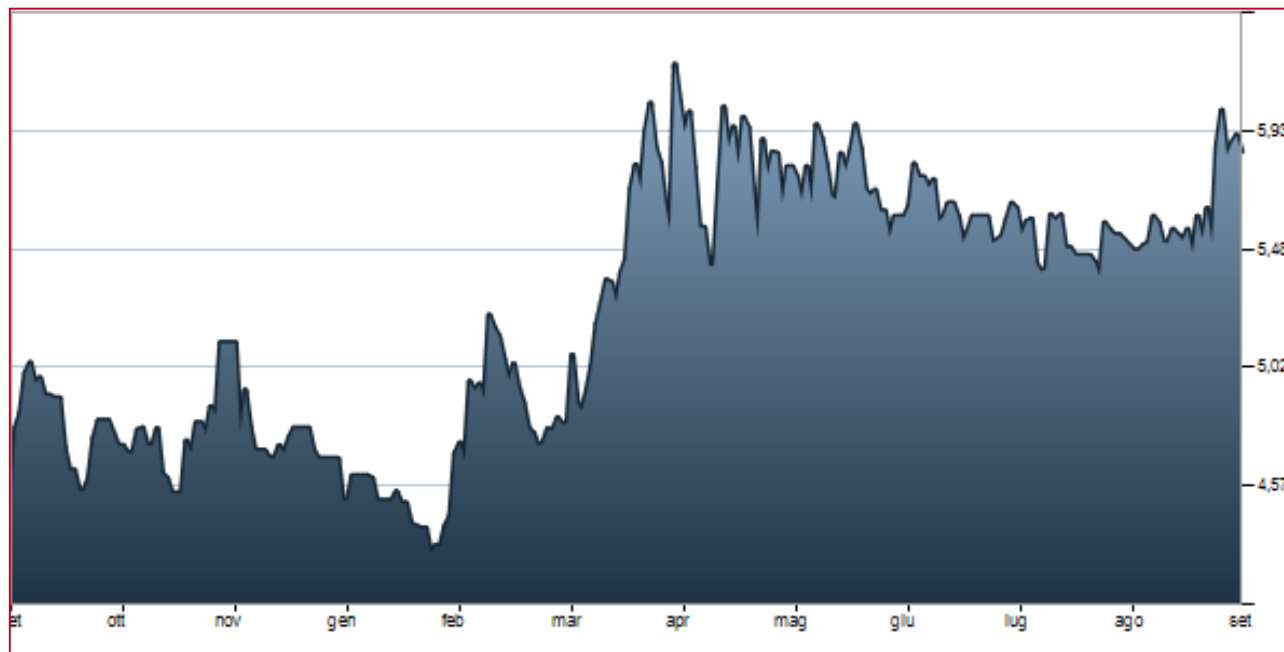
**OVERALL 18.2M€ INVESTED BY DIGITAL MAGICS,
7.78M€ BY THIRD PARTIES**

Historical Cumulated Investments* (in 000€)



Cumulated investments GROSS of Exits

DIGITAL MAGICS' RESULTS



TARGET PRICE

€9.79

(Integrae Sim 2015/04/13)

STOCK PRICE

€5.89

+25% 12m

MARKET CAP

€27,578,646

	2014	2013
NFP	(2.0)M €	2.6M €
Revenues	2.4M €	1.6M €
EBITDA	127K €	8K €

HIGHLIGHTS 2015

SHARE CAPITAL INCREASE



- Full subscription of the offer of **1,008,183** new ordinary shares of DIGITAL MAGICS S.p.A. for a countervalue of **€ 4,990,505.85**
- Total value of the request: **€ 6,078,699** - inclusive of the exercise of the option rights and the demands in preemption
- TIP invested **€ 2.000.000** with the possibility to invest further **€500.000**. This will allow to consolidate DM open innovation programs and support the digitalization of Italian excellence.
- Also considering the success of the capital increase, DM decided to invest other **€ 585.000** in Talent Garden.

HIGHLIGHTS 2015



- DADA invested 2,1M€ in 4w Marketplace for 25%, a DM scaleup
 - Goal → to create the first Italian ad-network of digital adv belonging to 4w MarketPlace and ProAdv/Simply (DADA business unit)
 - Means → the integration of innovative technology platform



- **8 New Startups** invested so far, of which :
 - **6** at 30 June 2015 : WikiRe, Almadomus, Pneusmart, Wishlist, R3lov, Jumpstarter
 - **2** from 30 June to now : WeBeers, ProfumeriaWeb.com
- 1 Write off: DigitalMagics BH



**DIGITAL
MAGICS**

From Talent to IPO.
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