

THE TRANSFER OF THE BUSINESS UNIT PROADV/SIMPLY (DADA) TO 4W MARKETPLACE (DIGITAL MAGICS) HAS BEEN FINALISED

The first Italian ad-network of digital advertising is born through the integration of the two innovative technology platforms

Gabriele Ronchini was confirmed Executive Chairman of 4w MarketPlace and Roberto Barberis, former head of ProAdv/Simply, was appointed CEO

DADA becomes the second shareholder of 4w MarketPlace, with a 25% stake following the transfer

Milan, July 1, 2015 - In line with the announcement made on April 24, 2015, and in addendum to it, notice is hereby given that yesterday the transfer of ProAdv/Simply – the business unit of DADA specialising in Programmatic Advertising – to 4w MarketPlace, has been finalised. 4w MarketPlace is the main Italian AdNetwork that operates in online advertisement with leading publishers and digital media agencies, born within the incubator Digital Magics.

The transfer took place through a share capital increase of 4w MarketPlace - equal to 25% in the shareholder, worth an estimated Euro 2.1 million - reserved for Register.it, a subsidiary of DADA.

4w MarketPlace is also owned by Digital Magics – *venture* incubator listed on the AIM market of the Italian Stock Exchange (symbol: DM), which holds a 32% stake – and Principia SGR (23%), one of the major companies operating in the field of Italian venture capital, as well as by the top management and founders (12%), in addition to other private investors.

Thanks to the integration of the two innovative platforms, the first Italian ad-network of digital advertising has been born.

Gabriele Ronchini - Founder - was appointed Executive Chairman of 4w MarketPlace, and Roberto Barberis, former head of the business unit ProAdv/Simply of DADA holds the position of CEO, strengthening the management, composed of Roberto Bassani, founder and CTO, and Carlo Tedeschi-Polmonari, Partner and CFO.

This press release can be found online at www.digitalmagics.com under *Investor Relations - Press Release*.

4w MarketPlace (www.4wmarketplace.com) is the Italian ad-network characterized by reliability, quality of supply and the prestige of the publishers who are part of it; it gives publishers and advertisers advertising solutions to optimize inventory and investments on PC, tablet and smartphone. Founded in 2009 as a startup of the certified incubator Digital Magics, it is now present on the Italian territory with three offices: Fisciano (SA) - where it has a strategic partnership with the University of Salerno - Milan and Rome. Since 2009 it has established itself in contextual advertising production for the websites of the major Italian online newspapers (exclusive for Consorzio PPN, founded by RCS Group and Gruppo Editoriale L'Espresso) and in 2011 it has also entered the mobile market, by expanding its inventory with App and Msite premium. In 2012 it obtained an investment of 2 million euro from Principia SGR for the strengthening of technological development and in 2013 it launched 4w Matic, Private Marketplace for premium programmatic buying and held a strategic partnership with the Dutch company Improve Digital. In 2014 it launched 4w Advisor, a recommendation widget solution for native advertising. In addition, 4w MarketPlace exclusively mandate by Consorzio PPN as regards websites and Msites was renewed for three years.

Digital Magics (www.digitalmagics.com) is a certified venture incubator of innovative digital startups that offer content and services with a high technological value, in addition to scaleups – innovative companies that are experiencing a period of growth and expansion. Digital Magics builds and develops Internet startups, working alongside their founders, providing acceleration services. Starting from talents and ideas, it transforms them into successful disruptive businesses in the Italian and international digital economy. The Digital Magics model is unique in Italy and is based on a team of great expertise that identifies, analyses and launches new initiatives, and on the "Digital Magics Angel Network": the network of private investors, institutional funds and industrial partners who supports the startups and digital scaleups incubated through "club deal" and programs of "Open Innovation", on a financial and industrial level. Thanks to the industrial cooperation with Talent Garden and Tamburi Investment Partners,

Digital Magics has created the most important national platform for innovation, for the "DIGITAL MADE IN ITALY". Digital Magics has developed to date over 50 new digital business and holds stakes in 45 companies. Digital Magics is listed on AIM Italia (symbol: DM), the Alternative Capital Market organised and managed by the Italian Stock Exchange.

***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 Blt Market Services, a subsidiary of the London Stock Exchange Group.*

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