

ADDENDUM TO PRESS RELEASE

Milan, February 11, 2015 - Digital Magics – certified incubator of innovative digital startups and digital *scaleups*, listed on the AIM market of the Italian Stock Exchange (symbol: DM) – discloses, in addition to what has been reported in the press release published on February 5 2015, that the net financial position at the end of 2014 consists of the following: cash on hand of approximately €2 million and financial payables of about €4 million, of which approximately €1.15 million in the short term and about €2.85 million in the medium-long term. The net financial debt is then €2 million.

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

Digital Magics – www.digitalmagics.com

Digital Magics is a certified venture incubator of innovative digital start-ups that offer content and services with a high technological value. Digital Magics is listed on AIM Italia, the Alternative Capital Market dedicated to small and medium-sized Italian enterprises with high growth potential, organised and managed by the Italian Stock Exchange. Digital Magics builds and develops Internet start-ups, working alongside their founders, investing its capital and providing acceleration services. Starting from talents and ideas, it transforms them into successful disruptive businesses in the Italian and international digital economy. The incubator promotes a culture of entrepreneurship and risk, contributing to economic growth and employment for young people. Digital Magics offers services to support the innovation, creation and development of digital start-ups, and it supports them in the search for new Italian and international private and public investors to fund the successive stages of development. The Digital Magics model is unique in Italy and is based on the Digital Magics LAB: the team that identifies, analyses and launches new initiatives, providing innovative start-ups with digital business acceleration services for company development. Digital Magics has a track record of over 40 investments in start-ups. It has achieved 6 exits, and only 4 write-offs. To date, the incubator has invested approximately €14.8 million, of which 5 million comes from exits. Currently, the average investment is around €300,000.

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

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