

**PROFUMERIAWEB: THE E-COMMERCE LEADER IN ITALY FOR THE SALE OF
PERFUMES, COSMETICS AND BEAUTY PRODUCTS
JOINS DIGITAL MAGICS TEAM**

www.profumeriaweb.com

With over 5,000 products, more than 100,000 customers of which 90% give 5 stars to the service, ProfumeriaWeb closed 2014 with a turnover of 1.3 million Euro and expects to close 2015 with a strong growth in both turnover and orders

The incubator enters the shareholding structure to accelerate its digital business, to consolidate its leadership in the Italian market, to promote internationalisation and to create opportunities of innovation for companies of cosmetics

Milan, November 4, 2015 - Digital Magics, venture incubator listed on AIM Italia (symbol: DM), **enters** the startup **ProfumeriaWeb**: the **beauty e-commerce store**, the **Italian leader** in online sales of perfumes, cosmetics, hair products, Beauty products and make-up, with discounts of up to 60%.

On www.profumeriaweb.com **more than 5,000 products are available**, including many fragrances unobtainable in stores, at a particularly advantageous price. ProfumeriaWeb records over **1 million page views** each month and holds a very high rate of satisfaction among its customers: 90% assign a rating of 5 stars to the service. As a result, the startup has obtained the seal NetComm GOLD, reserved for the most efficient e-commerce stores that are also attentive to their consumers' satisfaction.

ProfumeriaWeb closed 2014 with a turnover of 1.3 million Euro and expects to close 2015 with **sales in strong growth**, confirming the positive trend recorded in recent years both in terms of growth and **business profitability, being already in profit over the last three years**.

The certified incubator Digital Magics entered the share capital of ProfumeriaWeb – by purchasing a share of 5% from the founders, with the prospect to go up to 13%, based on the results achieved – and it's supporting of the startup with its consulting and acceleration services, aimed at the **business development** of the company. ProfumeriaWeb will be joined by the incubator's team of great expertise and by the partner companies of Digital Magics to **consolidate its leadership in the Italian market**, to become an **established player also at European level** and to **create opportunities for innovation and disruption in the area of traditional cosmetics**.

The e-commerce of Made in Italy products is one of the digital areas upon which Digital Magics is focusing. The incubator recognised an **initiative with great potential** in the business model of ProfumeriaWeb. According to a research by Datamonitor, the market of beauty in 2015 in Italy is in fact valued at about 4.5 billion Euro and only 1% is currently developed online.

ProfumeriaWeb recently launched a **new version of their website**, improving user experience, search functionality of the products, organisation of categories and adopting new affiliate tools for customers, such as the ability to receive discount points by sharing products with one's friends or writing reviews. The site was created by Tecnolife, a company specialising in the design, development and integration of e-commerce platforms based on Magento technology, of which it's Silver Partner for Italy.

Vincenzo Cioffi is the Founder and CEO of ProfumeriaWeb: he has been working in the marketing field and online advertising field in the context of e-commerce for over 15 years. He worked as a Project Manager in

the web agency Grey Interactive and later as Sales Manager in TradeDoubler. He was responsible, in the advertising division of Microsoft, for the performance-based marketing solutions and he was Head of Marketing for Amazon Italy. The **team of ProfumeriaWeb** - 6 employees - will be strengthened with the **addition of two new professionals** by the end of 2015: a Business Analyst and a Content & Catalog Manager.

*"I am very pleased with the decision of Digital Magics to support ProfumeriaWeb: the potential of online sales in this sector is enormous and I am convinced that the skills of the incubator will help the company to grow further," said **Vincenzo Cioffi, founder and CEO of ProfumeriaWeb**. "The addition of Digital Magics is for us a confirmation of the value of our business model and of the activities carried out so far, which generated high growth combined with sustainability and profitability of the company".*

*"With the entry into the capital of ProfumeriaWeb, Digital Magics is consolidating its presence in e-commerce. The initiative is one of the most promising in the Italian landscape and is led by an entrepreneur with a decade of experience in the digital field, who has already achieved excellent results," said **Antonello Carlucci, Partner of Digital Magics**. "Digital Magics will support the business development of the start-up in order to consolidate its presence on the Italian and international markets, while also offering opportunities for innovation to companies in the beauty industry, active in the traditional channels".*

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

ProfumeriaWeb is the e-commerce website leader in Italy in online sales of perfumes, cosmetics, hair products, make-up. Born in late 2010, it has always been defined by the richness of the product catalog, with more than 5000 references and many rare products; very affordable prices, with discounts that can go up to 60%, not to mention a dedicated customer support service, capable of following the user step by step in every phase of the purchase. Remarkably positive is the feedback from customers: in reviews collected independently by NetComm Consortium, more than 90% give 5 stars to the service offered by ProfumeriaWeb. It got the GOLD Seal, reserved for the most efficient e-commerce stores that are also attentive to customers' satisfaction. The company, which Digital Magics recently entered, is profitable and has very significant growth rates: in the last three years metrics are constantly doubled, both in terms of sales, number of customers, visitors and turnover. There is a strong growth plan for the coming months, with investments aimed at the enrichment of the products catalog, at the offer of additional services for the delivery of orders, at the opening in other European markets.

Digital Magics, listed on AIM Italia (symbol: DM), is an 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 offering services for the digital transformation and "Open Innovation" to excellent enterprises, while providing support to innovative startups to create successful projects, from conception to IPO. 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 48 investments in startups, scaleups and digital spinoffs with high growth rates. Accelerated companies are flanked by Digital Magics LAB, a team of highly experienced business partners, 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.

Integrae SIM acts as a Nomad (Nominated Advisory) 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.

For further information:

Digital Magics – Press Office

Giorgio Bocchieri – Mail: giorgio.bocchieri@digitalmagics.com

Tel. 02 52505202 – Mob. 334 6853078

SEC Public and Institutional Relations – Media Relations

Angelo Vitale – Mail: vitale@secrp.it

Tel. 02 6249923

IR Top – Investor Relations

Floriana Vitale – Mail: f.vitale@irtop.com

Domenico Gentile – Mail: d.gentile@irtop.com

Tel. 02 45473884

Integrae SIM – Nomad

Mail: info@integraesim.it

Tel. 02 78625300