

Poste Italiane and Digital Magics: an agreement for digital innovation

*With an aim towards monitoring the news emerging from the world of startups
and to implement an Innovation Campus*

Rome, December 17, 2015 – In its strategy of innovation and digital transformation, **Poste Italiane** started working with **Digital Magics**, Italian *business incubator*, listed on AIM Italia of the Italian Stock Exchange (symbol: DM), which offers support to the birth and growth of digital startups and companies, by providing consulting services on digital programs.

The collaboration follows then the path outlined by the Business Plan Poste 2020, which invests the company with a responsibility to drive innovation and inclusive development in order to provide citizens, businesses and PA with advanced, safe simple and effective services to integrate with the traditional offering, thus favoring the adoption of increasingly large digital processes to accompany the country in the transition from traditional to digital economy and reap all the opportunities for growth. The agreement of *Open Innovation* with Digital Magics is also a new piece of the business transformation program that places the customer at the center of development strategies.

The project will provide to Poste Italiane S.p.A. the opportunity to give support to the digital entrepreneurship in the country, by stimulating the establishment of new companies and the creation of jobs, making Poste Italiane a catalyst of digital innovation. The strategy of Poste Italiane intends to give stimulus to the emergence of new ideas, to the discovering of talents and to increase competitiveness and innovation in support of businesses thanks to contamination with startups.

The partnership will see Digital Magics realise a constant and extended monitoring of the world of startups to give visibility to the most important innovative solutions emerging from the world of digital business, analyzing its potential applicability to the processes and services by Poste Italiane. The aim is to network information and knowledge to plan initiatives and possible investments that Poste Italiane will assess in terms of industrial and technological value for new business solutions.

This scenario resulted in the establishment of **Poste Italiane's Campus for Innovation**, which will be built in **Rome** and of which **Digital Magics will coordinate activities together with Talent Garden**, a company invested in by Digital Magics and the leading European network of co-working focused on the digital field. The Campus will be an "ecosystem" in which the talents of digital sector will have the opportunity to contaminate experiences, to design, implement and test innovative solutions to be applied to the business of Poste Italiane.

The agreement also includes the creation of original, traditional and multimedia programs for employees in order to give maximum exposure in the company to the culture of innovation and of digital.

This partnership falls within the rich scenario outlined by **Enrico Gasperini**, Founder and Chairman of Digital Magics, who recently passed away. The plan of *Open Innovation* with the Poste Italiane is a key moment for the ecosystem of Italian innovation: it is the first time that the

largest Italian services company actively cooperates with an incubator and with startups. The agreement with Poste Italiane is part of the larger project related to the establishment of the most important innovation platform for DIGITAL MADE IN ITALY, which Digital Magics is building together with Talent Garden and partners of *Open Innovation*. The opening of the Campus in Rome with the Poste Italiane is a cornerstone of this project.

This press release is available on the website www.posteitaliane.it under *Media* and on the website www.digitalmagics.com under *Investor Relations – Press Release*.

The Group Poste Italiane S.p.A. is listed on the Milan Stock Exchange and is the largest infrastructure in Italy for postal services, logistics and e-commerce, financial services, insurance and mobile phone services, present widespread throughout the Italian national territory with over 13,000 post offices, 33 million customers and 50 million transactions handled daily. Poste Italiane is engaged in the digital transformation of the country through the development of services with high technological content, as well as simple, transparent and reliable, targeted to the needs of families, businesses and public administration with a view to multi-channel usage.

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 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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