

## **PRESTIAMOCI, DIGITAL MAGICS' STARTUP, CLOSES WITH A CAPITAL INCREASE OF 2 MILLION EUROS**

*The incubator has involved the extensive network of private and institutional investors, including Innogest SGR, Banca Sella Holding SpA and Club Italia Investimenti 2, in the subscription of the capital increase of the digital lending platform between individuals*

*Thanks to this operation, Prestiamoci, after the recovery phase, will focus on the growth in the volume of loans, strengthening its presence in the Italian market*

**Milan, December 21 2015** - Agata S.p.A. (Owner of the brand **Prestiamoci**) – invested in by **Digital Magics**, business incubator listed on AIM Italia of the Italian Stock Exchange (symbol: DM) – **closes a capital increase of EUR 2 million**. **Innogest SGR**, the largest venture capital fund in Italy, as lead investor, **Banca Sella Holding SpA**, **Club Italia Investimenti 2** and important Italian and international investors participated in this operation in the only Italian startup that has been authorized by the Bank of Italy for the management of a digital platform of loans between individuals.

After an initial recovery phase of the business model and reorganization of the company by Digital Magics and its management, Prestiamoci is further **strengthening the team and the technologic platform**. In 2015 it has in fact obtained the license as an **Institute for Payment for PituPay** - a company 100% owned by Agata SpA - by the Bank of Italy to manage the financial flows directly without the support of different banks and credit institutions.

**Digital Magics has supported Agata S.p.A. (Prestiamoci) in the capital increase**, by involving the extensive network of private and institutional investors that support startups and *scaleups* present in the Portfolio of the certified business incubator. Following this operation, Digital Magics holds a market share of 17.2% of Agata SpA, which owns and manages the brand Prestiamoci.

The incubation process for Prestiamoci has arrived at its conclusion. Thanks to the new structure Prestiamoci is now able to achieve the objectives of this new phase, independently supporting market demands with innovative offerings. Digital Magics will continue to support the Italian *startup* for social *lending* through its **strategic and business management services**.

Prestiamoci will focus **on the growth of the company**, by strengthening its presence in the Italian market and by launching traditional and digital *marketing* activities to increase the brand *awareness* and the number of users on [www.prestiamoci.it](http://www.prestiamoci.it) (applicants and lenders).

**Daniele Loro, CEO of Prestiamoci:** *"We are very pleased with the support we have had so far from the shareholders and in particular by Digital Magics. We want to thank all investors, existing shareholders and new important partners for the successful conclusion of the capital increase. The funds raised will allow Prestiamoci to expand the team and accelerate its growth by continuing to offer innovative solutions to our customers"*.

**Claudio Giuliano, founder of Innogest SGR:** *"With the investment in Prestiamoci we decided to focus on an established and proven business model. We found ourselves in front of a highly professional team that we feel able to face the strong market growth of social lending in Italy, which is not yet fully developed"*.

**Alberto Fioravanti, Founder and Executive Chairman of Digital Magics:** *"In addition to the innovative and 'disruptive' business model, in which we have always believed along with our Network of investors, the development of the platform and the team Prestiamoci was really important and to have obtained the payment institution licence, it is a concrete demonstration. Now begins a new phase for our startup, which has all the credentials to become a leader in the Italian market"*.

This press release is available on the website [www.digitalmagics.com](http://www.digitalmagics.com) under *Investor Relations – Press Release*.

**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

**Prestiamoci** is the leading platform for loans between people in Italy. A trademark of Agata SpA, a company registered with the financial intermediaries. Authorized in 2009 by the Bank of Italy, Prestiamoci aims to develop the market for loans between individuals (P2P) that allows investors to lend money to individuals and companies. Prestiamoci facilitates the disbursement of the loan with the participation of part of the funding.

**Innogest SGR** is a venture capital firm founded in 2006 with offices in Milan, Turin and San Francisco. It currently manages two funds with a total of Euro 170 million and invests primarily in innovative Italian startups, able to grow and develop into successful companies globally. Since 2007 Innogest SGR has invested in 28 companies and helped raise 150 million to companies in its portfolio.

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