

EDITORIALE DOMUS JOINS WEBEERS, STARTUP INVESTED IN BY THE INCUBATOR DIGITAL MAGICS

The historical Publishing House invests for the first time in a digital startup, which developed e-commerce for the sale of the best Italian craft beers

Thanks to this operation, WeBeers will strengthen its own brand awareness and aim towards the internationalisation in the British and German market

Milan, May 26, 2016 - Editoriale Domus, among the major family run European publishing companies – has been handed down through three generations of the Mazzocchi Bordone family – and a leader in the fields of automotives, architecture and design, travel and cooking, **joins WeBeers** (www.webeers.com), **the e-commerce to discover and order the best Italian craft beers** by the most exclusive breweries.

The publishing house, led by CEO Sofia Bordone, acquired **10%** of the shares in WeBeers (B2G LTD), the innovative startup invested in by **Digital Magics**, *business incubator* listed on AIM market of Italian Stock Exchange (symbol: DM). The transaction, on the basis of anti-dilutive agreements previously signed with the Founders, has been carried out through the sale of shares held by Digital Magics, whose share is thus reduced from 40% to 30%. Digital Magics has simultaneously re-invested the proceeds of the sale of the shares being disposed of to Editoriale Domus in the startup. **The two young brothers and Founders** of WeBeers, **Alberto Maria and Giammarco Maria Gizzi**, retain 60% of the startup capital.

With this investment Editoriale Domus integrates into its business plan an innovative new digital service. By integrating editorial stories, trivia and serving suggestions on beers and the world of Italian brewers - proposed by WeBeers - on the website of **Il Cucchiaio d'Argento**, the first Italian digital brand specialising in food, users will learn the characteristics of products and then buy them online at www.webeers.com.

Digital Magics - which supports WeBeers in the strategic and technological development with its consulting and incubation services, accelerating the growth of the digital startup - has identified the best investor and industrial partner for the startups.

Thanks to this operation WeBeers **will strengthen its own brand awareness, consolidating the number of clients and users** by studying communication and promotion campaigns with Editoriale Domus, specifically aimed at the users of **Cucchiaio, Quattroruote, Dueruote and XOff Road** - the last three being magazines recognised by motor enthusiasts, both cars and motorcycles, as real points of reference in the whole industry.

The innovative digital startup **will also aim towards internationalisation**, launching their web portal in **Germany and in the British market**, which alone accounts for about half of the exports of Italian craft beers (2015, Italy Beer Report 2015 Unionbirrai - Observatory Altis Catholic University).

In addition to being able to buy their favorite beers with exclusive discounts, **subscription packages** and delivery within 48 hours with free shipping, **from now on** www.webeers.com enthusiasts can discover the top 50 of the most popular products, the latest arrivals and find **special offers** such as: the **"Party Beer Box"** (beers and popcorn) aimed at the university students the package **"A style for every beer"** designed around the enjoyment of the different styles of production of beer and the package **"SOS beer"** designed to deliver craft beers directly to the home by 6:00 PM, in time for the evening aperitif or dinner (at present, this service is available only in Milan and customers need to book by 12:00 PM).

"We have believed in WeBeers since our very first meeting and today we are happy to enter concretely into this project," says Sofia Bordone, CEO of Editoriale Domus. "It is an innovative business model, able to meet the different needs of customers with originality."

*"The choice of Editoriale Domus as a strategic partner stems from the desire to create - following the example of the Mazzocchi family - a brand that can eventually become the reference point for the market of Italian craft beer, which is growing at a double-digit rate", say **Alberto Maria Gizzi, Founder and co-CEO of WeBeers, and Giammarco Maria Gizzi, Founder and co-CEO of WeBeers.** "The channels and tools made available to us by Editoriale Domus are indeed many and add to their skills and experience, from which we can draw to reach our ambitious goals as soon as possible".*

*"The "Food and beverage" is one of the sectors on which Digital Magics is focusing intensely upon in recent years," says **Alberto Fioravanti, Founder and Executive Chairman of Digital Magics.** "Craft beers, products of excellence in Made in Italy, are, for their market, an innovation. WeBeers has developed an original business model that was immediately appreciated by Editoriale Domus. We involved the publishing house in this operation to accelerate the growth process of our startup."*

This press release is online on www.digitalmagics.com and can be found in the *Investor Relations - Press Releases* section.

Editoriale Domus is among the major family run European publishing companies and a leader in the fields of automotives, architecture and design, travel and cooking, with key brands. In the wake of its brilliant founder Gianni Mazzocchi, a great forerunner in the publishing field, the company has always believed in innovation, by investing in new media to update and supplement the way of publishing. It operates through licensing and collaborative arrangements for the dissemination of its brand internationally.

WeBeers is the e-commerce portal where all lovers of good Italian craft beer can buy and discover every week the beers of an Italian craft brewery with exclusive discounts and delivery in 48h through the use of a packaging designed to ensure maximum safety during transport. WeBeers will also offer subscription packages, which will allow to receive a special selection of Italian craft beers at affordable prices and with free shipping.

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 57 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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