

CAPITAL INCREASE OF €500.000 FOR ALMADOM.US, AN INNOVATIVE STARTUP INVESTED IN BY DIGITAL MAGICS

The Innowatio Group - the energy operator with cutting-edge services - together with major companies and Italian and international investors have subscribed the capital increase in the startup which develops domoki: the solution to save energy by controlling lights, thermostats, sockets and valves

With this operation, Almadom.us will focus on the production of the product, 100% Made in Italy which is already available for pre-order at www.domoki.it, it will launch the sales channels, the sales network and dedicated marketing activities

Milan, June 8, 2016 - The innovative startup **Almadom.us** – invested in by **Digital Magics**, business incubator listed on AIM market of the Italian Stock Exchange (symbol: DM) – has finalised a **capital increase** for a total of **500,000 Euros**. Almadom.us developed **domoki**, the home automation system that **controls lights, thermostats, sockets, shutters, valves** and other objects connected to the Internet, by replacing the home switches, which - for less than 500 Euro and without interventions or modifications to the home - **allows the user to save up to 20% per year on their energy bills** thanks to the reduced power consumption.

The subscription was signed by: **Innowatio** - the energy operator with cutting-edge services for the energy portfolio management and optimisation of consumption (electricity, gas, energy generated from sources both traditional and renewable), **Clevergy**, a company in the Innowatio Group that acts as technological enabler to interconnect objects with each other in any context, **Belp Corporate**, a company that operates in the sector of industrial seals and which is innovative in the medical field, **Sapra Electronics**, a company operating in the electronics and industrial automation, **Multiconsult**, a marketing consulting company, **SMPI Group**, a company that provides marketing services, sales and communication support, in addition to major investors and Italian and international business angels, such as **Claudio Loda**, Technical and Manufacturing Director of Cromoplastica C.M.C. and **Simo Beraha**.

The co-founders of Almadom.us (www.almadom.us), Digital Magics and **Mario Molinari with Mover Investments**, of which he is CEO, have also contributed to the capital increase, proving to believe strongly in the digital startup, and they now hold 13.76% and 4.57% of the company respectively. The **Founders, Marco Zanchi and Alessandro Benedetti**, retain a controlling stake of the share capital (55.02%).

Companies and investors involved are **also supporting Almadom.us industrially** as concerns the product development (by selecting the best suppliers and components for fittings), of technological and commercial strategies. The certificate incubator Digital Magics supports the innovative startup with its acceleration services for the company's growth.

Thanks to this operation, Almadom.us **will focus on boosting the production of the product domoki – entirely Made in Italy from design to construction** and which is available for pre-order at www.domoki.it with delivery scheduled for late July – with the launch of channels sales (electrical store, energy service providers and online retailers), the commercial network (Almadom.us installers) and dedicated marketing activities. The innovative startup **has strengthened the team with the arrival of 4 professionals**: a mechanical engineer, a computer security expert, hardware, firmware and software developers.

Domoki is an **ideal device for apartments, holiday homes and offices**. It fits inside the electrical boxes and replaces switches without requiring interventions and modifications to the home. It is activated by **voice, touch screen, mobile, or PC – even remotely via the app** – it's easy to use and install. Thanks to domoki, it is possible to **control and monitor the proper functioning of the devices** of each room and of the whole building (utilities, lights, thermostat, etc...) while keeping the gas and electricity consumption under control.

It is an **economic and ecological system** which, thanks to its intelligent software, to the motion detectors in the rooms and the energy monitor, learns from user habits, without affecting them, and it acts independently, increasing the comfort of the user. For **less than 500 Euro**, the user can automate a small apartment and **save up to 20% per year on energy bills**, thanks to the reduced power consumption. In addition, the domoki installation qualifies as a **building energy requalification initiative, which is eligible for a 65% tax deductible**.

Almadom.us opened its **headquarters within Kilometro Rosso**, the Science and Technology Park in the outskirts of Bergamo: a place that is home to companies, research centers, laboratories, high-tech manufacturing and innovation services.

Marco Zanchi, Founder and CEO of Almadom.us, and **Alessandro Benedetti, Founder and President of Almadom.us**, said: *"We are very proud of the entry of our new extremely competent investors, who are helping us in business development and who have also become operational partners of Almadom.us. We launched the site domoki.it a few weeks ago and we are already getting active preorders and attention on the part of installers, who already show a strong interest. We are working together with Digital Magics to make deals with the most important companies in the electricity and gas sector to ensure further savings for users."*

Gabriele Ronchini, Founder and Managing Director of Digital Magics for Portfolio Development, said: *"The involvement in our startup by such important industrial operators and investors, such as the Innovatio Group, shows that at the base of the business model of Almadom.us there is a winning strategy, a high quality idea which shows that Almadom.us has all the prerequisites to become a European player. We immediately believed in the entrepreneurial skills of Marco and Alessandro, the two founders, and we continue to support them to accelerate the growth of the innovative startup."*

Tiziano Arriga, Manager of Innovatio and CEO of Clevergy, says: *"We liked the idea right away and we have therefore decided to fund it. The reasons for our entry lie in the fact that domoki is a product that will appeal to the energy conservation and energy management market – a market in which the Innovatio group is a leader – and in a view of 'cross-fertilization' with other Group entities, especially with Clevergy that operates in the field of the Internet of Things with solutions for monitoring and remote control. With this goal in mind we proposed to the boys of Almadom.us to join us here at the Kilometro Rosso Science Park, convinced that only through the exchange of ideas and skills and trying to work as a 'system' it becomes possible to face an increasingly technological and global market".*

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

Almadom.us developed domoki (www.domoki.it), the new home automation system that fits inside the electrical boxes and replaces the switches, in such a way to control lights, thermostats, plugs, shutters or electrovalves. The user can interact with Almadom.us through its touchscreen, via smartphone and even using their voice. Besides being multipurpose, domoki, thanks to its innovative interface, its sensors and actuators, it is a complete home automation all-in-one solution that allows the user to reduce the cost of energy bills by up to 20%. Domoki is the ideal solution to make smart even small and medium-sized apartments. Finally domoki offers only the positive aspects of a home automation system: using its learning capability, it improves the user's comfort without changing their habits... they will find the switch exactly where it has always been!

[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.

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