

DIGITAL MAGICS BARI LAUNCHES WELABS, THE STARTUP DEVELOPING BEECODE: THE DIGITAL AND INNOVATIVE 'WORD-OF-MOUTH' SERVICE FOR THE PROMOTION OF EVENTS AND PRODUCTS

www.beecode.it

Welabs has designed Beecode, the platform to create promotional campaigns that can be promulgated thanks to digital 'word of mouth'. Beecode allows regular monitoring and profiling of users, enabling the identification of the best influencers to be involved in marketing activities

Bari, September 6 2016 - Digital Magics Bari launches Welabs, the innovative startup from Lecce that has developed **Beecode**: the **web and mobile platform** that has evolved 'word of mouth' into its digital form, which is known as 'going viral'.

Thanks to digital 'word of mouth', Beecode allows its users to quickly promote events, brands, and products by amplifying the commercial activities carried out by companies. Through the platform, it is possible to create, manage and analyze **relational marketing campaigns**, and propose the sale of products online.

Beecode seeks out **influencers**, and involves them in the promotional campaign who, in turn, are able to reach out to the largest number of people. These influencers represent an important resource, both for the current campaign and for future ones, thanks to possible direct engagements. The analysis of the data (before, during and after the campaign), in qualitative and quantitative terms and by geographical proximity level, creates a **relational map that highlights the diffusion and interaction of users reached, allowing their profiling**.

On www.beecode.it it is possible to **launch** a campaign, **quickly and easily**, integrating images or links within the **promotional message**. The message can then be sent **via SMS, email, Messenger, Facebook, WhatsApp**. Those who create the campaign (marketing directors, event managers, sales managers, agents) will enable their promoters and sales agents to send communications to their business and personal contacts, which in turn will be able to share it. This activates a viral "chain letter", of which the campaign creator has a **detailed report concerning the propagation of the message delivered** (time, geolocation, users, subscriptions, readings).

Within Beecode, it is also possible to activate **special initiatives, such as rewards and gamification activities**, to encourage all those who receive the message to send it to their contacts (friends, customers, etc ...).

Digital Magics Bari is the incubator of **Digital Magics**, *business incubator* listed on AIM market of Italian Stock Exchange (symbol: DM), in collaboration with **Augmentum**, a partner company, whose goal is to **accelerate startups and develop the ecosystem of innovation in Puglia and Basilicata**. Digital Magics Bari acquired a 15% share of Welabs and is now supporting the innovative startup with its incubation services aimed at the strategic, technological and commercial development. Beecode is unique, highly scalable and will also be launched in foreign markets in the coming months.

*"Beecode is an innovative tool that has made the 'word of mouth' digital – said **Ernesto Carracchia**, founder and CEO of Welabs – by giving the opportunity to share, thus making it viral, a message directed to the promotion and sale of products and events. When we designed Beecode, we thought of the organizers and promoters of events, shows and initiatives. The logic at the basis of our model is to focus on the confidentiality of the sender while spotting influencers. The platform is able to increase the effectiveness of marketing campaigns, increasing the conversion rate of users. Being incubated by Digital Magics Bari is an*

important opportunity for us as it allows us to access an expanded capital of skills and relationships, and right away we could appreciate the decisive support of Digital Magics Bari for the development of the service, the business model and commercial strategy. We are also grateful to the Region of Puglia who supported Welabs through the 'Active Ingredients' program."

*"We are happy to assist Welabs to accelerate the growth of the startup – said **Enzo Tucci, founder and CEO of Augmentum and partner of Digital Magics Bari** – The service provided by Beecode is unique and has a strong international scalability. Given the experience that characterizes the two founders, Ernesto Carracchia and Alessio Pareo, we are confident in the success of the digital startup. We believe that Welabs offers a simple and effective solution for the commercial activities of companies and marketing agencies through Beecode. We are confident that the Italian market first, and then the European one, in a very short time will recognize in Beecode an indispensable tool for promoting events, products, brands and support online marketing campaigns."*

*"Puglia is the third region in Southern Italy for innovation after Campania and Sicily – said **Gabriele Ronchini, Founder and Managing Director of Digital Magics for Portfolio Development** – Through Digital Magics Bari, we want to support innovators in Puglia and Basilicata: since six months we have been meeting our partners from Bari, Enzo Tucci and Vincenzo Notaro, many talents and young creators of Puglia and Basilicata. It is a very vibrant region with enormous potential. We are interacting with all the institutions, the financial ones of the two regions and the local businesses, which have been for us a discovery in every sense and are the true excellence of Made in Italy"*

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

Welabs is the innovative startup that develops Beecode, set up thanks to the competition 'Active Ingredients' organised by Puglia Region. It was founded by Ernesto Carracchia, CEO and expert in marketing, communication and event promotion, and Alessio Pareo, CTO and developer with ten years of experience within software houses and advertising agencies. The startup team consists of other professionals related to the development of web and mobile applications, graphics, web designers and video creators.

Augmentum works alongside highly motivated and competent talents, for the development of innovative business ideas, accelerating their maturation. With its experience and its network, Augmentum contributes to the professional growth of the team, the construction of the business model and the effective implementation of the activities necessary to ensure its success.

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 60 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

For further information:

Digital Magics – Press Release

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 87208720