

WIKIRE CLOSED A CAPITAL INCREASE OF 300,000 EURO FOR WIKICASA.IT, THE PORTAL OF REAL ESTATE ADS LAUNCHED BY THE STARTUP

www.wikicasa.it

Milan, September 29, 2016 - The innovative startup **WikiRe**, which launched WikiCasa.it – the portal for ads placed solely by estate professionals – has closed a **capital increase of 300,000 Euro**.

The capital increase involved **LigurCapital**, a company of the **Liguria Region** for the capitalisation of small and medium enterprises and major Italian and international angel investors: **Alessandro Gatti**, CEO of F.G. Invest, **Fabio Massaro** and **Massimo Nicastro**, owner and broker of the real estate agency in Miami South Beach Estates.

WikiRe is invested in by important companies in the Italian real estate such as **Gabetti Property Solutions**, a leader in real estate, **RE/MAX Italy**, an international real estate network active in Italy since 1996, by **Digital Magics**, *business incubator* listed on AIM market of Italian Stock Exchange (symbol: DM) and by **Antlia**, a software house specialised in the field of information technology for the real estate and the financial-insurance industry.

Thanks to this operation, WikiRe **will consolidate the positioning on the market** of www.wikicasa.it which, with **over 800,000 monthly visits**, is already the first vertical portal reserved for real estate listings with only professionals qualified to carry out the real estate brokerage profession.

WikiCasa has now gathered the support of more than **5,000 Italian estate agents** with the aim of providing, to those looking for an online property, the **maximum choice** and at the same time a **secure and updated channel** to find the ideal solution to their needs.

The certified incubator Digital Magics continues to support WikiRe with its acceleration and incubation services for the growth of the digital startup. WikiRe is already working towards making agreements with major investors and several negotiations are already underway for a second capital increase.

Pietro Pellizzari, co-founder of WikiRe and WikiCasa.it, said: *"This is the first step of growth that allows us to enhance the technological development in a constantly evolving market. In the real estate sector, the Web has become firmly established as the primary channel to collect information and a lead generation for transactions: more than 75% of users in Italy, seeking a property, use the online channel, where they can find more than 2 million of ads, just one click away. The trust placed in us by investors demonstrates the quality of our business model and the great potential for future growth that the market offers. We are confident to close other capital increases in the coming months and then to start the activity of crowdfunding addressed to Italian estate agencies".*

Alberto Fioravanti, Founder and Executive Chairman of Digital Magics, said: *"In the last year the sector of real estate portals, worldwide, has recorded more than 10 transactions between stock prices, mergers and acquisitions. Several operators were born, directly controlled by real estate agents and the WikiCasa.it model and WikiRe goes straight in this direction. Our team of professionals, partners, digital experts continues to support the startup by Pietro Pellizzari because it represents innovation and the future of a traditional market such as the real estate one."*

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

WikiRe is the first Italian innovative startup that has developed an online platform dedicated to real estate agents, officially qualified and registered with the Chambers of Commerce. It is divided into two parts: WikiRe.it and WikiCasa.it. WikiRe.it is an MLS (multiple listing service) technology platform. It is "social", open and flexible, and it allows an agent to share their portfolio with all the agents registered or with their own private networks of colleagues, which can be created autonomously and easily. WikiRe.it promises to increase business opportunities for agencies (more real estate property for customer requests and more customer requests for real estate properties, automatic intersections between supply and demand). Thanks to WIKIRE, agencies will have the possibility to compete and collaborate with each other. WIKIRE.it has the ultimate goal to become the largest real estate database — official and institutional — with the function of providing data to make estimates and valuations of property, also integrating other MLS and preexisting management systems. WIKICASA.it will come online in the coming weeks. WIKICASA.it is a portal of real estate ads placed only by professionals of real estate. The website will increase the quality of the information in terms of control, update and precision, giving more transparency and reliability to users who look for a property on the web.

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.

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