

SPIDWIT IS THE SECOND STARTUP OF DIGITAL MAGICS PALERMO FOR THE MANAGEMENT OF SOCIAL NETWORK PAGES AND THEIR CONTENT

www.spidwit.com

Designed for SMEs, freelancers and marketing & communications agencies, SpidWit has developed a unique technological tool for research, creation and publication of content on social media, by optimising time and budget

The Sicilian incubator of Digital Magics and the consulting firm Logos assisted the startup born in Catania for strategic development in its growth path

Palermo, March 2, 2017 - Digital Magics Palermo, the Sicilian branch of the incubator Digital Magics, **launches SpidWit** (www.spidwit.com), the startup born in Catania that has developed an innovative web application aimed at facilitating the **management of Pages on social networks** (Facebook, Twitter and LinkedIn) **and their contents**.

SpidWit **addresses professionals, small and medium enterprises**, but also **freelancers and digital marketing agencies** that want to implement a communication strategy on social media, with simplicity, thus **optimising budget and time**.

The **unique feature** of SpidWit is the **proprietary technological semantic engine**, based on intelligent search algorithms. It supports, in fact, the **whole social management cycle**: from research and content creation, to publication and collection of results metrics.

Thanks to www.spidwit.com social media managers can **discover every day thematic quality content** (news, photos, GIFs, quotes on specific sectors and more); they can **create and edit viral images**, thanks to a very intuitive editor and they can **schedule publication** with great facility.

In the coming days SpidWit will release the **Virtual Assistant**: a chatbot program that simplifies the complexity of interaction on the web, using the most familiar conversation logic. The SpidWit' *Virtual Assistant* communicates through Facebook chat and actively interacts with users, advising and suggesting content and then publish them at better times, in a few clicks and without any effort.

Digital Magics Palermo enters SpidWit' share capital – with a share of 9.3% of the company (Digital Magics 4.65%; Factory Academy 4.65%) – and will be supporting the innovative startup with the strategic and technological development of its services of incubation. Digital Magics Palermo is the incubator of **Digital Magics**, business incubator listed on AIM market of Italian Stock Exchange (symbol: DM)), opened in January 2016 in the Sicilian capital in collaboration with partner company **Factory Accademia**.

SpidWit' business model also impressed **Logos**, an industry consulting company for the development of companies led by Luigi Bruno, which has acquired 5% of the share capital of the innovative digital startup and other angels who have invested.

SpidWit was founded by Dino De Luca (CEO), 43 years old from Messina, and Antonio Parlato (CTO), 40 years from Catania. Graduated in Computer Science and Computer Engineering have been working for over 10 years for the Finnish multinational Nokia and, after becoming friends, in 2014 they decided to launch SpidWit, which currently has a team of 3 additional people.

Dino De Luca, Co-Founder and CEO of SpidWit, said: "We are proud that Digital Magics Palermo is entering into Spidwit and also of this first subsequent seed investment: this is only the beginning phase of a journey that, starting from a product already on the market, will take us to strengthen our position. There will be important changes that we are launching, primarily the implementation of a virtual assistant (a Facebook chatbot) that will take SMEs and social media managers by the hand, by helping in the execution of a publishing strategy. We will also strengthen the marketing activities of SpidWit in order to achieve the growth targets we have set together with our partners."

Alessandro Arnetta, Founder and CEO of Factory Academy and partner of Digital Magics Palermo, declares: *"The professionalism and qualified experience of the founders and technology, which is the basis of the SpidWit business model, convinced us to support this innovative startup that is entering into our portfolio. Communicating on social networks is one of the major factors for promoting products and services and, through the platform developed by Dino and Antonio, one can have some really useful and simple tools, such as virtual assistant, which are able to optimise costs and time expended by firms, advertising & marketing agencies."*

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

SpidWit is the innovative startup from Catania, incubated by Digital Magics Palermo, which has developed a web application to facilitate the management of pages on social networks (Facebook, Twitter and LinkedIn) and of their contents. SpidWit is aimed at professionals, small and medium enterprises, but also freelancers and digital marketing agencies that want to implement a communication strategy on social media, with simplicity, thus optimising budget and time.

The unique feature of SpidWit is the proprietary technological semantic engine, based on intelligent search algorithms. It supports, in fact, the whole social management cycle: from research and content creation, to publication and collection of results metrics. Thanks to www.spidwit.com social media managers can discover every day thematic quality content (news, photos, GIFs, quotes on specific sectors and more); they can create and edit viral images, thanks to a very intuitive editor and they can schedule publication with great facility.

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 70 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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