

DIGITAL MAGICS ENTERS VITESICURE'S SHAREHOLDING STRUCTURE

Digital Magics, the leading Italian Business Incubator, enters the capital of Bridge Insurance Services, the insurance broker owner of viteSicure, the first Italian insurtech dedicated to the online sale of life insurance products.

Milan, January 7th 2021 – Digital Magics Spa, the innovative startup incubator listed on the AIM Italy Stock Exchange, has entered as a shareholder in the capital of Bridge Insurance Services Srl to further accelerate the growth of viteSicure.

viteSicure is the first example in Italy of insurtech dedicated to the B2C and B2B2C distribution of life insurance and protection products and is primarily aimed at a neglected market segment of traditional insurance channels: young families with low savings capacity.

Launched in 2019 by the two Founders Eleonora del Vento and Alessandro Turra with the seed capital and managerial support of Aleph Finance Group PLC, a fintech holding listed on Euronext Paris led by Enrico Danieletto, viteSicure is characterized by a completely innovative user experience, which through a proprietary platform, allows the instant purchase of a simple, effective and convenient life insurance products.

The combination of a simple and quality policies, with the immediate and completely online sales method, has met with the favour of the market and in 2020 the sales of viteSicure policies have grown exponentially.

In 2021 the aim of viteSicure is to attract capital to continue increase its growth rates, enhance technological developments and be among the protagonists of open innovation and, in this logic, the entrance of Digital Magics into the shareholding structure is fundamental.

In fact Digital Magics will contribute to the scope by facilitating the technological and business developments of viteSicure, both directly and through its network of partners and this will constitute a fundamental support for the capital increase that viteSicure aim to do in the course of 2021.

Eleonora Del Vento, CEO of viteSicure, declared: "We are happy to start 2021 with a new shareholder like Digital Magics! If 2020 has been a good year for us, our intention for the next 12 months is to confirm viteSicure as the life insurance insurtech player with the fastest growth rate on the market and thanks to the contribution of Digital Magics, we will acquire important know-how and experience that will allow us to achieve our goals".

Enrico Danieletto CEO of Aleph declared: "We strongly believed in the project right from the start and we are very happy for the entry of Digital Magics as an important shareholder in the viteSicure project. We believe that their experience in the Italian startup sector will bring further skills and synergies to the viteSicure team. to grow exponentially during 2021".

About Bridge Insurance Services (viteSicure)

Bridge Insurance Services S.r.l. (BIS) is a leading Retail Broker in the insurance and financial market in Italy registered in Section B of the RUI Isvap (Single Register of Insurance and Reinsurance Intermediaries). The company was established in September 2012 when its founding partners decided to combine their complementary experiences, expertise and skills in a single vision for the development and evolution of the insurance brokerage model of the Italian market. BIS's mission is to assist its customers in choosing the best insurance solution offered by the market using technologically advanced systems, which maximize the quality of service in terms of coverage, protection and spending capacity. Consistent with what is happening on the market today, where the finding of services takes place more and more often online, BIS has launched viteSicure, the digital platform that allows you to choose your insurance services directly on the web, building your own quote and purchasing the policy on -line in total autonomy.

About Digital Magics S.p.a.

Listed on AIM Italia (symbol: DM), it is a business incubator that supports startups in the digital and tech world with services for strengthening and accelerating the business. Digital Magics, Talent Garden and Tamburi Investment Partners have created the most important national innovation hub for DIGITAL MADE IN ITALY, offering innovative startups the support to create successful projects, from conception to IPO. Digital Magics has always been a partner of excellent companies with its Open Innovation services, creating a synergistic bridge between companies and digital startups. Digital Magics' incubation and acceleration services are active on Talent Garden coworking campuses throughout Italy. Complementary to the services are investment activities, which over the years have produced a portfolio of over 70 investments in startups, scaleups and digital spinoffs with high growth rates. The accelerated companies are supported by the Digital Magics team, a partner with great entrepreneurial and digital experience, and benefit from both the large network of private and institutional investors that support them through "club deals", and from the many partner companies that support them in industrial level.

About Aleph Finance Group PLC

Aleph Finance Group (symbol: MLALE.) is a London-based fintech company listed on Euronext that carries out investment activities and financial advisory services to high net worth individuals and institutional investors in the United Kingdom, Italy, Luxembourg and Switzerland. Founded in 2007 by Enrico Danieletto, the company in 2019 has invested in several fintech projects with the aim of becoming a European insur-wealth platform with a focus on SMEs and a customer segment currently not served by traditional financial players. In September 2019 Aleph financed the pre-seed of the viteSicure project and currently, through the Partner Mauro Grandinetti, holds a managerial role in the viteSicure board.

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