

Milan, 6 April 2016

## PRESS RELEASE

### **KAIROS AND U-START: THE SILICON VALLEY IS NOW CLOSER TO ITALIAN INVESTORS**

Kairos, a leader in the asset management sector in Italy, has signed a partnership with U-Start, aimed at facilitating the matching between tech and digital companies and international investors. Kairos Investment Management S.p.A. will subscribe a capital increase of 5% in U-Start, with the formation of U-Start Advisors Sim S.p.A. that will take place at a later time.

U-Start Advisors SIM, once authorized, will sign an agreement with Kairos to enable clients of the latter - and the new generations beginning to address the topic of asset management - to enter the U-Start Club, offering a privileged access to the world of technology and digital and an ideal place to bring together capital and innovation. The U-Start Club today has over 70 members, which in 2015 have invested over €10 million in 14 operations implemented by U-Start.

Customers of Kairos Group will now be allowed to expand their portfolios by investing in tech companies, which will be carefully chosen depending on customers' interests, competences and levels of risk. In addition, they will have access to training services and networking events exclusive to the members of the U-Start Club, aimed at providing a complete understanding of the dynamics of the digital world. Among the many activities include the "Investor Academy", a monthly Magazine, webinars and meetings with world-class entrepreneurs and investors digital in the digital sphere.

In order to further strengthen this partnership, Kairos Investment Management S.p.A. is entitled, over the next four years, to subscribe an additional capital increases in U-Start, up to a maximum of 30%.

"This partnership is highly important to us and we firmly believe in it; it allows us to bring our clients into an industry that is and will remain at the centre of industrial development in the coming years, allowing second and third generation customers to get closer to the digital world through an educational process even before investing" comments Paolo Basilico, President and CEO of Kairos. "With this partnership we want to reaffirm our deep belief that the right combination of private capital and innovation are key for a sustainable future," said Stefano Guidotti, founder and CEO of U-Start "and we are delighted and proud to do this with Kairos, to which we aspire for ideals and professionalism".

Angelo Moratti, a U-Start shareholder through the investment holding Angel Lab, says: "I think that Kairos is the ideal partner to strengthen the role of U-Start as a reference point in the world of Venture Capital, linking forward-looking investors and successful entrepreneurs ". Going more into detail, U-Start offers to its members the possibility to co-invest with leading global Venture Capitalists; these range from the German Rocket Internet to Project-A Ventures and Holtzbrinck Ventures, to the British ProFounders and Octopus Ventures, including top-tier US funds such as Koshla Ventures, Fidelity Growth Partners, Highland Capital, Y-Combinator and

Google Ventures. Among the recent investment transactions carried out by members of the U-Start Club are: the US-based Airhelp; the Parisian La Belle Assiette; the British ZipJet, backed by Rocket Internet, and Hotelscan, a Swiss-based metasearch for hotels focused on serving the growing mobile market.

### **About Kairos**

Founded in 1999, Kairos has recently become part of the Julius Baer Group. The company led by Paolo Basilico is active in asset and wealth management. At present, it counts 150 employees, 21 partners, and more than € 8 billion of assets under management; it has offices in Milan, Rome, Turin and in some of the main international financial centres. Being the first company in Italy to introduce hedge funds, it has made of innovation and entrepreneurial management its greatest characteristic.

### **About U-Start**

U-Start is a professional advisory firm offering advisory services to private investors, family offices, HNWI and companies, aimed at signalling the best investment opportunities in the digital and technological sphere across Europe, Israel and the US. The company structures club deals through a club of private investors, working alongside major international venture capital funds. U-Start, founded by Stefano Guidotti and Andrea Colombo, has among its main shareholders AngelLab, the venture capital holding of Angelo Moratti, as well as a group of family offices and international entrepreneurs pooled together by the vision and mission of the founders.

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