

LVENTURE GROUP PARTNERS UP WITH MOTORSPORT.COM, THAT INVESTS IN INTERACTIVE PROJECT TO ENTER THE VIDEO- GAMES INDUSTRY

Roma, August 2nd 2016

LVenture Group, a holding company listed on the Italian Stock Exchange which operates in the venture capital industry, has closed an operation with Motorsport.com, a division of the American group [Motorsport Network](#) the most widely read motorsport digital platform in the world with nearly 50 million views. Motorsport.com has invested in [Interactive Project](#), which became his center of video-game development, acquiring a majority stake in this startup in LVenture Group's portfolio.

Through this operation, LVenture Group becomes partner of Motorsport Network, getting the opportunity to create new synergies with this large international group, with 21 global editions in 235 countries.

"We have been studying the digital media sector for quite some time, and are enthusiastic about partnering with such a dominant brand like Motorsport.com during their incredible international growth. This transaction is in line with our objective to promote the international development of portfolio startups in order to increase their value " said **Luigi Capello, CEO of LVenture Group** *"The fact that a major American group has chosen to invest in an Italian startup is also a confirmation of the potential of our country as a hub of technological development".*

Thanks to Interactive Project, which has a successful track record and numerous games released in Europe, China and Brazil, Motorsport.com enters the strategic sector of the video games, supporting its global expansion.

Interactive Project has been one of the first entries in LVenture Group's portfolio and has always operated in the headquarters of LUISS ENLABS, Startup Accelerator born from a joint venture between LVenture Group and LUISS University. It has also been backed by Lazio Innova, regional fund for the development of the innovation sector, and business angels.

"In Italy there is a great deal of know-how in technology, supported by organizations like LVenture Group, with which we are happy to cooperate" said **Filippo Salza, President of Motorsport.com - Europe** *"We are excited to have access to the expertise of Interactive Project in this stage of launch of our operations in the video-gaming industry."*

"We are thrilled to become part of Motorsport.com," said **Matteo Palumbo, CEO of Interactive Project**. *"This exciting opportunity for Interactive Project represents a fundamental step towards achieving our company's mission,"* he added. *"Through*

Motorsport.com's unique market position, we will be able to speed up the growth and development of our motorsport related games that we are going to launch worldwide in the coming months."

The press release is available on the Company's website lventuregroup.com and on the website 1info.it.

LVenture Group is a holding company listed on the MTA of the Italian Stock Exchange that operates in the field of Venture Capital with an international perspective. LVenture Group invests in companies with high growth potential in the field of digital technologies, and is currently a leader in the following segments:

- Micro Seed financing: investment of limited financial resources in favour of startups selected and included in the acceleration program run by LUISS ENLABS "The Startup Factory";
- Seed financing: investments in startups in more advanced stages of growth that require more financial resources to support product development and market entry.

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