



PRESS RELEASE

Reply S.p.A.: Launches Breed Reply, an incubator focused on funding and developing start-ups in the Internet of Things (IoT) space

- **Breed Reply signed a term sheet to acquire 30% of Xmetrics, a specialist in wearable technologies for swimmers;**
- **Breed Reply launches "IoT Best in Breed", an initiative which aims to identify the most innovative ideas in the IoT.**

Reply, specialises in the design and implementation of solutions based on new communication channels and digital media, announces Breed Reply (www.breedreply.com), a new Reply advanced incubator for funding, accelerating and supporting the growth and establishment of ideas and start-ups around the Internet of Things (IoT) across Europe and the USA.

Breed Reply, based in London and with offices in Italy and Germany, offers three fundamental services: funding at "seed" and "early stage" level; considerable support with significant know how transfer of business, managerial and technological expertise; and, thanks to Reply's ecosystem, medium-term involvement to establish start-ups in their market.

Breed Reply has already been active in setting up a growth project with [Xmetrics \(www.swim-xmetrics.com\)](http://www.swim-xmetrics.com), a company that offers an innovative device for swimmers. Xmetrics uses sensors, electronic components and software via mobile devices, to enhance the training sessions of professional and amateur swimmers, analysing their main biometric parameters and their real time performance . Breed Reply has signed a "term sheet" for an investment of £675,000 for , 30% of XMetrics.

This investment into Xmetrics is part of Reply's development strategy on the Internet of Things and, in particular, the wearable technologies area. Reply first made an investment in this sector in July 2014, when it acquired 20% of the capital of the US based Sensoria Inc, (www.sensoriafitness.com).

Between now and 14th November 2014, Breed Reply will offer start-ups the opportunity to present their ideas and projects through [IoT Best in Breed](#), an initiative that aims to identify the most innovative ideas in the IoT space.

"Reply has been investing in expertise and solutions for the Internet of Things since 2009" says Mario Rizzante, Reply Chairman. "We are now witnessing a further acceleration in the fragmentation of this market, impacting all sectors and consumers' daily life. In order to seize the most interesting innovative opportunities, Reply has created Breed Reply, an advanced incubator which will contribute to fuel the innovation process, creating real value within the Group".



"Breed Reply represents a great opportunity for start-ups" says Emanuele Angelidis, Breed Reply CEO. "Alongside the traditional financial support, it provides significant entrepreneurial and managerial expertise as well as synergies with the Reply world. We are looking for initiatives set up by talented people who are able to bring together excellence and highly innovative ideas with a large addressable market. Xmetrics is a prime example of that and we will work with them to create a successful company".

"Xmetrics intends to become a leader in the sector of wearable technologies applied to swimming", stated Andrea Rinaldo, co-founder and CEO of Xmetrics. "The funding and expertise provided by Breed Reply allows Xmetrics to accelerate the process of technological innovation, making our vision and that of our clients become a reality."

Breed Reply

Breed Reply, Reply's advanced incubator, funds and supports the development of start-ups on the Internet of Things (IoT) in Europe and the USA. Based in London, with operational offices in Italy and Germany, Breed Reply supports entrepreneurs and young talent by quickly bringing new ideas to the market. This is done via three fundamental services: funding at "seed" and "early stage" level; considerable support with significant know how transfer of business, managerial and technological expertise; and, thanks to Reply's ecosystem, medium-term involvement to establish start-ups in their market. In the IoT sector, the main areas Breed Reply focuses on are fitness and wellness, healthcare, smart home, manufacturing, transportation and energy. www.breedreply.com

The "IoT Best in Breed" initiative

Between now and 14th November 2014, Breed Reply will offer start-ups the opportunity to present their ideas and projects through [IoT Best in Breed \(www.breedreply.com/iot-best-in-breed\)](http://www.breedreply.com/iot-best-in-breed), an initiative aimed at identifying the most innovative ideas in the IoT sector. Breed Reply look for young talent with a strong bent for change and innovation in the IoT space, that are aware of the market needs and that have a desire for the challenge that is business. Ideas and projects can be submitted to Breed Reply through the application form at www.breedreply.com. The selected ideas will immediately begin the exciting growth process with Breed Reply.

Reply

Reply [MTA, STAR: REY] specialises in designing and implementing solutions based on the new communication channels and digital media. Comprising a networked model of highly specialised companies, Reply works with Europe's leading industrial groups in the telco and media, industry and services, banking and insurance, and public-administration sectors to define and develop business models built around the new paradigms of big data, cloud computing, digital media, and the internet of things. Reply's offering includes consultancy, systems integration, and digital services. www.reply.eu