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GAMELIFE

BORN2PLAY

CIDIVERTE spa

CIDIVERTE^{spa}

THE COMPANY

The **Cidiverte** group was founded in 1992. It initially started as a distributor and in time it has become a more complex reality in order to respond better to market needs.

Gamelife, an innovative chain of specialized stores, was set up in 2009. Up to the present moment **Gamelife** counts 11 outlets and it's continuing its expansion. In the same year the company entered the world of digital delivery thanks to the creation of the site **Born2Play.it**.

In the last fiscal year the **Cidiverte** Group has achieved a revenue of 35 million euros and a staff of 65. **Cidiverte** is the only player on the Italian market who has regularly achieved the **UNI EN ISO 9001:2008** certification which proves the quality of its organization.

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gamelife

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MANAGEMENT TEAM



SARA CANTONI
Gameliflife
Director

Product Manager
Trade Marketing Manager
Purchasing & Logistic Manager
Retail Manager



LAURA MARIANI
Logistic
Director

Logistic Office
Warehouse



MARCO MORELLINI
Financial
Director

Financial and HR Office
Quality director



PIETRO GIOVANNI VAGO
Ceo



ELENA MORLACCHI
Marketing
Director

Brand Manager
Product Manager
PR Manager
Trade Marketing Manager



ENNIO SALANDIN
Sales
Director

Customer Service
Telesales
Senior Key Account
Sales Analyst
Sales Reps



MADDALENA TIRICO
Administration
Director

Administration and Control Office

IT Office

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STRENGTHS

The **Marketing** and **PR Dept.** assures a tailor-made offer to publishers: full service and strong marketing support for all products, trade marketing and sales initiatives according to publishers' needs.

The **Sales Dept.** offers a consolidated internal structure which manages a well trained external sales network covering the whole Italian territory. An internal telesales office deals with small independents to guarantee a 100% coverage of all customers. Advanced tools such as on-line sales campaigns address both our sales reps and our key trade partners and complete our services to publishers.

The **Logistic Dept.** manages the warehouse which features a 100% computerized system, assuring a 24/7 coverage. The system is able to ship 40.000 units a day.



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CIDIVERTE PARTNERS

Since 2004 **Cidiverte** has been representing the Korean publisher NCSOFT. From April 2010 **Cidiverte** is the official Take 2 Interactive exclusive distributor for the Italian market, managing marketing, public relations and sales activities for both 2K and Rockstar Games' brands. Starting from this year, 2011, **Cidiverte** is representing the new entry Trion Worlds.



NCSOFT



Cidiverte is one of the main Nintendo brand distributors and has ongoing non-exclusive agreements with the top publishers Electronic Arts and Warner Bros.



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GAMELIFE

WHAT IS GAMELIFE?

At the present time **Gamelif** counts 11 outlets, which are located in the main Italian cities: Rome, Milan, Florence. It's a young chain aiming at differentiating itself in the Italian gaming market environment through the assessment of its own identity.

The company is not only focusing on product range and value proposition, but also on a clear store design featuring a linear and well organized layout.

Gamelif is developing its own concept of "**Store experience**", which dedicates space to product demo and in-store promotions as well as the possibility to use an innovative registration pod.

Immediate pre-owned valuation can be obtained thanks to the previously mentioned in-store pod, and by downloading a free, dedicated iPhone application.



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GAMELIFE MARKETING

Customers will soon have access to specific loyalty programs by subscribing to the Gamelife Card.

Promotional activities are carried out at regular intervals and communicated by leaflet distribution, special in-store spaces, advertising campaigns, window screens and supported by street marketing.



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BORN2PLAY

WHAT IS BORN2PLAY.IT?

Our idea for the future of videogame market is **Born2Play.it**, a new route to liaise with the end users.

The site went live in September 2009 when Aion, the famous MMORPG from NCsoft, was launched.

Born2Play.it is a concrete and efficient additional tool, not a replacement of the traditional retailer, offering a truly comprehensive service.

Digital Delivery is the starting point of a new business model and it is an additional marketing tool for publishers, generating a new and different opportunity to increase sales.



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HOW IT WORKS

Born2Play.it works in a completely safe environment, allowing customers to purchase products in a secure way.

Born2play.it is based on ASP/AJAX technology and uses SQL databases through the latest web development techniques. Our products are protected by Securom system.

Access to Born2Play.it is growing continuously and at the moment the registered users number over 6000. Average unique visitors per week are 7000.

On day one launches the website access shows a 15% increase in new visitors, a percentage of which become part of the stable consumer base.