



COMPANY PROFILE



Cidiverte has been distributing videogames since 1992.

The company has grown and developed year after year, thanks to an expanding market and the entrepreneurial of its founder.

For these reasons, in 2000, the company caught the eye of **Take-Two Interactive**, an American multinational involved in developing, publishing and distributing videogames. An agreement was reached and Take-Two acquired Cidiverte, which continued to operate under its new American label.

Cidiverte boasted the passion and experience gathered over the years and in 2009 Cidiverte founded **Gamelife**, an innovative retail chain offering a truly immersive experience of videogames, collectibles, gadgets, board and construction games. In Italy, Gamelife counts 11 shops and offers a complete digital approach thanks to the well-established website Gamelife.it and the recently acquisition of the iconic Multiplayer.com e-commerce shop.

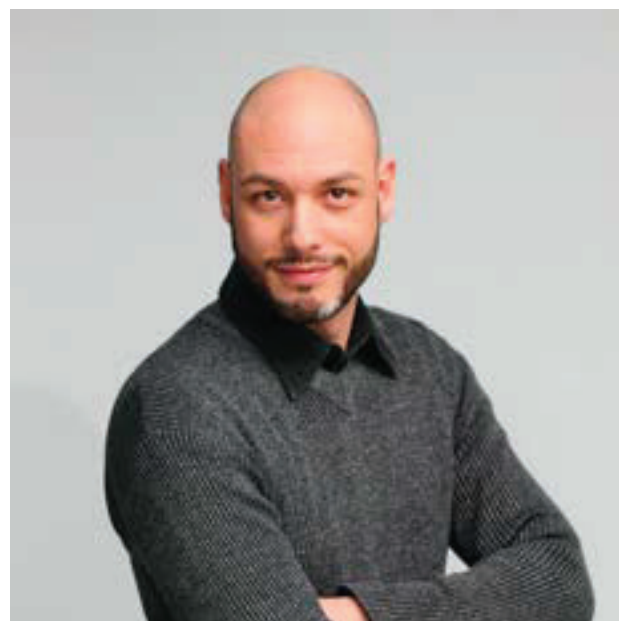
Few years later, in 2010, the tables were turned and Cidiverte acquired Take-Two Interactive Italia.

Today Cidiverte employs 80 people.

The company turnover ranges between 25 and 40 million Euros, depending on annual product releases.



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MARKETING



Cidiverte's **Marketing Department** counts on a highly qualified team specialised in the field of videogame commodities. Its main goal is to meet the needs of each publisher.

The group offers **fully-fleshed support** in the market launch of differentiated products for both niche consumers and the mass market, adapting its choice of communication methods and public relations to the type of product itself.

An average campaign uses traditional media - like TV, Web and OOH - followed by below the line sales promotion, impactful social campaigns on Instagram, YouTube, Twitch, with the engagement of important influencers and streamers together with national and international expos and trade fairs like Lucca Comics&Games, Gamesweek, Gamescom, E3 to name a few.

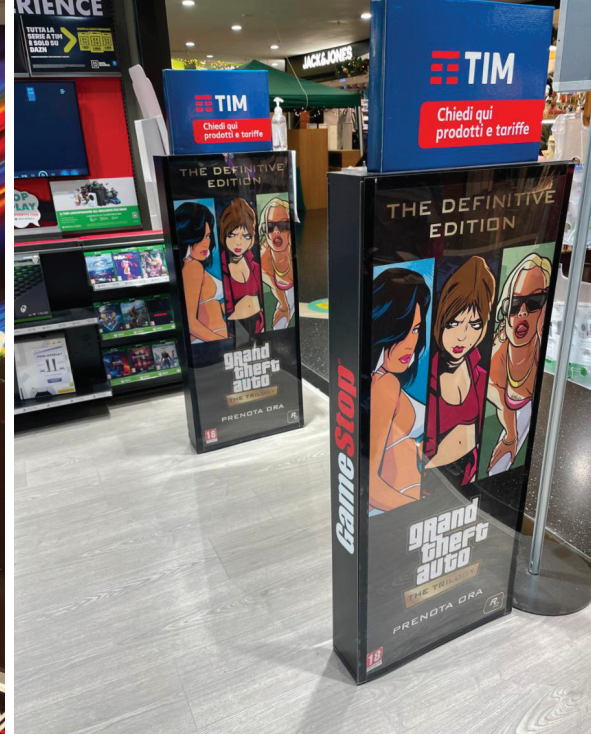
Specific events are also organised for single titles, with the participation and endorsement of sports and entertainment celebrities.

Inside the Marketing Department, the **Public Relations** Group is in charge of the communications of the products. Press releases, meetings, interviews, exhibition fairs and specific events are all activities that the Team plans to boost products voice.

The company's experience guarantees maximum visibility for all products, both in the case of lower budgets and in that of high-calibre and well-known titles.

Last but not least, the **Trade Marketing** area of the department equips the various stores with **POP material, personalised shelf displays, permanent experiential areas, off-line and online promotional activity**, ranging from catalogues and flyers to dedicated e-commerce websites.

SALES



Cidiverte's **Sales Department** boasts a deep knowledge of the market and relies on professionals who deal with customers in an all-round manner.

The **National Sales Accounts** manage the products' portfolio presentation, the company trade policy and sales canvasses; the **Sales Analysis** area is focused on weekly reports, surveys on stock and sales trends to check and evaluate the promotional campaigns on retailers.

The **Back Office Department** is in charge of the daily customer relationship management, and together with the logistic office, it handles the full cycle of the delivery process.

Service offered to publishers is further integrated with cutting-edge IT tools, such as EDI (Electronic Data Interchange) system for processing both customers and vendors orders. Cidiverte operates on the whole Italian Territory with all the main retailers in the supply chain: Entertainment Specialists, E-Commerce, Consumer Electronic and Independent Specialized Stores.

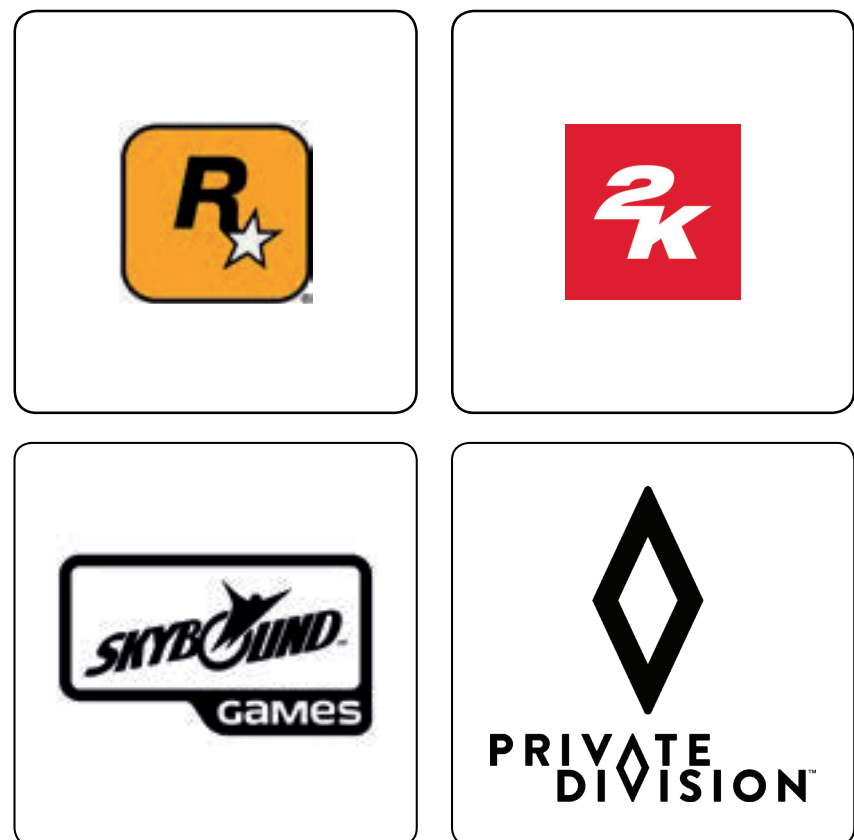
LOGISTICS



The **Logistics Department** is the core of Cidiverte's activity and, with its **direct assistance** towards suppliers and clients, is closely linked to the functions of the sales department.

The warehouse, which is **fully automated**, operates 24/7 and **can dispatch up to 40,000 products per day**.

The system processes products of different sizes, and quality control verifies the weight and content of each package. Optimised blistering helps shield packages from tampering and guarantees safe transportation. The facility is capable of full efficiency even during the concurrent launch of multiple products and also handles **online orders**, which currently amount to 10,000 shipments per year.



Since 2010, Cidiverte is the official exclusive distributor of one of the most renowned companies in the industry: **Take Two Interactive**, owner of 2K, Rockstar Games and Private Division. **2K's** wide production includes famous AAA brands such as Bioshock, Borderlands, Mafia and, as well as strategy game series like Sid Meier's Civilization and Xcom, and the eagerly awaited NBA 2K and WWE 2K franchises, considered the best sports simulation games on the market for basketball and wrestling.

Rockstar Games is the developer of popular blockbusters such as Red Dead Redemption, Midnight Club, Max Payne, and the worldwide acclaimed the Grand Theft Auto game series. To date, Grand Theft Auto 5 and GTA Online have exceeded 170 million units sold while Red Dead Redemption 2 and Red Dead Online boast sales of over 46 million units.

Private Division is the last-born Take Two Interactive label. Founded in 2017, it's focused on the best independent studios that empowers to develop games. Private Division supports talent studios including, Panache Digital Games, Roll7 and Piccolo Studio and published critic and public acclaimed titles such as Kerbal Space Program, The Outer Worlds, Hades, OlliOlli World, RollerDrome and After Us.

Skybound Entertainment is a multi-platform entertainment company whose goal is to create and publish content leveraging its multiple intellectual properties, along with The Walking Dead, Invincible, Oblivion Song and Outcast. The Games division, created in 2017 by industry veteran Ian Howe, aims to create and publish video games and board games, focusing on unique and exceptional independently developed IP. Skybound's line-up includes successful titles: The Walking Dead, Stray, The Callisto Protocol and Cuphead, to name a few.



Since 2017, Cidiverte has expanded its portfolio by conceiving and designing **Passione Calcio**, a range of accessories dedicated to the football universe including PS4™ compatible Controllers, Controller skin, Gaming Headsets and Chairs.

All products boast the official licences of main Italian teams, AC Milan, AS Roma, INTER, SSC Napoli and, from 2021, FIGC, Federazione Italiana Giuoco Calcio.

In 2020, under UEFA license, the company designed and produced a PS4™ controller skin fully dedicated to the UEFA EURO 2020 event.

In the same year, the range was enriched with the license of Manchester City, one of the most important English teams.



In 2019, Cidiverte launched **Qubick** brand, representing the entire range of the exclusively designed gaming accessories.

Qubick brand, together with **Passione Calcio**, boast a vast variety of accessories compatible with Nintendo Switch™, PS4™, PS5™.

The products show a unique and attractive look and guarantee players the best performance during gaming sessions.

The official website  showcases both ranges in full detail.



Gamelife was founded in 2009 by Cidiverte and today counts 11 shops.

Gamelife is the **universe of gaming, collectibles and entertainment**. Stores, as well as the e-commerce site, offer an **immersive experience** among video games, collectibles, gadgets, board and constructions games.

The stores boast an **intuitive and orderly display**, the possibility of **independent or assisted service**, a **vast array of new, best-selling and second-hand products**, a neat,

bright and colorful interior design, clear prices and offers in line with market trends, together with a **warm welcome, and customer care**.

Gamelife stores represent the entire world of entertainment brands related to video games, TV series, films and trendy comics. The vast array guarantees a rich and constantly updated offer to consumers.



THE COMPANY

Over the years, **Gamelife** experiences continuous evolution, broadening both the digital and physical business, with a fast growing pace to meet market trends and consumer needs.

The **e-commerce web site** [Gamelife.it](https://www.gamelife.it) is a full-fledged shop, keeping the same standards of simplicity, clarity and innovation of its stores. It welcomes consumers with a user-friendly interface and an intuitive navigation among product categories. The core is the **Buyback** service, first online second-hand game pick-up in Italy, which allows consumers to sell second-hand video games and consoles to Gamelife, obtaining Cash or Store Credit in return.

In December 2022, Cidiverte consolidated its presence in the e-commerce market with the acquisition of [Multiplayer.com](https://www.multiplayer.com) , an iconic e-commerce website.



gamelife



multiplayer.com



Gamelife stores:

- [BELLINZAGO LOMBARDO C/O CENTRO COMM.LE LA CORTE LOMBARDA](#)
- [BUSSOLENGO C/O CENTRO COMM. PORTE DELL'ADIGE](#)
- [FIRENZE - VIA F. DE SANCTIS](#)
- [MESTRE C/O CENTRO COMM. PORTE DI MESTRE](#)
- [NICHELINO C/O CENTRO COMM.LE MONDOJUVE SHOPPING VILLAGE](#)
- [ORIO AL SERIO C/O CENTRO COMM.LE ORIO CENTER](#)
- [ROMA C/O CENTRO COMMERCIALE MAXIMO](#)
- [ROZZANO C/O CENTRO COMM.LE FIORDALISO](#)
- [SAVIGNANO SUL RUBICONE C/O CENTRO COMM.LE ROMAGNA SHOPPING VALLEY](#)
- [SESTO SAN GIOVANNI C/O CENTRO COMM.LE VULCANO](#)
- [STEZZANO C/O CENTRO COMM.LE LE DUE TORRI](#)



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