



**CIDIVERATE**

**COMPANY PROFILE**

## THE COMPANY

**Cidiverte** started as a video game distributor in 1992. The growing market and the resourcefulness of the promoters stimulated the company to develop and expand rapidly, achieving increasingly results over the years.

In 2000, the company attracted the interest of Take-Two Interactive, a major American multinational that develops, publishes, and distributes video games. An agreement was achieved, and Take-Two proceeded with acquisition of Cidiverte, which continued operating under the new stars and stripes label.

**23**  
Owned shops

**136**  
Cidiverte employs 136 people

# CIDIVERTE



The passion and experience gained over the years did not stop and Cidiverte reborn independently with the original name, reopening a path of success and development.

Continuous growth led quite naturally to the development of new ideas and projects. In 2009 Cidiverte inaugurated the **Gamelife** brand, an innovative chain of shops offering an immersive experience of video games, collectibles, constructions, gadgets and boardgames. Quickly, the story reverses the roles of the protagonists and, in 2010 Cidiverte re-acquires Take-Two Interactive Italia.

Today, Cidiverte employs 136 people. Gamelife counts 23 owned shops, 11 in Italy and, in 2023, 12 additional acquired in Switzerland. It embraces the digital dimension thanks to the [Gamelife.it](https://www.gamelife.it), [Gamelife.ch](https://www.gamelife.ch) websites, and the renowned e-commerce site [Multiplayer.com](https://www.multiplayer.com) acquired in 2022.



## MARKETING

Cidiverte Marketing Department counts on a team of highly qualified professionals in the gaming sector, with the main objective of matching each individual publisher needs.

The group provides 360° support for product launches by optimising the choice of media and PR in relation to the type of product itself, being it for a niche or a mass market target.

Planning involves the use of traditional media such as TV, web, street advertising, promotions and sponsorships, social campaigns on Instagram, YouTube, Twitch, TikTok, with the involvement of highly renowned content creators.



# CIDIVERTE



The company is present at major national and international expos and fairs such as Lucca Comics & Games, Gamesweek, Gamescom, to name a few.

For high-calibre titles, ad hoc events are organised with the participation and endorsement of sport and entertainment celebrities. One of the strengths in the department is the Public Relations team, which, in addition to daily relationships with specialised and mainstream media, organises interviews, conferences and events both on national and international level.

The know-how acquired guarantees maximum product visibility, both in the case of low budgets, as well as for high-profile titles. The Trade Marketing team equips stores with displays, POP materials, customised shelf space, permanent emotional areas, off-line and online promotional activities.





## SALES DEPARTMENT

Cidiverte's sales department boasts an in-depth knowledge of the market and relies on professionals who deal with customers in an all-around manner.

The Sales department is dedicated to products' portfolio presentation, set commercial policies, and sales canvasses; in the Sales Analysis area, weekly reports are drawn up to assess the impact of promotional offers on product sell-out, to fine tune things if necessary. Plus, in-depth analyses of sell-in, stock levels, trade budgets allocated to each customer.

The Back Office department is the daily, direct contact to customers for the orders management. It provides information, and manages, in cooperation with Logistics

# CIDIVERTE



department, shipments and deliveries. The service provided is integrated with the use of effective IT tools. Order processing, for both customers and suppliers, is carried out via EDI (Electronic Data Interchange).

Cidiverte operates nationwide and works with all customers in the supply chain:

- Entertainment Specialist
- E-Commerce
- Consumer Electronic
- Independent Specialized Stores.



## LOGISTICS

The Logistics department is core of Cidiverte business and, thanks to the direct assistance to suppliers and customers, is highly complementary to the function of Sales.

This collaboration with market interlocutors is naturally correlated to the coordination of the warehouse, equipped with a fully automated technological plant, capable of 24-hour operation with shipping up to 100,000 products per day capacity.

The system processes goods of various sizes, the quality control checks the weight and contents of each package. The optimised blistering protects the package from tampering, ensuring extremely secure transport.

 **CIDIVERTE**



The system ensures full efficiency even during concurrent launches of several products and allows the fulfilment of orders on the e-commerce channel, currently over 50,000 shipments per year.

Finally, to support the activities of the Gamelife division, automation has been further implemented with a system that provides management of diversified products as required by the latest sales trends.

## PUBLISHER



Since 2010, Cidiverte represents one of the biggest players in the gaming market, Take Two Interactive, with its labels 2K, Rockstar Games and Private Division.

2K production ranges from famous triple-A titles such as Bioshock, Borderlands, Mafia, X-COM, to games for strategy fans, with Sid Meier's Civilization series. Also not to be missed is the eagerly awaited annual appointment with the NBA 2K and WWE 2K series, considered the best basketball and wrestling simulations on the market.

Rockstar Games is the production house of illustrious blockbuster titles, Red Dead Redemption, Midnight Club, Max Payne, and the worldwide acclaimed Grand Theft Auto

series. To date Grand Theft Auto 5 and GTA Online have exceeded 185 million units sold while Red Dead Redemption 2 and Red Dead Online boast sales of over 55 million units.

Private Division is the new-born publishing label of Take Two Interactive. Founded in 2017, it supports the best independent studios in creating and publishing video games.

It boasts partnerships with talented development houses such as Panache Digital Games, Roll7 and Piccolo Studio and counts critic and public acclaimed titles such as Kerbal Space Program, The Outer Worlds, Hades, OlliOlli World, RollerDrome and After Us.

Skybound Entertainment is a multiplatform entertainment company with focus on creating and publishing contents leveraging its multiple intellectual properties. The Games division focus is on creating unique independently developed IPs. The Skybound line-up includes successful titles such as The Walking Dead, Stray, The Callisto Protocol and Cuphead, to name a few.





## ACCESSORIES



Since 2017, Cidiverte has expanded its portfolio by conceiving and designing Passione Calcio, a range of accessories under the official licences of the main Italian teams: AC Milan, AS Roma, Inter, SSC Napoli.

The project started with the production of protective skins for PS4™ controllers and thanks to the excellent results, more than 300,000 units sold to date and a market share of 38%, the portfolio was then extended to include several new items.

The complete accessory line-up now includes, in addition to the PS4™ and PS5™ Controller skins, Xbox skins, Compatible Controllers for PS4™, Headsets and Gaming Chairs.

In 2020, in partnership with UEFA, a protective skin was designed and produced for the PS4™ controller, dedicated to the UEFA EURO 2020 event. The same year sees the acquisition of the licence of one of the most important English teams, Manchester City.

From 2021 was added the agreement with FIGC, Federazione Italiana Giuoco Calcio.



## ACCESSORIES



In 2019, Cidiverte launches the Qubick brand, representing the entire range of accessories designed and distributed exclusively with a variety of accessories compatible with Nintendo Switch™, PS4™, PS5™.

With the aim of diversifying and broadening the horizons in the accessories' world, in 2023 Cidiverte signs an agreement with MDHR Studios for a range under the CUPHEAD brand umbrella, the award-winning "run & gun" game that inspired the acclaimed Netflix TV series.



The range includes a wireless controller, a protective case for Nintendo Switch™ and a wireless controller for PS4™.

All products are presented with a unique and eye-catching look and provide gamers with the best performance during gaming sessions.

The dedicated [Qubick](#) website contains full product range details and images.





## THE COMPANY

**Gamelife** is the universe of gaming, collectibles, and entertainment. Shops, as well as the e-commerce websites offer an immersive experience among video games, constructions, gadgets and boardgames. The stores boast an intuitive and orderly display, the possibility of autonomous or assisted search, a vast assortment of new, best-selling, and second-hand products. A neat, bright, and colourful interior design, furnishings, clear prices and offers welcome customers.

Gamelife shops host the entire world of entertainment brands related to video games, TV series, films, and trendy comics. The vast assortment guarantees a rich and constantly updated range of products, in which consumers can easily find their way around.

**gamelife**



**11**  
Shops in Italy

**12**  
Shops in Switzerland





## THE COMPANY

The Chain has evolved continuously over the years. It embraces the digital as well as the physical dimension and grows together with market trends and consumer needs.

[Gamelife.it](https://www.gamelife.it) and [Gamelife.ch](https://www.gamelife.ch) are full-fledged shop maintaining the same standards of simplicity clarity and innovation. They welcome consumers with a user-friendly interface and intuitive navigation among product categories. Buyback service is the spearhead; the first online second-hand pick-up in Italy, which allows consumers to sell directly to Gamelife used video games and consoles obtaining Cash or Credit in return.

In December 2022, Cidiverte consolidated its presence in e-commerce with the acquisition of [Multiplayer.com](https://www.multiplayer.com), an iconic website active for almost 20 years in the Italian market.

# gamelife



Gamelife is present at:



- Bergamo, Orio al Serio
- Bergamo, Stezzano
- Firenze
- Forlì-Cesena, Savignano sul Rubicone
- Milano, Bellinzago Lombardo
- Milano, Rozzano
- Milano, Sesto San Giovanni
- Roma
- Torino, Nichelino
- Verona, Bussolengo
- Venezia, Mestre



- Argovia, Spreitenbach
- Basel, Gerbergasse
- Bern, Marktgasse
- Basel, St. Jacob Park
- Bern, Thun
- Bern, Westside
- Chur, Grigioni
- Luzern, Ebikon
- Schaffhausen
- Zurich, Winterthur
- Zurich, Glattzentrum
- Zurich, Sihlcity

**gamelife**



**multiplayer.com**







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