



 **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.

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.

280

Owned shops

1400

Cidiverte employs 1400 people

CIDIVERTE



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.

In November 2024, Cidiverte officially announced the acquisition of 100% of the shares of GameStop's Italian division, which, during the first half of 2025, will be renamed Gamelife. This operation, culmination of a territorial expansion strategy, redefines the identity and commercial offering of Gamelife chain and strengthens its presence, holding a significant market share, around 40% of national gaming market.

To date, Cidiverte employs 1,400 staff members, owns 269 stores across Italy, and 11 in Switzerland. Cidiverte embraces the digital dimension through [Gamelife.it](https://www.gamelife.it) and [Gamelife.ch](https://www.gamelife.ch), as well as the e-commerce site [Multiplayer.com](https://www.multiplayer.com), acquired in 2022. The total company revenue now amounts to 250 million euros.

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.



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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

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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.



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 and Rockstar Games. 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, WWE 2K and TopSpin 2K series, considered the best ever basketball, wrestling and tennis 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 210 million units

sold while Red Dead Redemption 2 and Red Dead Online achieved sales for over 70 million units. Cidiverte boasts partnership with notable videogame publishers, such as Skybound Entertainment and GameMill Entertainment. Skybound Entertainment is a multiplatform entertainment company with focus on creating and publishing contents leveraging its multiple intellectual properties. The Games Division focuses on unique independently developed IP's. The Skybound line-up includes successful titles such Funko Fusion, Stray, Cuphead, The Callisto Protocol and The Walking Dead, to name a few. GameMill Entertainment is a company with a proven track record for leveraging the equity of some of the world's most beloved brands in the videogame market. The partnership with brands, including Nickelodeon and Disney, makes it possible to turn great IP's into great entertainment for console and mobile worldwide famous brands. Recent successful releases include: Looney Tunes: Wacky World of Sports, Hot Wheel Monster Trucks: Stunt Mayhem and Miraculous: Paris Under Siege.



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

qubick

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.

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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



269
Shops in Italy

11
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 shops 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



multiplayer.com





CIDIVERTE

CIDIVERTE SPA

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