

CIDIVERTE

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.

258

Owned shops

1400

Cidiverte employs 1400 people

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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, now 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 258 stores across Italy. Cidiverte embraces the digital dimension through [Gamelife.it](https://www.gamelife.it). 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, Comicon, 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.



 **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 and Rockstar Games. 2K production ranges from famous triple-A brands 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. 2025 is marked by the launch of two new titles from successful and long-standing franchises: Borderlands 4 and Mafia: The Old Country.

Rockstar Games is the production house of illustrious blockbuster brands, 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 230 million units sold while Red Dead Redemption 2 and Red Dead Online achieved sales for over 85 million units. Cidiverte also boasts partnerships with well-known development studios, notably Skybound Entertainment. Skybound Entertainment is a multi-platform entertainment company dedicated to creating and publishing content using the various intellectual properties it owns. The Games Division focuses on unique, independently developed intellectual properties. Skybound's portfolio includes hit titles such as Funko Fusion, Stray, Cuphead, The Callisto Protocol, The Walking Dead and Invincible VS. The company also distributes AAA titles from major publishers such as Metal Gear Solid, Silent Hill, Tomb Raider, Hello Kitty, LEGO, Barbie, Control and Minecraft, 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 1,000,000 units sold to date and a market share of 45%, 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, also Xbox Skins, Compatible Controllers for PS4™ and PS5™, Protective case for Nintendo Switch 2™, 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 the following year until 2024, FIGC – the Italian Football Federation – was also part of the portfolio.

Since January 2024, the prestigious partnership with Juventus Football Club has been added.



ACCESSORIES



In 2019, Cidiverte launched the Qubick brand, encompassing its entire range of exclusively designed and distributed gaming accessories. Under the Qubick label, alongside the Passione Calcio product line, consumers can find a wide variety of accessories compatible with Nintendo Switch™, Nintendo Switch 2™, PS4™, PS5™, and Xbox®.

As part of its strategy to diversify and expand its presence in the accessories market, Cidiverte signed an agreement with MDHR Studios for the 2023–2024 period to develop a range of CUPHEAD-branded products. CUPHEAD is the award-winning run-and-gun game that also inspired the acclaimed Netflix animated series.



In 2025, coinciding with the launch of Nintendo's new console, the Qubick range was refreshed with a new generation of accessories compatible with Nintendo Switch 2™. The PlayStation portfolio was further expanded with the introduction of new wired and wireless controllers for PS5™, helping to broaden the product offering and strengthen the brand's market presence. According to GSD data, Qubick ranks fourth in the controller segment, behind only Sony, Nintendo, and Microsoft, achieving triple-digit growth compared to 2025. As part of its ongoing journey toward a more premium and certified positioning, Qubick has begun development of an officially licensed Microsoft controller for the Xbox® platform, scheduled for release in the second half of 2026. This strategic initiative marks a key milestone for the brand, enhancing its credibility, facilitating the transition from compatible accessories to officially certified products, and further strengthening its competitive positioning. All Qubick products feature a distinctive and appealing design while ensuring players the highest level of performance during gameplay sessions. The dedicated [Qubick](#) website includes detailed information and images covering the entire product range.



THE COMPANY

Gamelife is Italy's leading video game and entertainment retailer, with more than 20 years of history. During 2025, the number of stores operating under the Gamelife brand grew to 263 following Cidiverte Holding's acquisition of the Italian business of the GameStop retail chain.

In the Italian retail market, Gamelife is a leading destination for gaming and entertainment products, ranging from consoles to trading card games, thanks to a business model that integrates e-commerce with an extensive network of company-operated stores.

The store network covers the entire Italian territory and includes locations in all **42 of the country's most important shopping malls**, as well as major high streets, including **31 high-street stores**. Gamelife is recognized for offering one of **the broadest assortments of video game merchandise**, trading card games, toys, and licensed products available in the Italian market.

As of June 2026, the network comprises 258 stores, of which 231 are located in leading shopping centers and the remaining 27 are situated on major commercial streets. During the course of the year, the rebranding process will be completed, resulting in all stores operating under the Gamelife banner.

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TOP STORES

MALL STORES

Arese - Il Centro	> € 2,07m
Roma - Porta di Roma	> € 2,05m
Firenze - I Gigli	> € 1,93m

STREET STORES

Milano - c.so Buenos Aires	> € 1,15m
Milano - via Torino	> € 1,11m
Roma - viale Marconi	> € 886k



THE VALUE CHAIN



Gamelife directly manages the key stages of the value chain, combining specialized expertise, long-standing relationships with industry partners, and a deep understanding of its core community. This integrated approach enables the company to differentiate itself from generalist retailers by delivering a distinctive customer experience and creating value throughout the entire customer journey.

PROCUREMENT

Strong focus on private-label product lines, complemented by a carefully curated selection of official products. Direct relationships with leading manufacturers and distributors. Access to exclusive products, limited editions, and pre-order opportunities.

LOGISTICS

Fast and efficient nationwide coverage, including the islands. Supply chain alignment with release schedules. Efficient inventory and stock management.

STORE EXPERIENCE

Themed stores designed to deliver an engaging and immersive customer experience. Experienced and passionate staff. In-store events, including midnight launches, tournaments, and exclusive product activations.

E-COMMERCE & OMNICHANNEL

Marketing campaigns aligned with global events and product release calendars. Community-building initiatives. Paid loyalty program featuring exclusive benefits such as early access and dedicated stock allocations.

CUSTOMER SERVICE & AFTER-SALES SUPPORT

Passionate and knowledgeable customer service team with strong product expertise. Flexible returns and replacement policies. Comprehensive after-sales support.

INNOVATION & POP CULTURE

Continuous scouting of emerging trends, including trading card games and mystery boxes. Participation in industry trade shows and co-marketing initiatives with brands targeting similar audiences.



KEY COMPETENCIES

gamelife

LOCATION

Gamelife has a presence in every region of Italy and in nearly all provinces. In addition, a Gamelife store can be found in each of the 42 leading shopping malls across the country.

ASSORTMENT

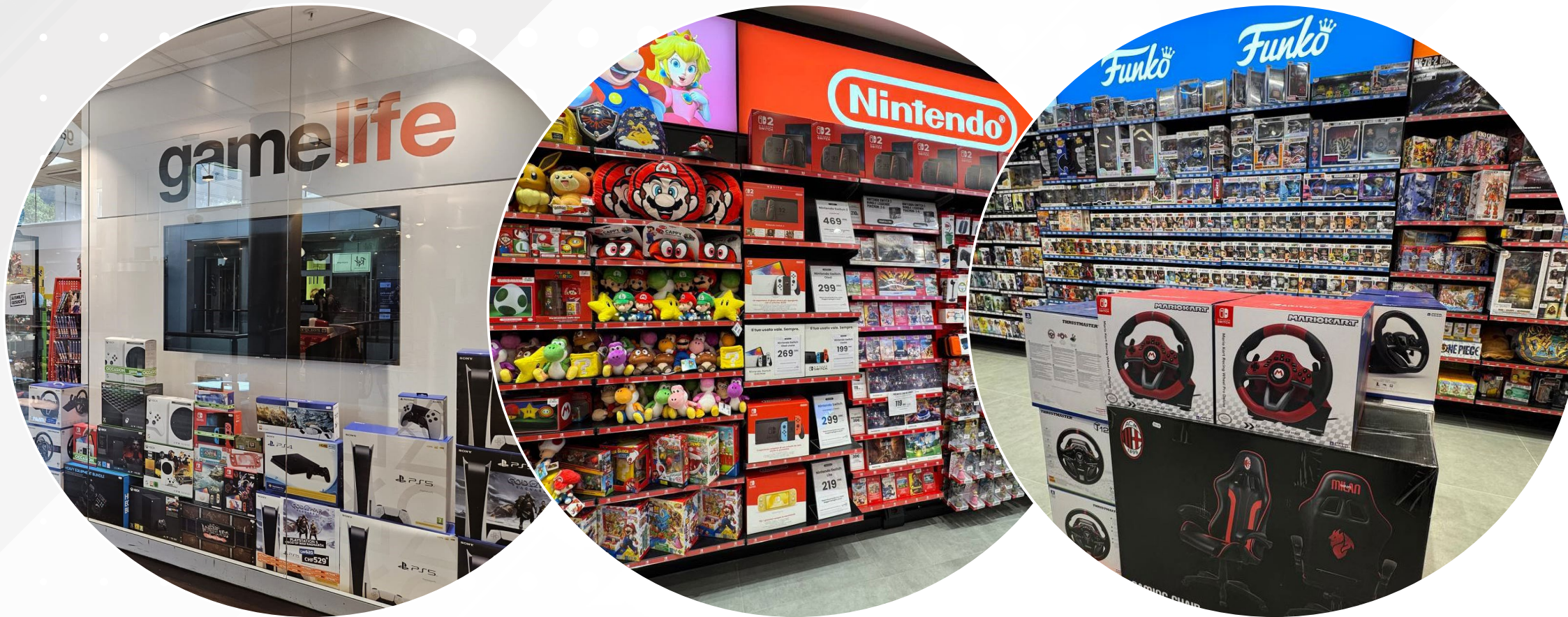
Our product portfolio covers the full range of video games, merchandise, toys (including trading cards, action figures, and board games), as well as mobile accessories.

MULTI CHANNEL APPROACH

Gamelife offers customers a fully integrated shopping experience, enabling them to complete their purchases through the channel that best suits their needs: direct e-commerce, online ordering with in-store pickup, and ship-from-store services.

OPERATIONS

Our twenty years of experience in specialized retail within this market are reflected in the excellence of our operations.



Over the years, Gamelife has continuously evolved, embracing both the digital and physical dimensions of retail while adapting quickly and flexibly to market trends and consumer needs.

[Gamelife.it](https://gamelife.it), the company's e-commerce platform, is a fully-fledged store that upholds the same standards of simplicity, clarity, and innovation that define the brand. It welcomes customers with a seamless shopping experience and intuitive navigation across product categories.



CIDIVERTE SPA

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