

Company Profile

Company history

Db-Line was founded in 1991 as a wholesaler of video game products for retailers. Over the years, the company has successfully evolved, becoming one of the leading players in the Italian video game industry and gradually expanding into the Pop Culture sector.

By responding to market demands and changes, Db-Line has expanded its scope, both by managing its own specialized retail chains - **GamePeople** and **GameTekk** - and by developing the **Category Management** business model.

Thanks to professionalism, efficiency, and teamwork, Db-Line has continuously grown, gaining the experience and expertise needed to support its clients in selecting the ideal product category and the best solution.

Another significant milestone is the company's commitment to the **ESG** journey, demonstrating its ongoing dedication to building a more sustainable and responsible future.



38
COMPANY PEOPLE



49,5 Mil
REVENUE 2024



982
B2B CUSTOMERS SERVED



1.656
STORES SERVED



39.865
SHIPMENTS



ESG

Channels

SPECIALIZED



MASS RETAIL CHANNEL



LARGE SCALE SPECIALIZED RETAILERS



SPECIALIZED FRANCHISING



NORMAL TRADE

NORMAL
TRADE

788

E-COMMERCE



SPECIAL BUSINESS



Specialized franchising network

Second specialized franchising network in Italy

Game
PEOPLE



66
STORES

GAME  **TEKK**
FUTURE STORE



40
STORES

Gaming

SONY

Nintendo®

 **Microsoft**



ACTIVISION | **BILZARD™**

 **UBISOFT**

 **WARNER BROS.**

**BANDAI
NAMCO**



Digital Bros®
digital entertainment



 **FREAKS AND GEEKS**

 **Sevenlabs**

XBITE



 **ININ**

 **UNITED
GAMES**

 **nacon**

 **SUBSONIC™**



 **TURTLE
BEACH®**

THRUSTMASTER®

Serafim

Tribe



Digital



Kidult & Merchandising

Funko

PALADONE

DIFUZED

abyss
CORP

30 YEARS OF AWESOME MERCH
pyramid
INTERNATIONAL

Disney
SHOWCASE
COLLECTION

erik

Fizz
creations

The Noble Collection

TEKNOFUN

MONOGRAM
INTERNATIONAL INC.

PLASTOY

BANPRESTO

infinite
statue and collectibles

KIDS
LICENSING

BULLYLAND
GRENZENLOS DURCH DEINE FANTASIE

BEAST KINGDOM

EXG
EXQUISITE GAMING™

THE CARAT SHOP™

SAKAMI
MERCHANDISE

KARACTER MANIA

Trading Cards & Toys

TRADING CARDS



TOYS



Sales Services



KEY ACCOUNT MANAGEMENT

Competent and professional managers work directly with clients throughout every stage of the sales process, providing valuable support for product and business management.



B2B SOLUTION

Db-Line's e-commerce platform is customer-focused and designed to save time.



TELESALES TEAM

Db-Line's qualified and professional managers work closely with clients at every phase of the sales process, offering valuable assistance for managing products and business activities.



DIGITAL SIGNAGE

In the retail stores of the **GamePeople** and **GameTekk** chains digital signage is used as a powerful communication tool. This allows real-time message updates, enhancing engagement and improving the customer shopping experience.



CATEGORY MANAGEMENT

Db-Line is committed to analyzing and managing product categories using a seven-step approach. The goal is to increase revenue and profit while maximizing consumer satisfaction.



TRADE MARKETING / MERCHANDISING

Db-Line carefully selects communication techniques to effectively promote the many catalog products in stores, aiming to create appealing display layouts. Db-Line also works with and coordinates external professionals for the development of specific projects.

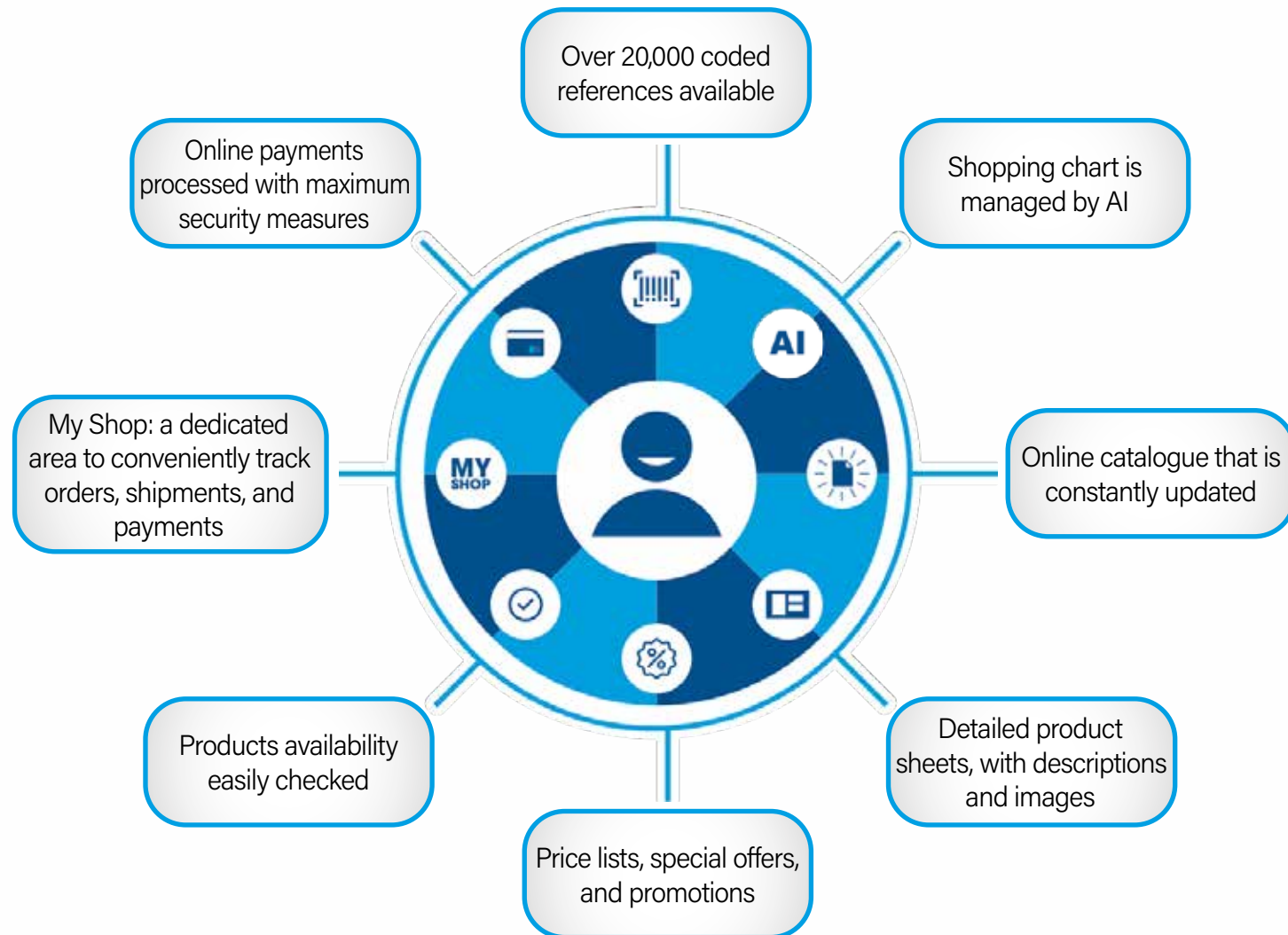
Trade Marketing & Merchandising



B2B Solutions



Our e-Commerce platform focuses on the customer and saves time.



Mass Retail Channel and Specialized



National Key Account Management



Merchandising



EDI Data Transmission



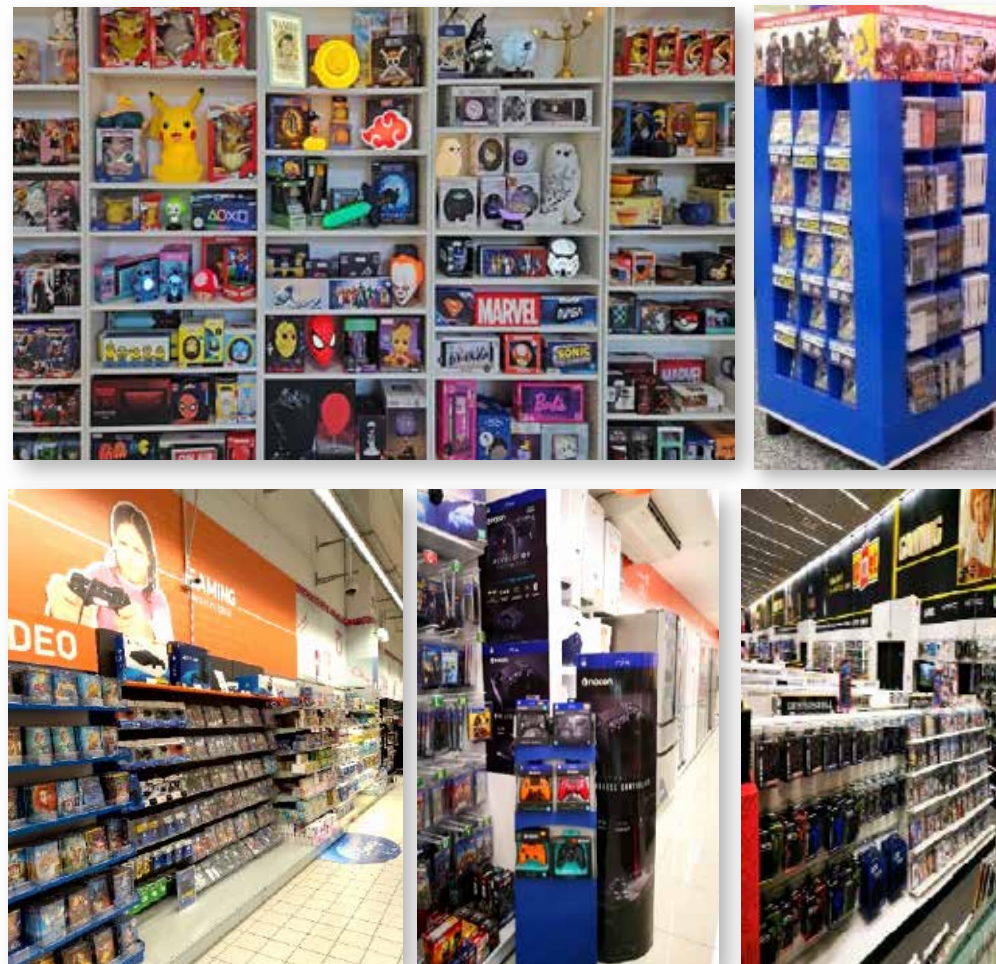
Db-Line Category Management



Advanced Logistics



Cross Docking



Integrated Services



ADVANCED LOGISTICS

The Logistics division is the beating heart of Db-Line and works across all company departments to ensure the proper management of goods.



CROSS DOCKING

An order preparation system that sends client orders to their distribution centers, with shipments already sorted by individual destination stores.



DIGITAL DELIVERY

We offer a vast catalog of digital content, available with just one click!



NET SHOP

A service dedicated to online retailers. A database and an IT platform that enable the transmission of all the necessary data for the online publication and marketing of all products distributed by Db-Line.



DROP SHIPPING

An order fulfillment system that allows the end seller to operate without a warehouse, drawing directly from Db-Line's inventory.



TRASMISSIONI EDI

A management and control system for EDI flows, enabling the exchange of commercial documents of any type or nature.

Advanced Logistics

- In-house warehouse
- 2,500 sqm.
- Automated storage system with 2,044 load units.
- Double EAN code check on products, both during picking and packing phases.
- EDI connection with all couriers.
- High flexibility in shipment preparation: from single-item shipments to complex cross-docking pallet shipments.
- High-speed order processing: all orders received by 3:00 PM are picked up by express couriers the same day and delivered within 24 hours across mainland Italy, and within 48 hours to the islands.
- Plastic-free packaging and use of recycled materials.



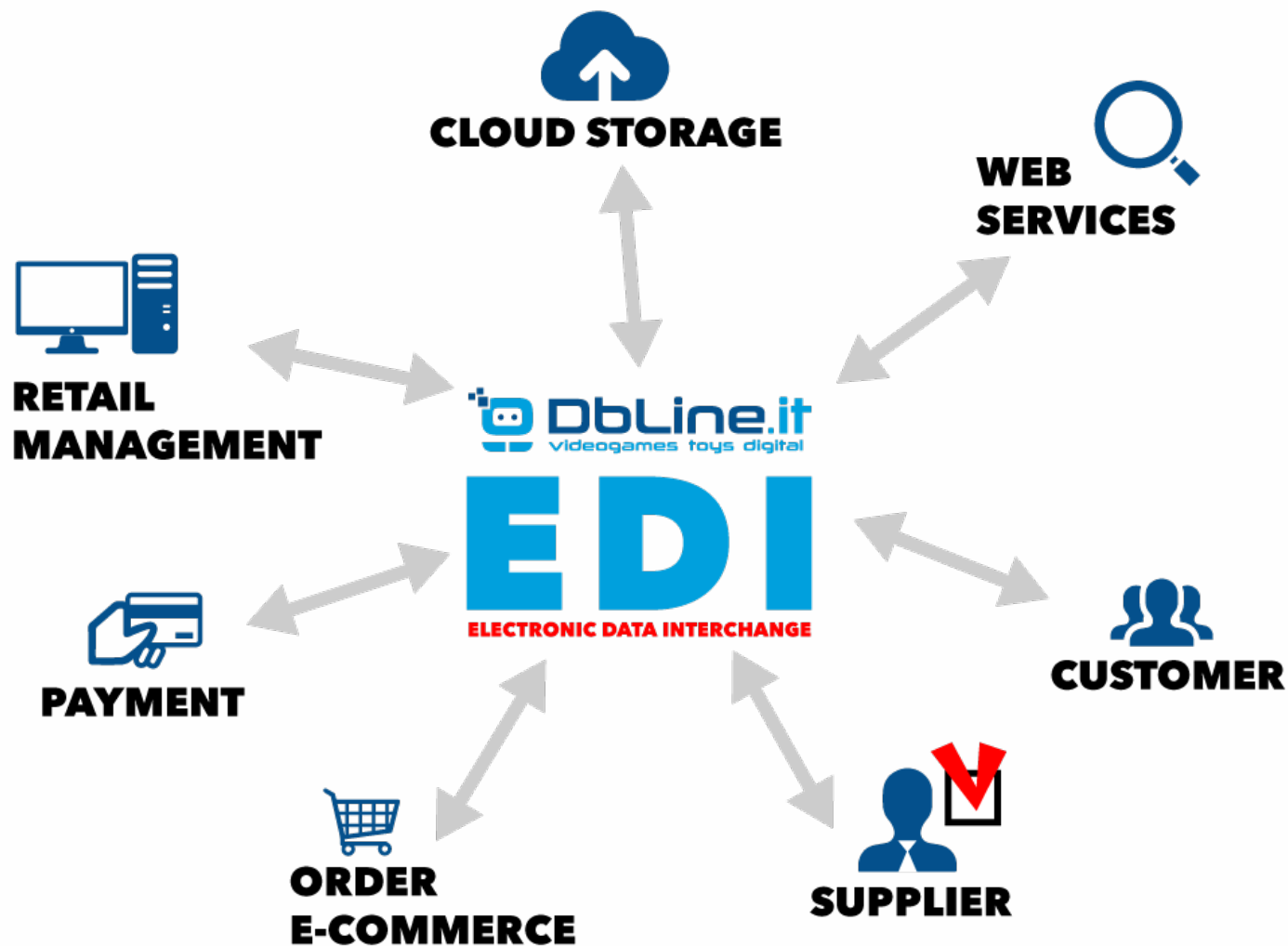
EDI Services

EDI – Electronic Data Interchange

Enables the exchange of standardized and customized data, automating inter-company communication processes.

Thanks to this technology, a wide range of information can be shared instantly and paperlessly with clients and/or suppliers, including:

- Purchase orders
- Invoices and shipping documents
- Payment confirmations
- Price lists
- Stock data



ESG



Environment

Circular Economy

Improving packaging sustainability and reducing waste through the use of recyclable materials and innovative solutions.

Carbon Emissions Reduction

By focusing on lowering energy intensity and increasing the use of renewable energy, initiatives include the installation of solar panels and energy-saving upgrades to reduce CO₂ emissions.

In addition to the first Sustainability Report presented, the website **www.dblines.it** has become Carbon Neutral, offsetting all the CO₂ emissions it generates.



Social

Human Capital

Developing employee skills and attracting talent through comprehensive training programs and a supportive work environment.

Well-being and Inclusion

Promoting employee well-being and fostering an inclusive workplace culture through policies focused on diversity and inclusion.

Community Engagement

Actively participating in local initiatives such as the "Regalo Sospeso" project, which donates toys to children in need, as well as supporting events and institutions.



Governance

ESG Committee

Establishment of a dedicated ESG committee to oversee and implement sustainability strategies, ensuring the integration of ESG factors into corporate governance.

Information Security

Continuous improvement of data security measures and training for employees and clients on best practices to adopt.

Sustainability Integration

Incorporation of ESG aspects into the governance structure, ensuring compliance with sustainability standards and protocols.



Why Db-Line?

**NUMBER 1 IN ITALY
FOR DISTRIBUTION IN
THE GAMING AND
KIDULT SECTORS**

**ATTITUDE AND HABIT
OF OPERATING
ON DIFFERENT
CHANNELS**

**SPEED, DYNAMISM, AND
SMART APPROACH**

**ATTENTION TO
SUSTAINABILITY**

**OPERATIONAL
FLEXIBILITY FOR THE
BENEFIT OF CLIENTS
AND SUPPLIERS**

**FINANCIAL
STRENGTH AND
SECURITY**



www.dbline.it

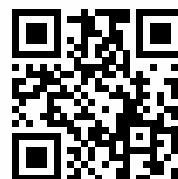
shop.dbline.it

www.gamepeople.it

www.gametek.it



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