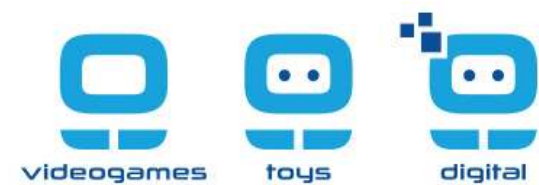


**DbLine.it**  
videogames toys digital

**30**  
ANNI





## HISTORY

Db-Line was founded in 1991 as a wholesaler of videogames products in the retail channel.

In the following years, the Company was able to evolve, succeeding in becoming one of the reference realities in Italy: following the needs and changes of the market, we structured ourselves in such a way as to offer services such as **GamePeople**, a franchising chain and the business model **Category Management**.

Thanks to **professionalism, efficiency, teamwork**, we have grown over time and have developed **experience** and **expertise** that, to date, make us able to assist the customer in choosing the **ideal product category** and the **best performing solution**.



**40**  
EMPLOYEES AT  
YOUR SERVICE



**70 MIL. €**  
TURNOVER 2020



**775**  
CUSTOMERS SERVED



**2.158**  
POINT OF SALES



**32.392**  
NUMBER OF  
DELIVERIES



## SALES SERVICES

### KEY ACCOUNT MANAGEMENT

Competent and professional managers who directly follow the customer in all stages of the sale. A valid support for product and business management.

### TELESALES TEAM

Competent and professional managers who directly follow the customer in all stages of the sale. A valid support for product and business management.

### CATEGORY MANAGEMENT

We are committed to analyzing and managing product categories through 7 simple steps with the aim of increasing turnover and profit through greater consumer satisfaction.

### TRADE MARKETING

We choose the communication techniques with which to advertise the products on the points of sale and the exhibition layout.

### DIGITAL SIGNAGE

A communication tool within the store that allows you to update messages in real time, improve engagement and the shopping experience by end consumers.

### MERCHANDISING

We use a leading partner in the sector that manages a network of professionals distributed throughout the Italian territory: over 150 employee Merchandisers and 60 BRAND AMBASSADORS coordinated by 8 area managers.



## INTEGRATED SERVICES

### ADVANCED LOGISTIC



The Logistics division is the pulsating engine of the company and works transversely with all company departments to ensure the correct management of goods.

### CROSS DOCKING



Customer order preparation system to be sent to its sorting centers with shipments already divided by single point of sale

### DIGITAL DELIVERY



We have a huge catalog of digital content available with just one click!

### NET SHOP



A database and an IT platform that allows the transmission of all data necessary for the publication and marketing of the videogames product via the internet.

### DROP SHIPPING



Order fulfillment system that allows the final seller not to have a warehouse, but to draw directly from the warehouse of the wholesaler or manufacturer.

### EDI TRASMISSION



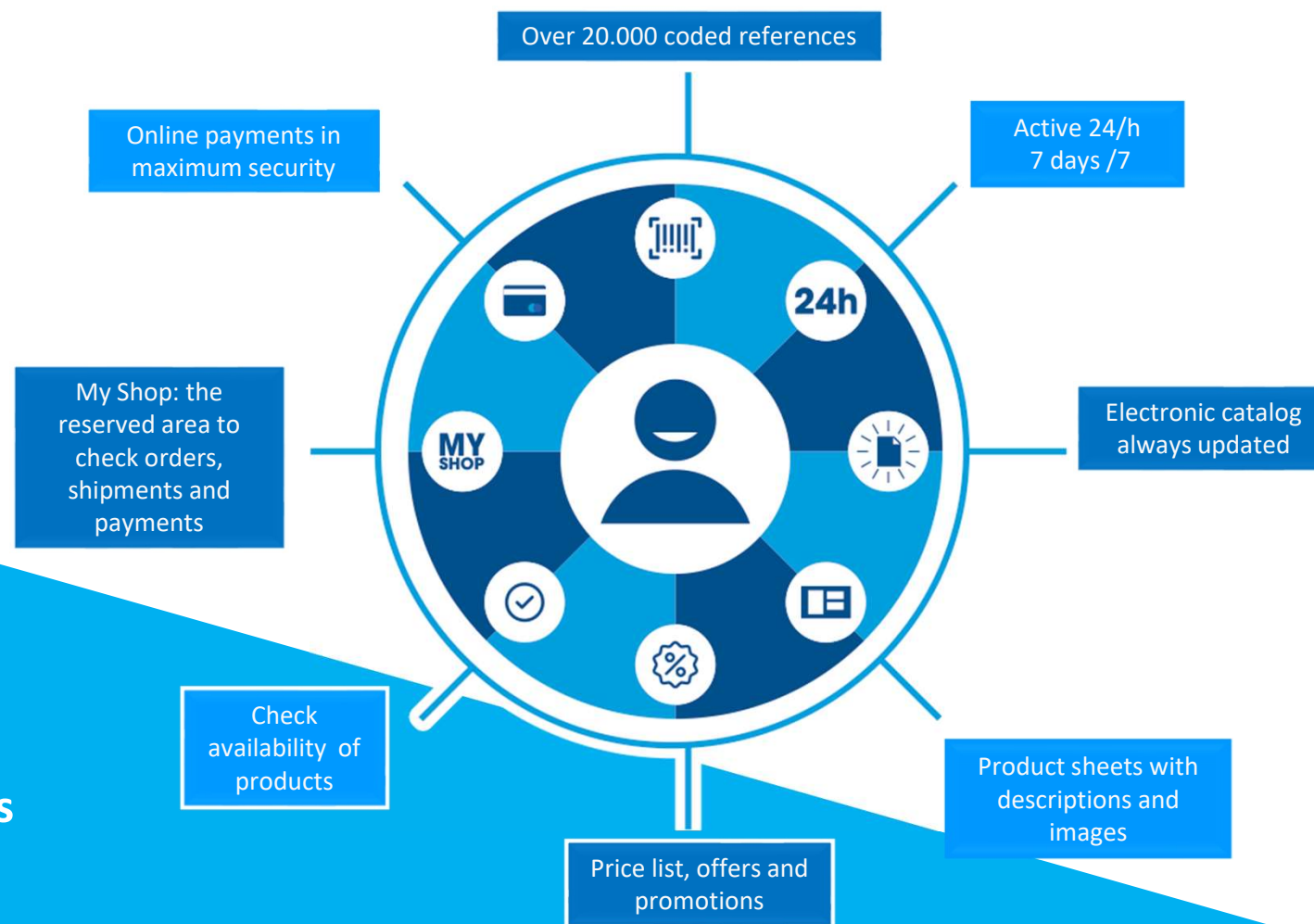
The EDI transmission management and control system for the transmission of commercial documents of any nature and kind.





## B2B SOLUTION

**shop.dbline.it**   
B2B VIDEOGAMES



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



## CHANNELS

### MASS RETAIL CHANNEL



### LARGE SCALE SPECIALIZED RETAILERS



### GAMEPEOPLE



### NORMAL TRADE



### E-COMMERCE



### SPECIAL BUSINESS



### SPECIALIZED





## SPECIALIZED FRANCHISING NETWORK



**75**

POINT OF SALE







# SPECIALIZED FRANCHISING NETWORK



**Telesales Team  
Dedicated**



**Trade Marketing**



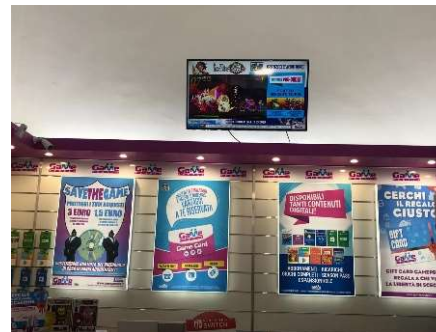
**Digital Delivery**



**Advanced Logistic**



**GP In Store  
Communicator**







**MASS RETAIL  
CHANNEL**



PANORAMA



iperal



Merchandising



Edi Data Transmission



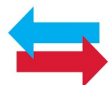
National Key Account  
Management



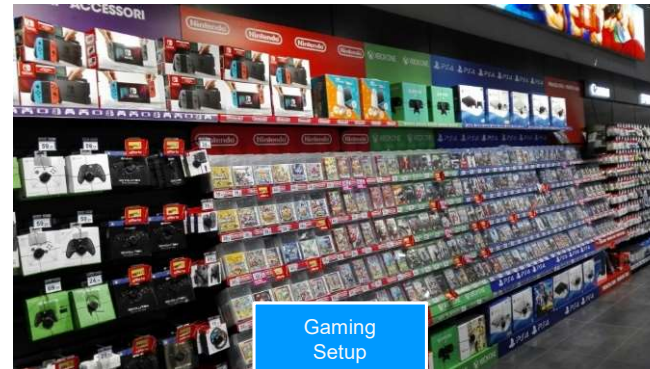
Db-Line Category  
Management



Advanced Logistic



Cross Docking



Gaming  
Setup



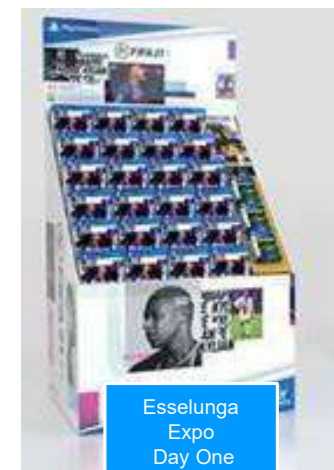
Esselunga  
Leaflet



Dedicated  
Steup



Panaorama  
Expo



Esselunga  
Expo  
Day One



## LARGE SCALE SPECIALIZED RETAILERS



**Merchandising**



**Edi Data Transmission**



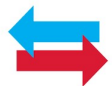
**National Key Account  
Management**



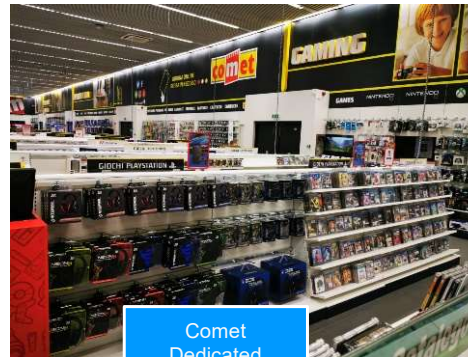
**Db-Line Category  
Management**



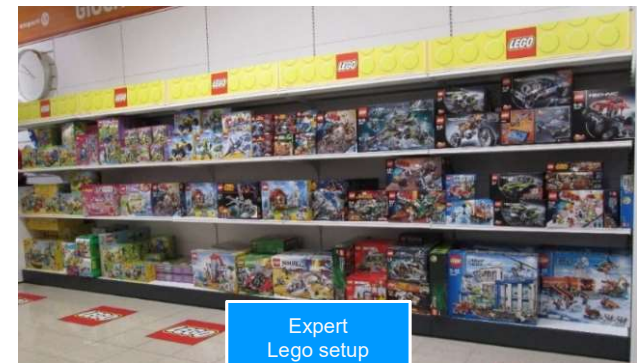
**Advanced Logistic**



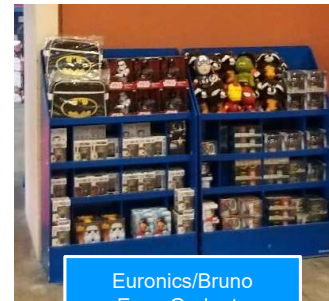
**Cross Docking**



Comet  
Dedicated  
Setup



Expert  
Lego setup



Euronics/Bruno  
Expo Gadgets



Expert  
Gaming Setup



Socio Gaer  
Dedicated  
Setup



**GROUPON®**





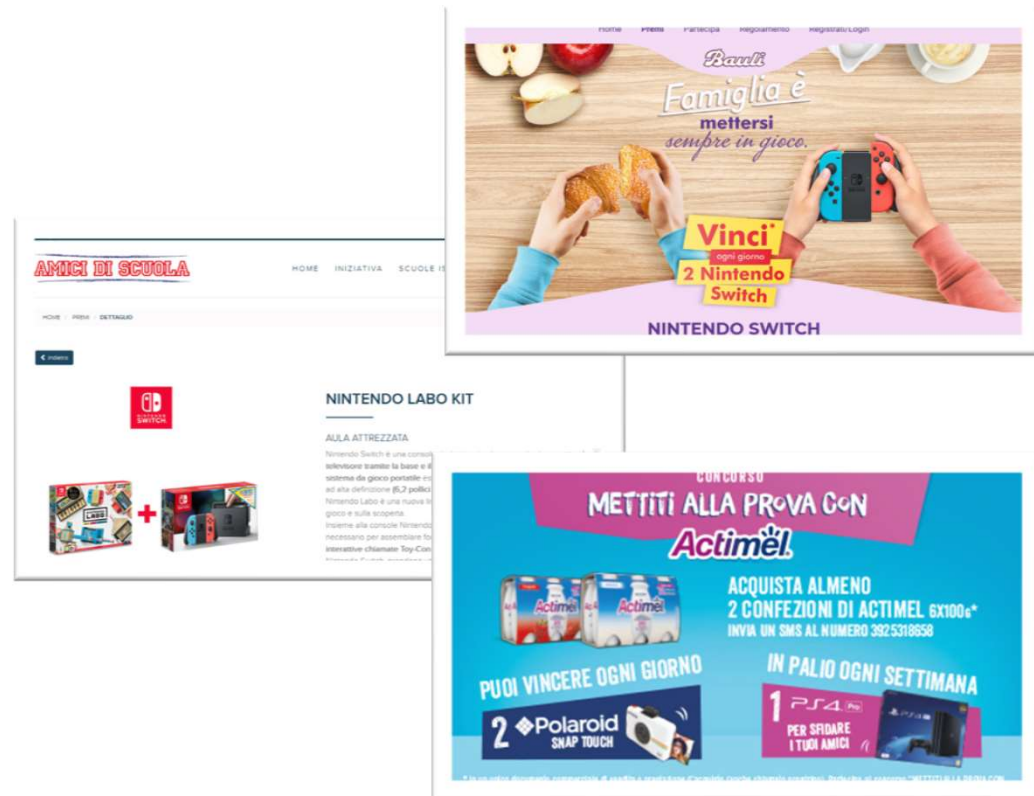
## SPECIAL BUSINESS



**National Key Account  
Management**



**Advanced Logistic**







## PRODUCT CATEGORIES

### GAMING

#### HARDWARE



#### SOFTWARE



### GAMING ACCESSORIES





## PRODUCT CATEGORIES

### TOYS



playmobil



Ravensburger

### OUTDOOR



### FASHIONABLE



DIFUZED

### CARDS



### BOX GAMES



Giochi Uniti



Ravensburger

Winning Moves



RAVEN DISTRIBUTION



### FIGURES - GADGETS



PALADONE

abyss corp



PYRAMID INTERNATIONAL

BIOWORLD INTERNATIONAL





## PRODUCT CATEGORIES

### ELETTRONICS - TECHNOLOGY

**Tribe**

**SAMSUNG**

**BuddyPhones®**

**Trust**

### DIGITAL DELIVERY

**SONY**



Microsoft



**STEAM®**

ACTIVISION

BILZARD

Nintendo

**TIM**



WINDTRE



vodafone

### HOME VIDEO

**Disney**



**KOCH MEDIA**



### HEALTH WELLNESS

baby bell®





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