



PRESS RELEASE

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DIGITAL BROS CREATES DTI, THE FIRST SERVICE ORGANISATION WHOLLY DEDICATED TO THE MAJOR INTERNATIONAL VIDEOGAME PUBLISHERS PRESENT IN ITALY

Through its new DTI (Distribuzione Trade Italia) division, Digital Bros will guarantee a service of extremely high added value to international publishers with direct presence in Italy, in support of the independent channel, that goes from distribution to logistics and to CRM activities, to benefit the efficiency of their strategy in Italy.

Digital Bros, the leading company in Italy of in Italy in the sector of videogame distribution, listed on TechSTAR of the Italian Stock Market, announces the creation of a new division – DTI, Distribuzione Trade Italia – wholly dedicated to support services for international publishers who trade directly in Italy through their own branch.

Thanks to the new DTI division, Digital Bros will be able to guarantee to foreign publishers whose distribution it manages directly – such as Activision, EA Games (Electronics Arts), VUG (Vivendi Universal Games) – a range of services with high added value concerned with the activity of distribution (through a DTI sales network completely dedicated to their commercial needs), logistics, Customer Relationship Management (CRM) and that include sales support services, the organisation of accounting with customers, and market analysis.

By offering such a service, Digital Bros will work to make sales and marketing strategies defined by publishers more efficient and thus extend their presence on the Italian market, above all at retail points of sale.

DTI's work will be independent from and yet will complement that of Halifax, the historic division of Digital Bros set up for the activity of co-publishing and exclusive distribution of videogames for publishers without a direct presence in Italy. Halifax will continue to take care of strategic, sales, PR, marketing and product management functions on behalf of these publishers.

Raphael Galante, MANAGING DIRECTOR of Digital Bros, stated: "DTI will work as the operational arm of the large publishers present in Italy that have chosen Digital Bros as an access channel to the complex Italian market, putting at their disposal a sales and business organisation that is completely independent from Halifax. Thanks to our experience in the videogame sector and to our profound knowledge of the Italian market, the activity of DTI, which is the only organisation of its kind in Italy, will allow Digital Bros to meet the needs of both publishers and customers – even the smallest – more effectively, thus encouraging growth in business."