

Press Release  
Luxembourg, 20 September 2017

## **HLD EUROPE INVESTS SIGNIFICANTLY IN THE ITALIAN COMPANY M-CUBE TO ACCOMPANY ITS GLOBAL EXPANSION**

**The independent investment holding HLD Europe, based in Luxembourg, today announced its entry into the capital of M-Cube, leading Italian company in retail store marketing. HLD Europe will support M-Cube in its development internationally.**

Founded in 2001 by a group of visionary entrepreneurs, M-Cube has emerged in Italy as the leading player in design and development of digital multimedia solutions (radio and video), supporting the in-store marketing of large retailers. From the creation to the management of deployed solutions, M-Cube offers its customers a wide selection of unique personalised experiences tailored to each target and each location.

M-Cube counts among its clients, major international groups of household goods distribution and fashion, for whom digital multimedia in-store solutions have been installed in 83 countries.

Manlio Romanelli, CEO of M-Cube says: *“HLD Europe has emerged as the natural partner for us to support our future development. Firstly because its team has fully understood the growth opportunities offered by the market of ‘in-store digital customer engagement’ to a company like M-Cube, structured to operate on international distribution networks; because they shared with passion and conviction our strategy and our business plan; and finally because a relationship of trust was immediately formed, guaranteeing a successful future for our partnership.”*

**Above and beyond the support of its network and know-how of HLD in supporting the growth of companies, this partnership will allow the management team to consolidate its position in Europe.**

*“I am very happy to have initiated the HLD Europe and M-Cube relationship as they complement each other in their development strategy.”* said Francesco Silleni, Senior Advisor Italy.

*“In a market with strong growth, M-Cube has emerged as the leader in Italy. Its Management has the credibility and the ambition to build M-Cube into a leading international player.”* said Jean-Philippe Hecketsweiler, associate founder of HLD.

Anne Canel, Managing Director of HLD Associés Europe (Luxembourg), in charge of the international development of HLD added: *“This first operation in Italy in a company with strong growth is highly symbolic for HLD Europe, signing its first acquisition through our team in Milan, at a time where our shareholders are becoming more and more European. We are now truly European.”*

**Thanks to this partnership, M-Cube is already looking to 2018 with foreseeable continued deployment of major contracts as well as its development in other European markets.**

## About M-Cube

M-Cube was established in 2001 in Trieste by its three founding members, Manlio Romanelli, Leonardo Comelli and Michele Sponza, with the idea of making music in retail stores a point of difference that represent the identity of their clients. Thanks to a team of artists working in collaboration with the brands, M-Cube is able to offer its customers a made-to-measure musical selection, reflecting their history and their atmosphere.

With its strength in creativity and a passion for communication, wishing to meet the most demanding requirements of its customers, M-Cube has developed dynamic display solutions and digital marketing for the outlets who now consider it as the leader of in-store marketing in Italy and one of the main players in Europe.

The M-Cube team provides their clients with consultancy, design, production, installation, and management services for their communication needs in stores all around the world.

At present, thanks to a team of more than 60 people, M-Cube manages over 20.000 devices installed in more than 80 countries.



<http://mcubeglobal.com/>

## About HLD Europe

HLD is an entrepreneurial holding created in 2010 by Jean-Philippe Hecketsweiler, Jean-Bernard Lafonta, and Philippe Donnet and supported by leading entrepreneurs, including Claude Bébéar (founder of AXA insurance company), Norbert Dentressangle and Jean-Charles Decaux.

HLD Europe, created in 2015 in Luxembourg, results from the will to associate with European shareholders who share the common desire of entrepreneurship, giving HLD its international dimension.

Specialising in private equity, HLD Europe invests in European companies capital of all sectors, offering organic or external growth potentials, an operational performance improvement and an international development potential. This long-term investment allows for the support in their ambitions and strengthens their leadership.

Today, The HLD Group's shareholdings are mainly in Filorga, Coyote, SVR, Tessi, Couvent des Minimes, Tranoi, Elivie, Gekko, Alchimie and Goto Games.

<http://www.groupehld.com/>

**The team involved during this operation:**

From MCUBE:

- Fineurop Soditic (Germano Palumbo, Marco Morfino, Pietro Antonio Nardella, Mara Borrazzi)
- Legal advice: Bryan Cave (Fulvio Pastore Alinante et Luigi Zumbo) and Studio Zunarelli (Alberto Pasino)

From HLD:

- HLD Europe: Jean-Philippe Hecketsweiler, Anne Canel, Salomé Perruchon, Antoine Pineau.
- Francesco Silleni, Senior Advisor
- Invest Pixel (Geoffroi Reboul)
- Studio Legale Rinaldi e Associati (Cosimo Di Bitonto, Daniela Carafa)

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