



M-Cube is part of Intesa Sanpaolo's 2020 'Imprese Vincenti'

The Group is amongst the companies selected from all over Italy to be part of the Intesa Sanpaolo programme which puts the spotlight on entrepreneurial excellence as a model to relaunch the Italian economy

Milan, 21 October 2020 – A prestigious milestone for the **M-Cube Group, specialising in digital services for the in-store digital engagement, selected for "Imprese Vincenti 2020"**, the enhancement program wanted by Intesa Sanpaolo that offers Italian companies the tools to support their growth and market positioning.

In its second edition Imprese Vincenti selected one hundred and forty-four companies, all medium-sized firms that have **enriched their experiences with tools able to boost growth.**

The selection aims to reward **companies that are ready to make a "dimensional leap"**. They all **reflect the typical nature of their Italian geographical area** but have also been able to grow internationally, investing and pursuing virtuous policies both at the business level and in human resource management.

M-Cube, founded in Trieste in 2001, has grown internationally thanks to the finalisation of **5 acquisitions in the past 18 months** (the British & Alchemy Digital, the French Carlipa, the Belgian Storever and the Italian Stentle and Videomobile) which put the Italian company in a **position of European leadership.**

Thanks to these achievements, the Italian Group met the criteria of excellence which were fixed for this year's programme, standing out for **investments, innovation, sustainability, development of people and skills, internationalisation, relations with the local area and generational change.**

Manlio Romanelli, Group CEO of M-Cube, says: *"This recognition comes in a year of great difficulty at a global level: Italian SMEs have had to face up to an unprecedented crisis. M-Cube, like so many other small and medium companies, were able to face up to this challenging time, which allowed us to continue to work and grow, being able to stand out in Italy and Europe thanks to courageous choices and major investments. We are ready to face a new year full of innovations and we thank Intesa Sanpaolo for the confidence it has placed in us and for the chance to take a further leap forward in developing our entrepreneurial awareness."*

M-CUBE Digital Engagement

M-Cube is an Italian company and leader in Europe in retail digital engagement: through a portfolio of solutions which range from **in-store radio** to **digital signage**, from **interactivity** and **mobile applications** to **innovative platforms of applications and services to enrich the brick-and-mortar store with all the**



potential of digital. M-Cube develops innovative digital solutions to improve the capacity of retail to serve, involve, create loyalty and communicate with its customers. With offices in Italy, France, Belgium, the Netherlands, Germany, Spain, China and Hong Kong, an operations branch in **New York** and a consolidated network of global partners, M-Cube today manages over **400 clients for over 45,000 points of sale all over the world** in the sectors of Fashion & Luxury, Retail, Finance & Insurance, Hospitality, Mass Retail and Automotive.

<https://mcubeglobal.com/it/>

Press office

Eos Comunica

Paola Lavezzoli: paola.lavezzoli@eoscomunica.it – 349 5518893

Michela Gelati: michela.gelati@eoscomunica.it – 347 6339998

Sabrina Pignataro: sabrina.pignataro@eoscomunica.it – 392 9958934