

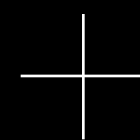
FANDANGO^{Club}



CAMPUS FANDANGO

We decided to offer our team a new perspective, a new dimension to live the environment. Nowadays over 100 people live in a space designed in a spirit of creativity, flexibility, teamwork and enjoyment.

In our Campus you can breathe an atmosphere of innovation, sharing and inspiration.



THE BRANDS AND ENTERTAINMENT COMPANY

[illegible]



C

/ **Fandango Club Creators** is the leading Extensive Entertainment Company in Italy, specialized in consumer centric **Branded Content**. Through the portfolio of owned or licensed formats, Fandango Club Creators is a reference point in the entertainment market and in the engagement of millennials and Gen Z.

VISION

Telling **new worlds and stories**, through communities who feel themselves represented by our brands, thanks to **international entertainment concepts and live events**.





LIVE
EVENT

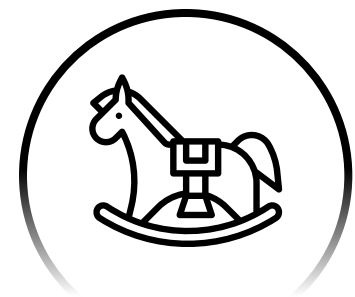


HYBRID
EVENT



PURE
DIGITAL

CATEGORIES



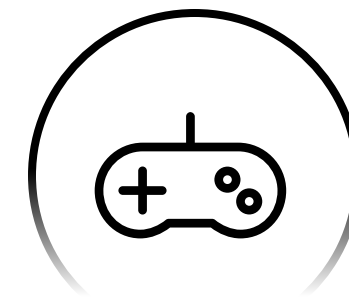
Kids & Family

• • • •



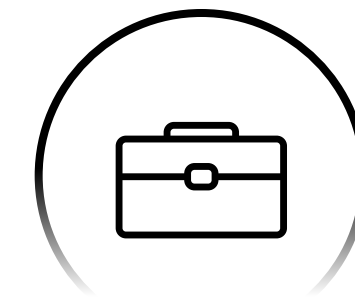
Urban Culture

• • • •



Gaming & Tech

• • • •



Business Trends

• • • •



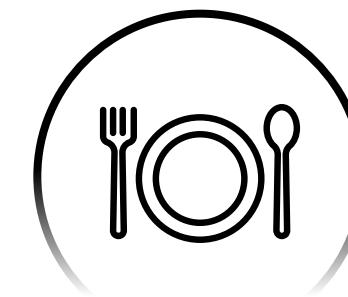
Health & Beauty

• • • •



Classy Lifestyle

• • • •



Food & Beverage

• • • •



OWNED FORMAT



Healthytude

the Health & Wellness week

Healthytude is the first dedicated event to the attitude to well-being.
Healthytude is the concept event where people can explore wellness as a solution for their healthy life and for the environment. We use to define that concept as now for tomorrow. Not only physical status but mental wellness, lifestyle and feeding are the key points of Healthytude.



Healthy Pills is the first digital format in which medicine and wellness come together in the **BODY MIND & SOUL** philosophy.

Every week an influencer from the medical-scientific world will address issues related to health and well-being, promoting solutions linked to columns that talk about food, yoga and fitness.

People of **ALL AGES**
who care about **THEIR WELLNESS**



SUSTAINABILITY

OWNED FORMAT



Play

MILAN
GAMES WEEK

+150
EXHIBITORS

165.000
VISITORS

330.000
VISITORS ON
THE WEBSITE

1,7 million
VIEWS

+ 750
JOURNALISTS,
BLOGGERS &
YOUTUBERS

Milan Games Week is the most important Italian event dedicated to the world of videogames. Three days of previews, tournaments, cosplayer shows, international guests and technology, to reach young, adults and millennials, a motivated and loyal target, extremely coveted by brands.

MGW X

2020 DIGITAL LIVE ENTERTAINMENT.

MGW-X is the show dedicated to the world of gaming, esports, geek culture and digital entertainment. In the year of its tenth anniversary, the passions that have always animated MGW, enriched with exclusive content, have been celebrated live and broadcasted for free on Twitch in streaming to involve a transversal and broad audience.

4
DAYS

6 CHANNELS

1.256.573
LIVE VIEWS

6 MLN
MINUTES WATCHED

/ TARGET.



43%
18- 24 YO



22%
25- 34 YO



21%
 <18 YO



Mix & Match

Fun, irreverent and hilarious, as only your favorite bartender can be.

A show of pure entertainment set in a spectacular arcade bar, where the host, the barman, will interview gamers, pro players and well-known personalities from the world of Twitch and the web.



INDIEFRIDAY

A direct look at the world of Italian Indie Developers. Every week, on every Friday, a different developer studio will show off its most beautiful and loved indie video games, all competing to win the title of “Best Indie Game of The Year”.



OWNED FORMAT



Play

PLUG

Mi

THE SNEAKERS
CULTURE
EXPERIENCE

2
DAYS OF EVENT

6.000
VISITORS

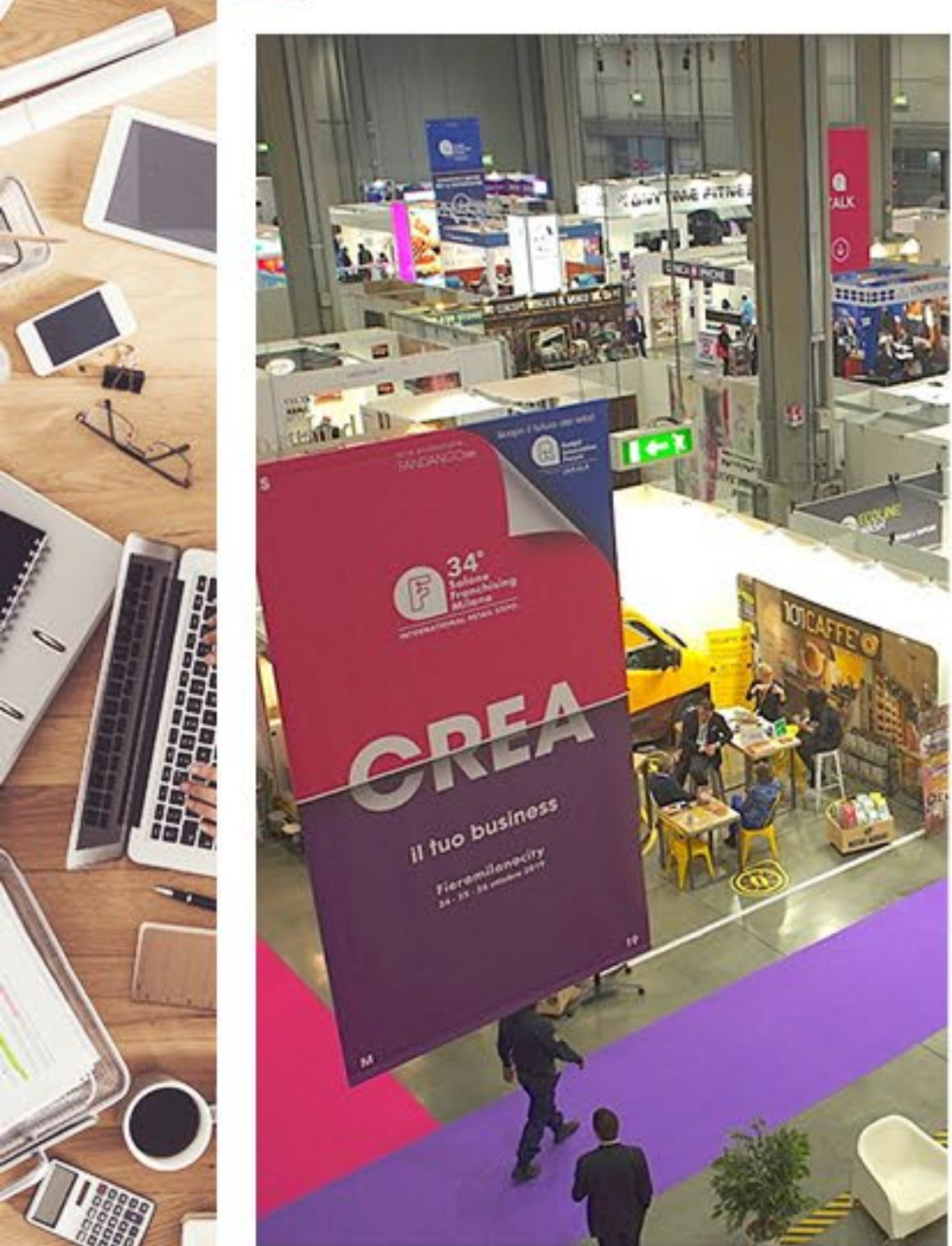
+ 25
WORKSHOPS
& TALKS

+ 15
LIVE SHOWS
& DJ SETS

We live in the era in which art is no longer in museums, but it is photographed on the walls of the suburbs of large cities; music is a mix of collaborations between independent producers and great artists; sport yes lives in the streets, with great athletes who put themselves on in play to compete on “street” terrains.

PLUG-Mi is all this, a consumer oriented format dedicated to urban culture enthusiasts that tells its story through a fil rouge of four souls.

Sneakerhead



OWNED FORMAT



SALONE FRANCHISING MILANO

Salone Franchising Milano | Retail Innovation Forum is a professional retail trade fair aiming to support the business meeting among franchisors, franchisees and potential franchisees and to develop supply chain innovation in its broadest sense: from e-commerce to franchising, from retail to consumer buying behaviors, from networks, to services, to technologies, to marketing.

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FEMALE LEADERSHIP



FANDANGO CLUB CREATORS FANDANGO CLUB CREATORS FANDANGO CLUB CREATORS FANDANGO CLUB CREATORS FANDANGO CLUB CREATORS

OWNED FORMAT


come giocare


Play

G! COME GIOCARÈ

+100
EXHIBITORS

+15.000
FAMILIES

300
JOURNALISTS,
BLOGGERS
& YOUTUBERS

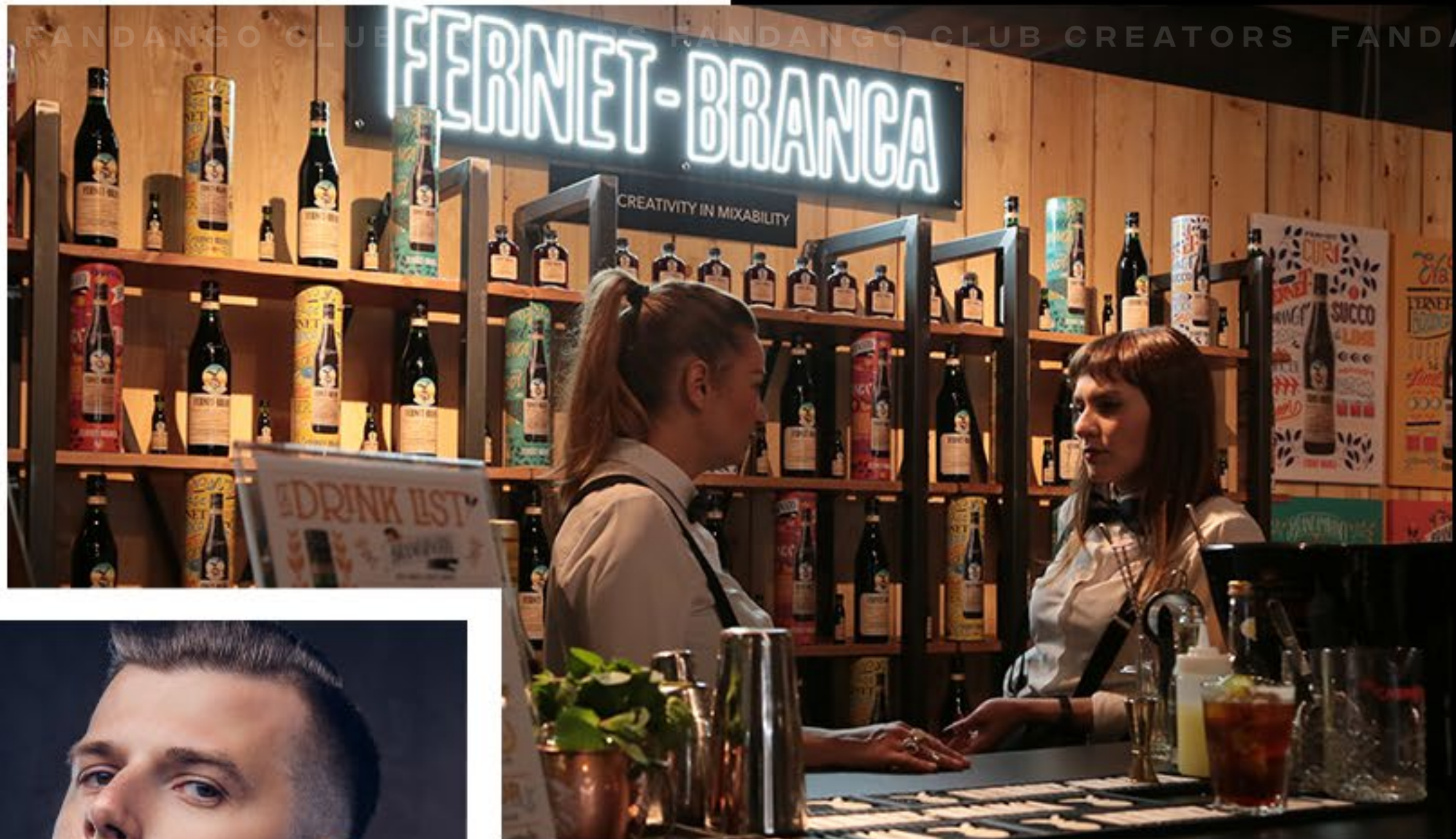
18.000
CHRISTMAS LETTERS
SENT TO LAPLAND

G! come giocare is the event dedicated to games, toys and families that widely winks at Christmas.

Every year it hosts more than 100 of the most important national and international companies in the toy sector to animate the “largest playroom there: for this we will give space to all the ways of playing for children. Playing is also Reading, Singing, Coloring, Drawing, Dancing ... and much more!

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OWNED FORMAT

MAN'S
WORLD

MAN'S WORLD

— Giocattoli da Peter Pan con la barba.
Una mappatura delle passioni maschili
contemporanee. ○

*"Toys for bearded Peter Pan.
A contemporary male passions map"*

GQ Italia

/ TARGET.

A boutique event for
MEN & WOMEN

25-65
YEARS OF AGE

60 Exhibitors **5 main partners**





LICENSED FORMAT

Taste

TASTE FESTIVALS ITALIA

500k
GUESTS

2010
SINCE

9 Eds.
TASTE OF
MILANO

8 Eds.
TASTE OF
ROMA

50k
ITALIAN FOODIE
DATABASE

Connected to the global network of Taste Festivals, the event brings together top chefs, pizzaioli, pastry chefs, barmen, brands all over the world and producers. It also makes people happy with the best Italian dishes.

GameStopZing TV

GameStopZing TV

LICENSED FORMAT

GameStopZing TV



Play



BryanBox



Play





FACE

FANDANGO Club®
ENTERTAINMENT —



ON DEMAND EVENTS & BRANDED ENTERTAINMENT

/ Everyday we deal with requests for every kind of project: conventions, product launches, in store promotions, retail events, roadshows, ceremonies. Our team guarantees every phase and aspect of planning and production.



FANDANGO Club®
NETWORK



FANDANGO Club®
SERVICES _____



FANDANGO Club
FOOD _____



FANDANGO Club[®]
TECH
POWERED BY  therocks

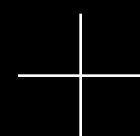




ABB Formula E





Motorsport activation area





Cinturato winter



Play

Hospitality F1



Play





Pirelli

All season launch





Microsoft refresh



Tour D&G





YVES ROCHER



Yves Rocher Roadshow

THE SHOW



ENTERTAINMENT FANDANGO CLUB ENTERTAINMENT FANDANGO CLUB ENTERTAINMENT FANDANGO CLUB ENTERTAINMENT FANDANGO CLUB ENTERTAINMENT FANDANGO CLUB ENTERTAINMENT

LANCÔME
PARIS

Idole Lancôme

LANCÔME
PARIS

FANDANGO CLUB ENTERTAINMENT FANDANGO CLUB ENTERTAINMENT FANDANGO CLUB ENTERTAINMENT

narciso rodriguez

narciso
2020

NARCISO

AMBRÉE. THE NEW EAU DE PARFUM

Narciso Sales training





Vodafone

Digital exhibition

Social Connect

Vodafone Analytic

A photograph of a retail store interior, likely a shoe store, with shelves displaying various shoes. The image is overlaid with large, bold, white text that reads "AW Lab" and "Retail Activation". The background is slightly blurred, showing shelves with shoes and some signage, including a "Reebok" logo. The text is positioned in the foreground, with "AW Lab" on the top line and "Retail Activation" on the bottom line. The overall tone is professional and modern.

AW Lab

Retail Activation



ENTERTAINMENT FANDANGO CLUB ENTERTAINMENT FANDANGO CLUB ENTERTAINMENT FANDANGO CLUB ENTERTAINMENT FANDANGO CLUB ENTERTAINMENT FANDANGO CLUB ENTERTAINM

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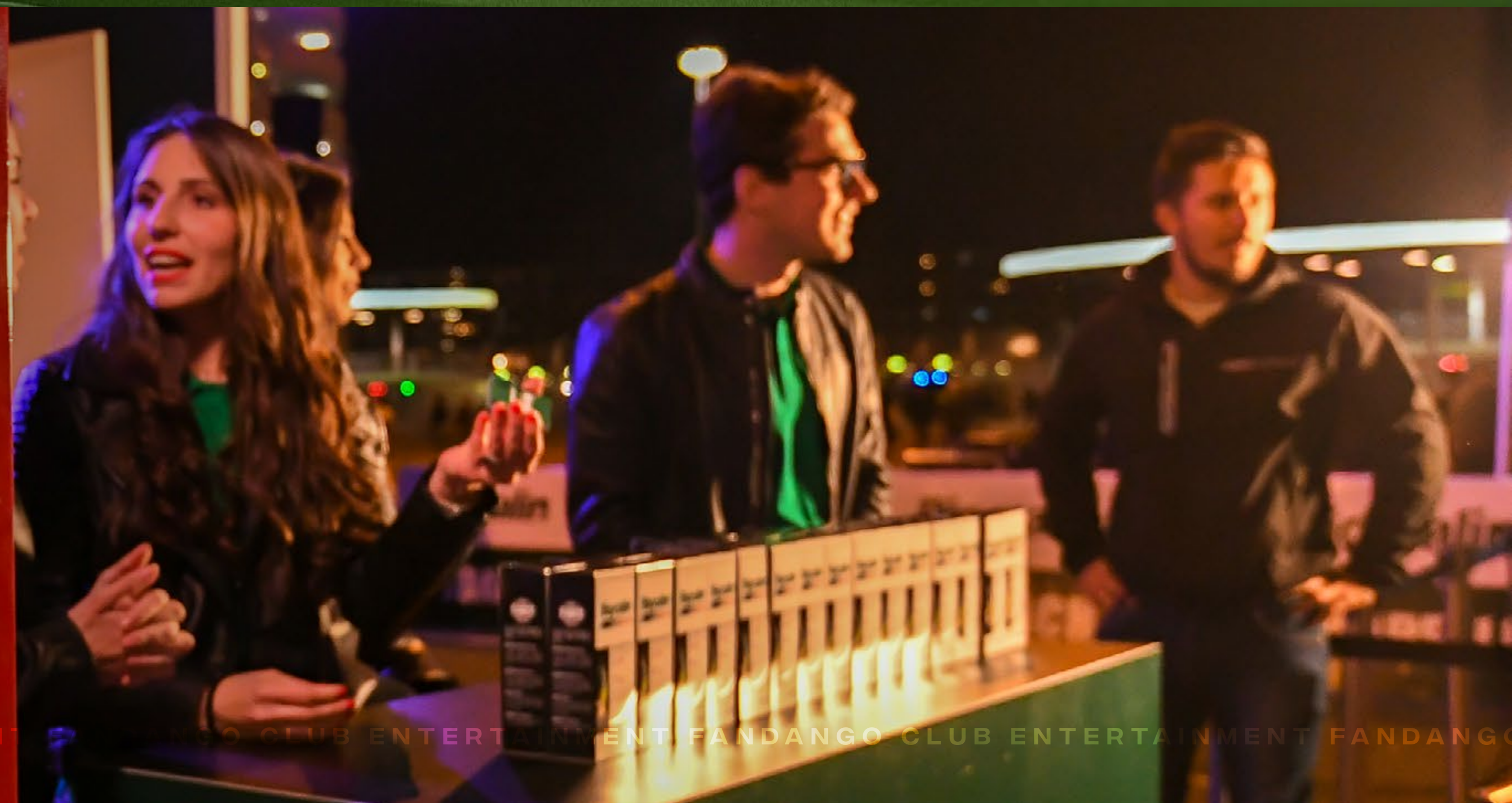
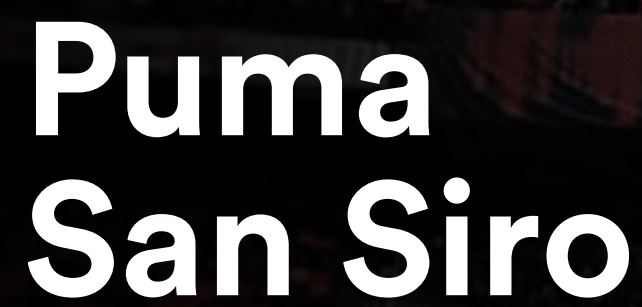


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Milan Activation

TEAMWORK EXCELLENCE





Marketing Support



Spot web Oppo

LA LAUREA



-A 5G STORY-





FIERA MILANO

Fiera milano 3D modeling





Christmas Convention 2020

Home

On-Demand Content

3D TOUR



Artsana Christmas Convention





Eccomi a presentarvi il nuovo Comfy Hug New Born Carrier,
il nuovo marsupio di Boppy.

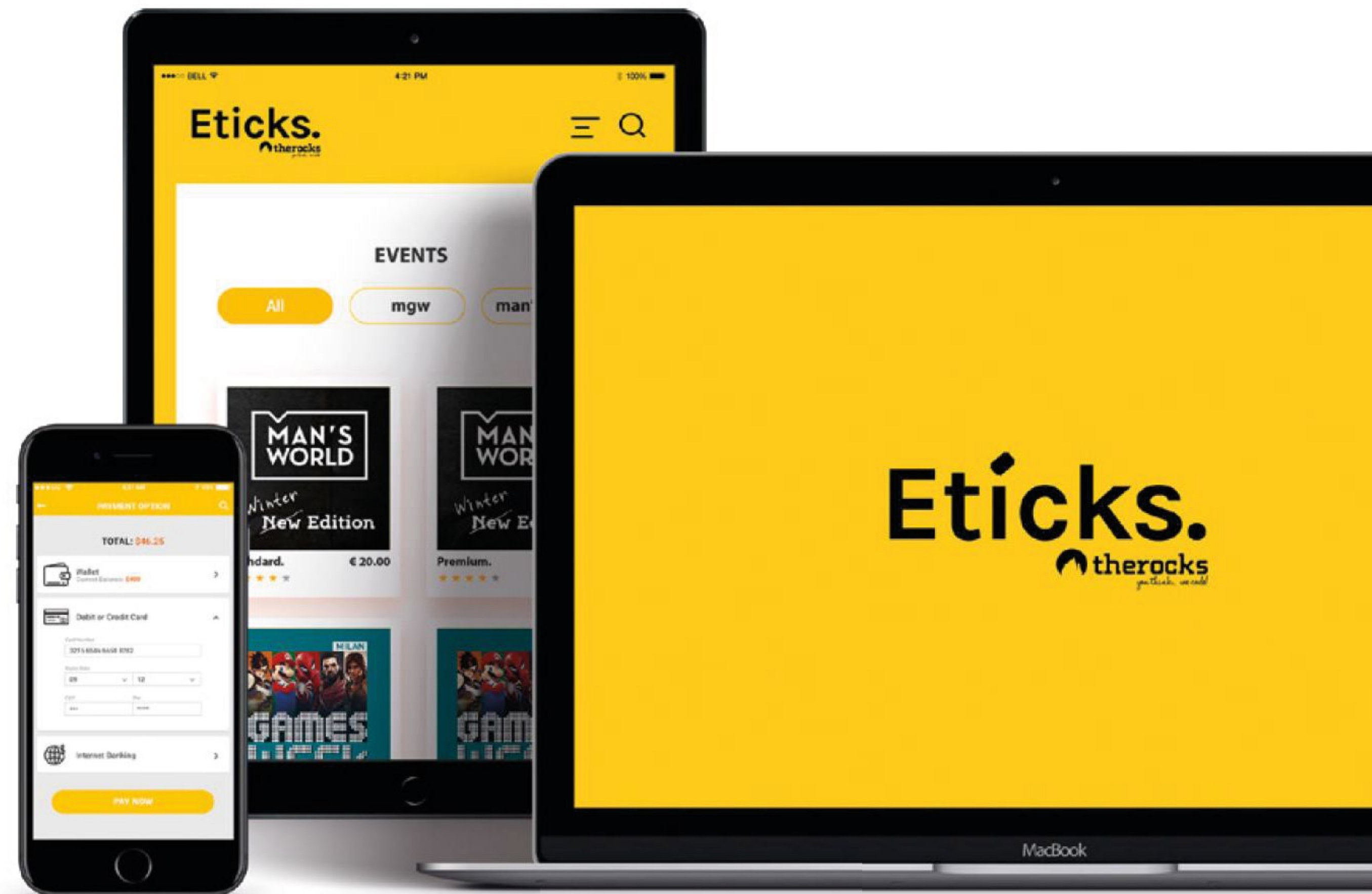


Discovery Annual convention

PETER GOMEZ



Eticks is a powerful and customizable certified platform for selling tickets for your event, congress, tradeshow, be it online or hybrid.



IMPOSSIBLE STUDIOS

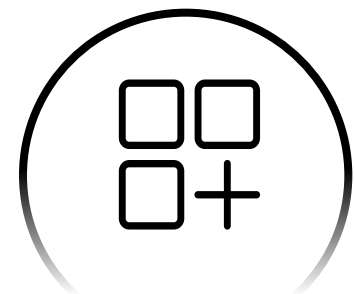
**A sophisticated design and the best of technologies
for a perfect place where develop audiovisual format
and products.**

FORMAT • EVENT

At **IMPOSSIBLE STUDIOS**, you can meet a multicultural staff and crew **with different professional backgrounds** from communication, events, IT and broadcasting, ready to assist you during every step of you event.



ON DEMAND PROJECTS:



Web & Mobile Application

• • • •



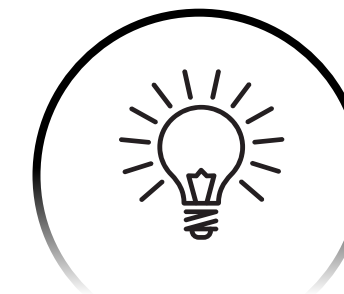
B2B Platform

• • • •



Engagement & Gamification Tools

• • • •



Interactive Kiosk & Digital Signage

• • • •



AR / VR / HOLOGRAM Experience

• • • •





ANALYST DESK

SUMMER FINALS

League of Legends Nationals



Play



TERENAS



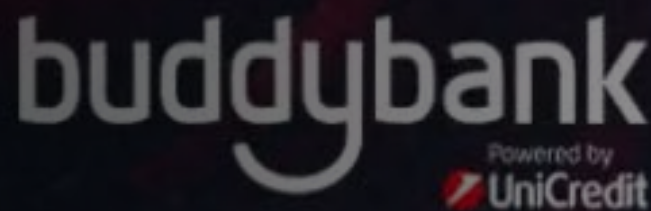
KENRHEN



NOODLEZ



EVAN



SMS VS RCN
0-0



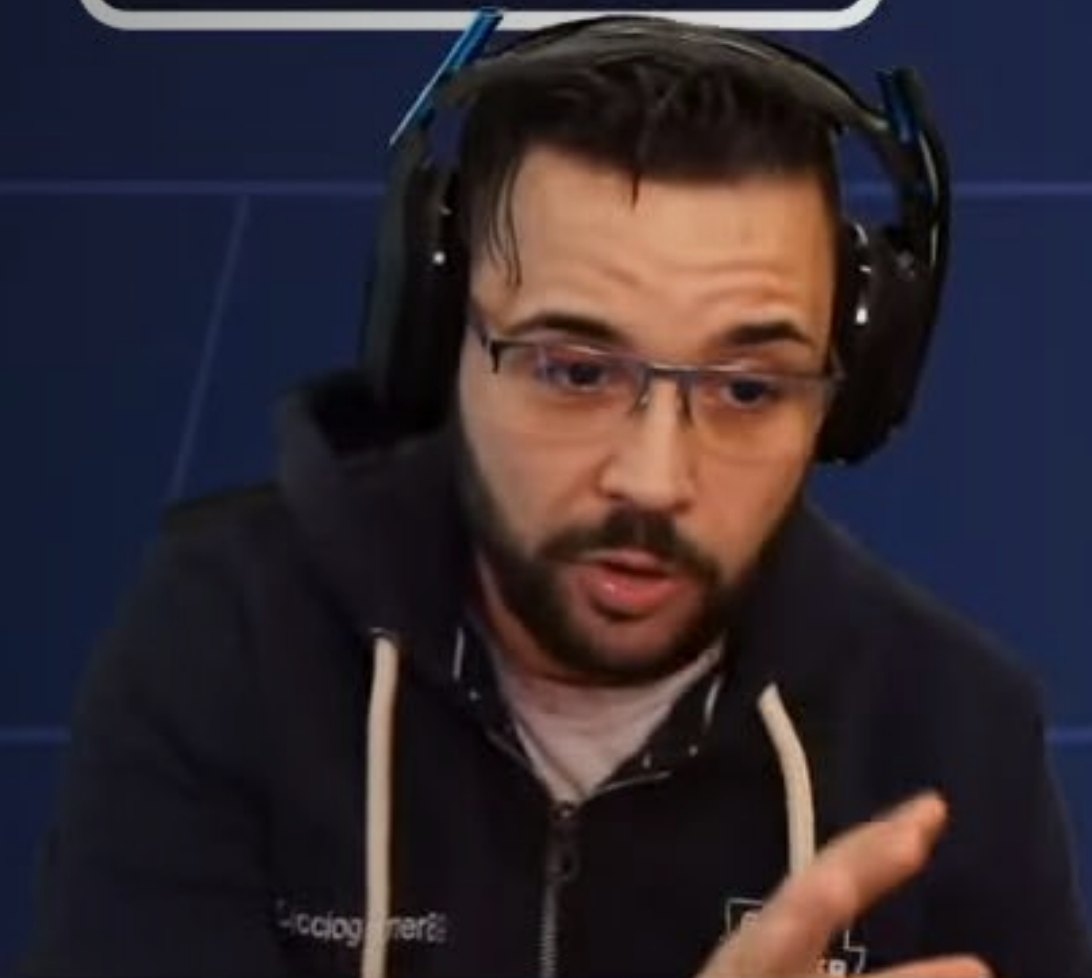
FEATURING
FORTNITE



Gillette Bomber Cup



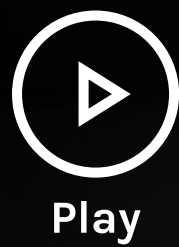
Play



GILLETTE BOMBER CUP



Valorant Radiant Cup





eSERIE A



Play



EVERYBODY
PLAYS
HOME



IVAN GRIECO



NICOLO' MIRRA

WAITING FOR eSERIE A TIM





ANALYST DESK



Rainbow Six Siege PG Nationals 2020

FILIPPO BURRESI

@ETRURIAN



Play



VALENTINO ALLEGRI

@LORDCHANKA98



MICHELE SCATTOLA

@MIKY_BOX

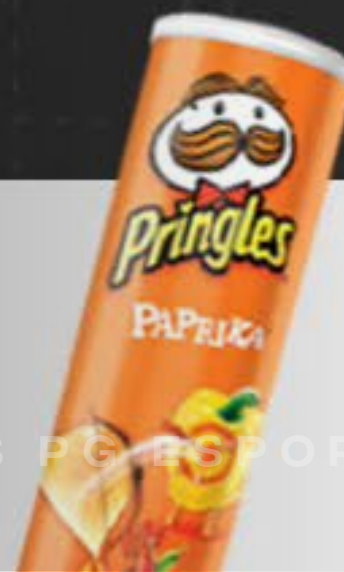


#PGNATS
WINTER 2020
SEASON 1

27:45



STAFF
RUMBLE



WINTER SPLIT
FINALS



PGNATS

FANDANGO^{Club}

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CAMPUS | FANDANGO^{Club}

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