



reset

COMPANY PROFILE

Contents

Founding Members	5
The World of Reset	6
Marketing, Sponsorships, Testimonials	8
The Events	22
The Social Side	30
Reset Academy	34
Our Associates	36
Athletes	36
Services	44



Ideas Move Your Plans

The following few words convey the spirit that led to the birth of Reset as a concept, from its creation, to the establishment of Reset Group and Reset Marketing, two companies that today have different objectives, but share the same philosophy and the same values.

The initial idea of Reset was to shake up the sporting scene, in particular the football world. By 'resetting' everything, turning over a new page, leaving behind the aftermath of any scandal such as match fixing, we can start again with new stimuli and with respect for all those values that originally led to football being the main sport for all Italians.

Respect for and compliance with this vision have been the guidelines since 2007, leading to the birth of Reset Group first and Reset Marketing later.



Davide Lippi

Davide Lippi, President of Reset Group, embarked on a career as a sports agent in 1999, having worked in the marketing department of Juventus F.C. Since 2004, he began to operate independently, representing a dozen top-level players and a significant group of emerging young people. In parallel with his business, he started an association with Reset in marketing and communication. With his extensive knowledge of the international market, he created and solidified profitable relationships over the years, leading him to become what he is today - one of the most successful sports agents and mediators of the Italian football scene, boasting close affiliations with the most prestigious National and International Clubs.

Founding Members



Carlo Diana

Carlo Diana, General Manager of the companies, is a Manager with a proven track record.

He led the marketing, sales and sponsorship areas of Juventus F.C. for 7 years and then exclusively managed the marketing team of Juventus athletes. Thanks to this extensive experience, he is able to support client companies in every aspect of marketing and communication activity, from planning to implementation. He graduated in Economics specializing in Sports Marketing and Master in Sports Law and Economics. Among his numerous collaborations and activities, he boasts that of researcher and Marketing Chair of the Faculty of Economics at La Sapienza in Rome, during which time he published his first book in Italy on the Marketing of Sports Clubs; he also co-authored two other books about sports marketing and wrote numerous articles published in various magazines.

The World of Reset



Two service companies with significant experience in the reference market, with operational headquarters in Milan and registered offices in Rome, **are part of the world of Reset today.** We provide a 360° consultancy, administering sports management services, commercializing and taking care of the image of celebrities, operating as an agency for companies that have an interest in investing in sports media, acting as consultants first and intermediaries afterwards, with operators of the whole sector: federations, clubs, athletes etc.



We also act in other sectors, through privileged relationships and making use of third parties who work on our behalf: advertising agencies, press offices, etc. who can guarantee us the offer of a complete service for those companies that do not want to limit themselves only to the sporting side in their marketing activities. We offer our customers the ability to combine sector-specific skills, with a strong network of relationships in the sports and non-sports fields.

Our structure guarantees a broad and complete service to the companies that work with us, through a global support that ensures the creation of a competitive advantage.

Marketing Sponsorships Testimonials





BIC

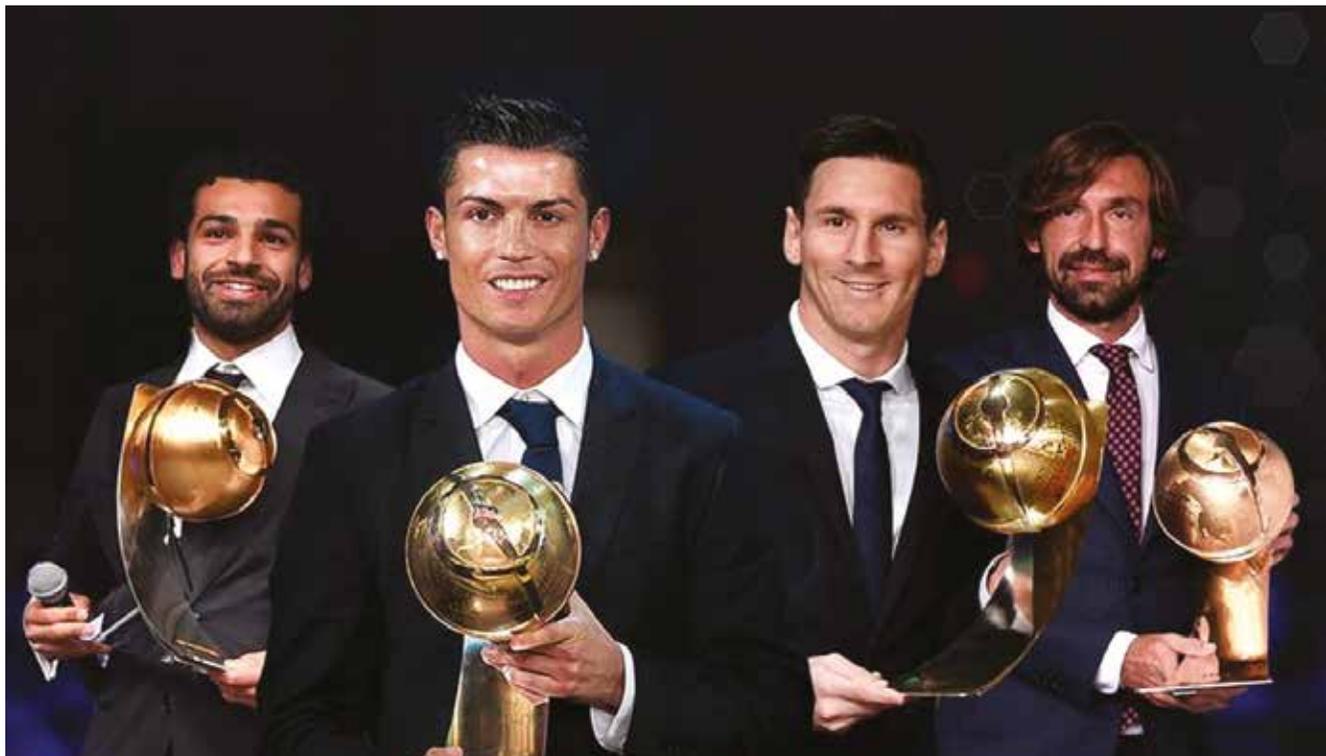
Licensing operation with Juventus F.C. , F.C. Internazionale Milano and A.C. Milan



NIVEA

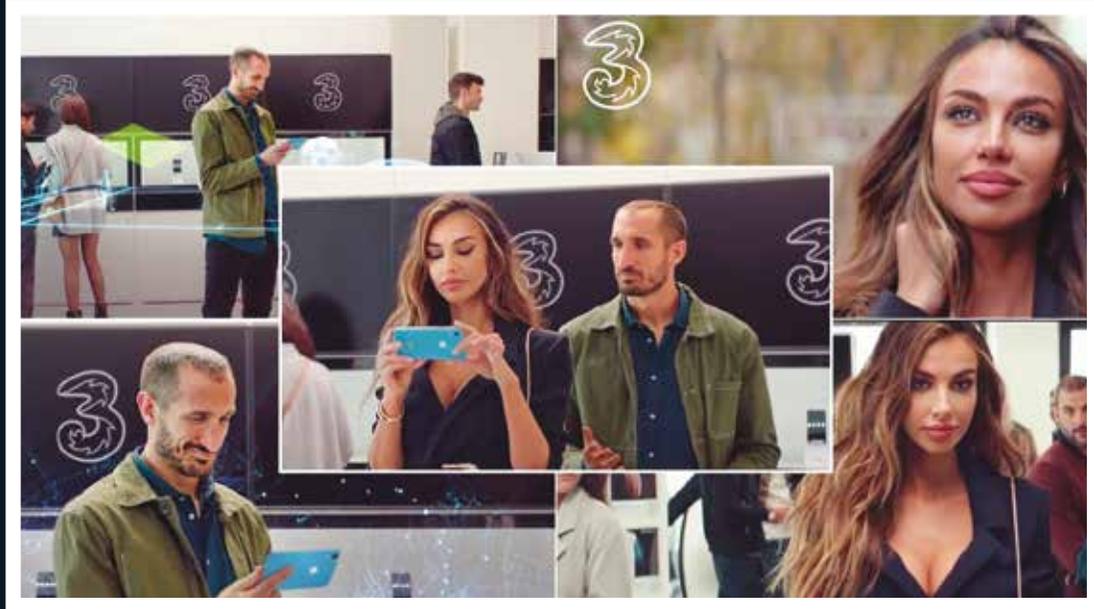
Sponsorship activation and management in association with A.C. Milan





GLOBE SOCCER AWARDS

Activation and management of Hublot's partnership with the Globe Soccer Awards 2018-19 event



3

Giorgio Chiellini as testimonial for campaign **3** 2019



PUMA

Giorgio Chiellini as Puma
testimonial



NUTELLA

Giorgio Chiellini for Nutella
2018 advertising campaign





HUBLOT

Diego Armando Maradona as brand ambassador for Hublot



MEDIAWORLD

Giorgio Chiellini and Marco Materazzi for Mediaworld advertising campaigns during World and European Championships



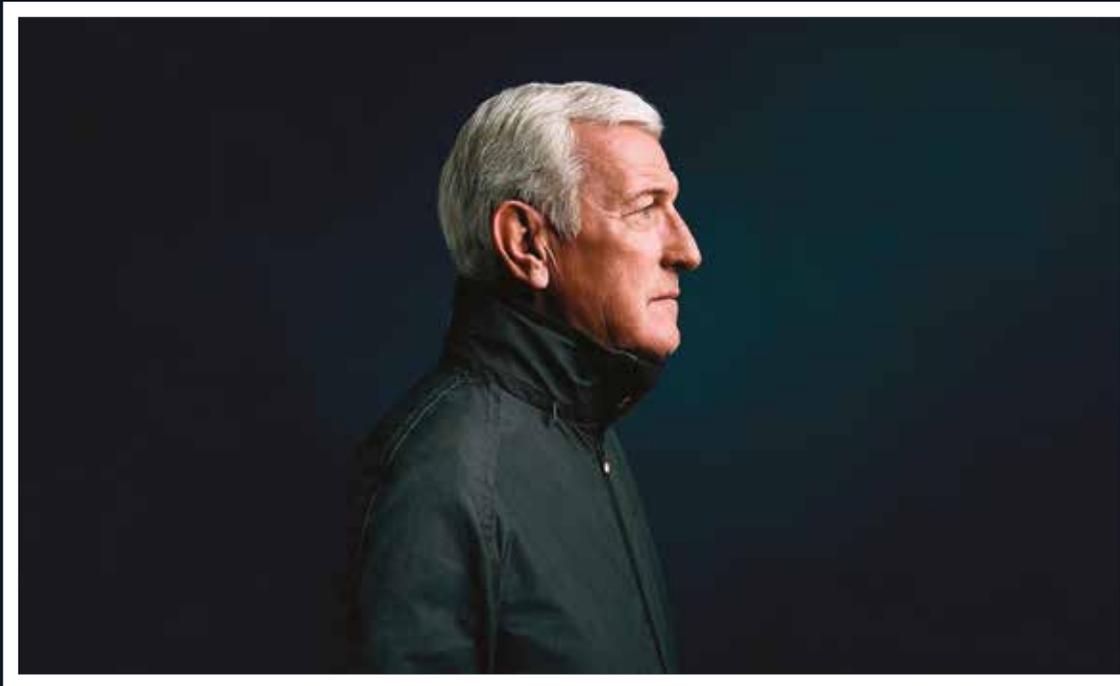
DOLCE & GABBANA

Lionel Messi for Dolce & Gabbana



PARTY POKER

Francesco Totti
for Party Poker



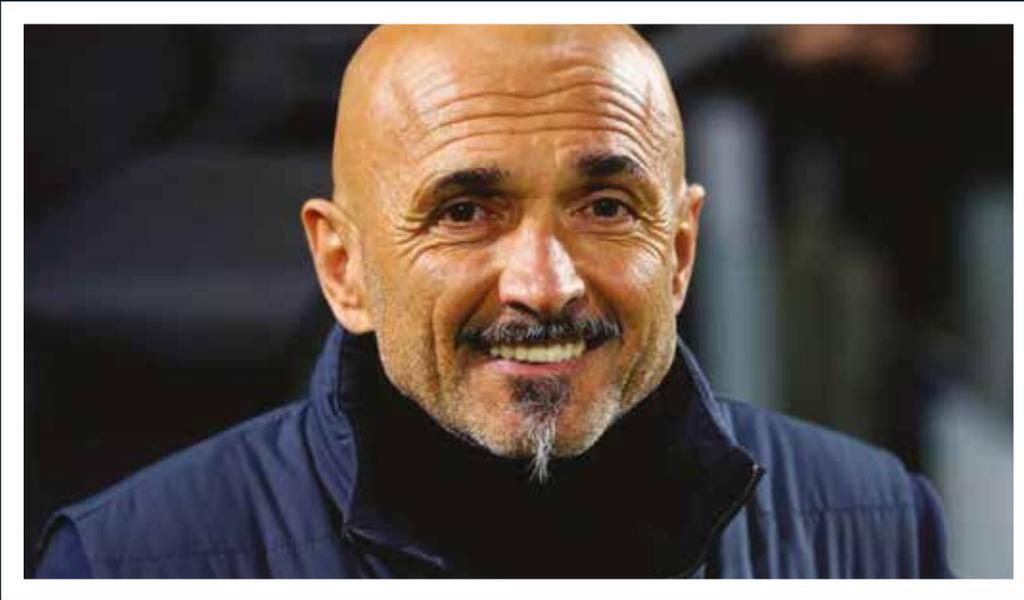
SLAM

Marcello Lippi as brand ambassador for Slam



NINTENDO SWITCH

Gianluigi Donnarumma for Nintendo Switch



PERONI

Luciano Spalletti for
Peroni promotional
contest



FERRARELLE

Gianluigi Buffon for
Ferrarelle press and TV
campaign





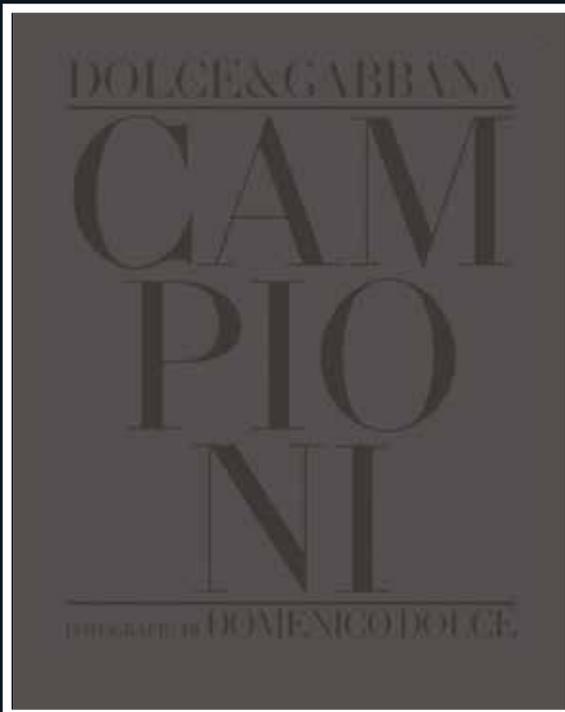
ERMENEGILDO ZEGNA

Marcello Lippi as brand ambassador for Ermenegildo Zegna



MASSIMILIANO ALLEGRI'S BOOK

Creation and publication of the book 'È molto semplice' ('It is so simple') by Massimiliano Allegri with Mondadori



THE BOOK OF CHAMPIONS DOLCE & GABBANA

Creation of the Dolce & Gabbana book with the best young emerging players

The Events

HUBLOT

After the great success of the first edition of the 'Match of Friendship', in March 2018, on the occasion of Baselworld 2018, Reset collaborated again with Hublot with the creation of the 'Match of Friendship 2', an event in which some of the greatest football legends competed in a 5-a-side field. In this setting, Hublot presented its 'Big Bang Referee 2018', a watch totally inspired by football and dedicated to the 2018 World Cup.

Subsequently in April 2018, a few months before the start of the 2018 World Cup in Russia, Reset had the pleasure of working once again with Hublot, for the 'Match of Friendship 3'.

After the setting of the gardens of the Palais Royal in Paris and Hall 4 in Basel, Hublot decided to organize this event hosting the two teams in the heart of Dubai, next to the Burj Khalifa.

Both events gained significant media coverage, thanks to the choice of unique locations and the participation of world-class players.





The two teams were composed of

Mourinho Team

DEASILLY
ROBBIE
KEANE
SMARTEN

CHAPUISAT
KLUIVERT
USAIN BOLT

Maradona Team

PERUZZI
MATERAZZI
TREZEGUET

CRESPO
MENDIETA
KAREMBEU

The two teams were composed of

Pelè Team

DIDA
SERGINHO
ROBBIE

KEANE
DESAILLY
HASSAN

Lippi Team

AMELIA
MATERAZZI
ZAMBROTTA

KAREMBEU
SALGADO

The Events

MARADONA - PELE'S HISTORICAL PEACE

In June 2016, to celebrate 10 successful years, after a lot of hard work, we finally managed to realize the dream we had cultivated for a long time: that of organizing an event which had global significance. To celebrate peace, we brought together not only the two strongest football players in history, but also the greatest rivals: Maradona and Pelè. In partnership with Hublot, we organized this unique event, which has gone down in history as a 'Match of Friendship'

This event had great relevance on all major world media due to its uniqueness and difficulty in terms of realization. Even the location required an exclusive setting, which is why a 5-a-side playing field was built, inside the Palais Royal, seat of the French State Council, providing a magical atmosphere, which enhanced all the protagonists on the field. In fact, not only were the two champions clashing, but also the two teams captained and coached by them, made up of great players of the recent past, amongst whom were World Champions and extraordinary players of the highest level.

The wonderful scenery, the large influx of audience, newspapers, TV and web titles, guaranteed the event was a great success and it held the spotlight in the main world newspapers and websites for days afterwards.



**The two
teams were
composed of**

Maradona Team

PERUZZI
FERRARA
MATERAZZI

SEEDORF
TRAZEGUET

Pelè Team

DIDA
RIO FERDINAND
HIERRO

BEBETO
CRESCO

The Events

CALCIO LEGEND

The Calcio Legend event was organized in May 2016, in Jakarta, Indonesia. This was as a result of nurturing a longstanding relationship with a group of leading local entrepreneurs and politicians, who were willing to organize a unique event that would give thousands of Indonesian fans, the opportunity to celebrate their favourite players of all time, meet them and share their passion.

Thanks to Reset Group, the most important players of the Italian league in recent years, who have made Series A famous all over the world, participated in the event.

Champions, such as Alessandro Del Piero, Fabio Cannavaro, Angelo Peruzzi, David Trezeguet, Hernan Crespo, Edgar Davids, Ciro Ferrara, came to Jakarta with us, together with many others, who allowed us to organize an event that was not just a friendly match, but a celebration of Italian football in a country where Series A is considered the top world championship.

The match event itself, was played against a selection of Indonesian footballers and saw strong audience participation. Many side activities were also organized, which allowed local fans to meet, take photos, ask for autographs and ask questions of these great footballers.





ALS DERBY TURIN

Organization and fundraising for research against ALS

The Events





ALS DERBY GENOA

Organization and fundraising for research against ALS

Puff
Presenta

DERBY SLANCIO DI VITA

27.5.2013
Stadio Marassi di Genova

Tra le rappresentative di Genoa e Sampdoria del '90-'91
SKUHRAVY e AGUILERA VS VIALLI e MANCINI
contro la Sclerosi Laterale Amiotrofica
Apertura cancelli ore 19:00 - Calcio d'inizio ore 20:45

**Vi aspettiamo allo
Stadio Marassi
il 27 maggio.
Un appuntamento
sportivo a cui non potete mancare!**

VIALLI
GIANLUCA VIALLI

AGUILERA
CARLOS AGUILERA

I fondi raccolti finanzieranno
la ricerca scientifica di eccellenza di **ALSA** | Per informazioni: **EFEM Official**

Acquistate i tuoi biglietti nei punti vendita: **Vivaticket.it** by Best Union Company spa o sul sito www.vivaticket.it

Sponsor: **ETREX** **asics** **sky** **ALSA** **Radio G** **Terremerca**

Altri partner: **ALSA** **gamecol** **PANINI**

The Social Side

INSUPERABILI (UNSUPERABLE)

The project **Insuperabili (Unsuperable)** is aimed at ensuring the growth and integration of children with disabilities within society.

Football is identified as a socialization and integration tool that, through fun and training, brings improvements to the level of psycho-physical health and personal satisfaction of the individual athlete.

Physical activity brings benefits and improvements, first of all to the disabled person and subsequently to the people around him/her, with the objective of going from being Disabled to be IN-SUPER-ABILI (UN-SUPER-ABLE).

Reset Academy incorporated the Insuperabili (Unsuperable) project in 2015.





The Social Side

CHARITIES

Over the last few years Reset has intensified its projects and its commitment to new social projects in favour of multiple charities, such as the Vialli Mauro Foundation, Arisla and Anffas Onlus.

Various activities have taken place: from the organization of charity events with the support of testimonials (Derby Slancio di Vita), to online activities, through charity auctions (Quanto Vale il Tuo Idolo, Charity Stars), to the organization of collection campaigns (#spezziamoSLA, Ice Bucket Challenge) and activities with the help of testimonials (Giorgio Chiellini, Marcello Lippi, Cristian Brocchi and others). These have all obtained excellent results both in economic terms (over 100,000 euros donated directly and over 1,000,000 euros raised) and as objectives.

We are aware that teaching football to young people is a great responsibility. It takes specific skills and abilities to interact with youngsters who want to learn a sport, football in particular.

Another important relationship that makes us very proud is the one with Arisla, the Italian Association for Research on Amyotrophic Lateral Sclerosis, as partner and reference agency in promoting initiatives and encouraging fundraising, through campaigns, event organizations and involvement of important testimonials, such as that of Giorgio Chiellini.

Over the years of collaboration, we have developed interesting and profitable projects that have achieved the goal of further improving and raising the level of solidarity contributions already obtained, right from the start of our business.



CALCIO MERCATO: APERTO AI TIFOSI.

Una pizza con Bardi, una sfida a calcio-tennis in coppia con Brocchi o Donadei, a FIFA 2010 contro Chiellini, a ping-pong contro Coda, a tennis contro Mannini e a bowling contro Potenza. La SLA (Sclerosi Laterale Amiotrofica) è impietosa, aiutaci a raccogliere fondi a favore di AriSLA (Agenzia di ricerca per la Sclerosi Laterale Amiotrofica). Reset Group e i suoi giocatori supportano AriSLA, fai subito la tua offerta eBay per comprare il tuo idolo su:

www.iltuoidolo.it/eBay



QUANTO VALE  IL TUO IDOLO?

CHIELLINI, A PARTIRE DA SOLO € 1.



QUANTO VALE  IL TUO IDOLO?

Scopri lo all'interno e su iltuoidolo.it/eBay

100,000 euros raised for the fight against ALS

Reset Academy

Reset Academy is a unique project, originally sponsored by Reset Group and today by Reset Marketing. It is aimed at the world of youth football, born, not only from the passion and experience of the founders, but above all from the awareness of our group, of how youth football, Italian or not, needs references, guides, models to be inspired by and in which it is really possible to become protagonists of one's own sporting and football growth.

We have created a new teaching framework, because we strongly believe that modern football models and projects must respect the new lifestyles, ways of playing and education of young people who play football. We carry on the history, tradition and style of Italian football, with an energy that has always been recognized as the most complete, structured and creative.

OBJECTIVES OF THE PROJECT

- Becoming the best football teaching programme
- Being recognized for competence, effectiveness and quality
- Ensuring satisfaction and education for every young player
- Creating projects applicable in any context and at any latitude
- Providing a personalized teaching model based on the user's needs and expectations



STRENGTHS

- Tactical technical innovation
- Quality of the performed work
- Professional football
- A project that is exportable throughout the world
- Particular attention to the growth of young people
- Cross training and education
- Sustainable business model
- Study and training centre under the supervision of Marcello Lippi

HOME OF THE PROJECT

All the events and projects related to Reset Academy will have their headquarters, and will develop at, the famous **'La Borghesiana' Sports Centre**. It is one of the best sports centres in Italy, chosen by the Club and the National football teams for their retreats, thanks to the high-quality level of the facilities. These consist of 8 football fields, specifically:

- n. 4 11-a-side football fields
- n. 3 8-a-side football fields
- n. 1 5-a-side football fields

The facilities also include a number of buildings, which offer all the complementary services necessary for sports.



Our Associates

ATHLETES

- Alcibiade Raffaele
- Ardizzone Francesco
- Ayala Sebastian
- Bellomo Nicola
- Beltrame Stefano
- Bendinelli Thomas
- Berni Tommaso
- Blasi Manuele
- Bordi Francesco
- Brandao
- Branescu Laurentiu
- Brosco Riccardo
- Bustos Daniel
- Camara Lassana
- Camporese Michele
- Cancelotti Tommaso
- Caprari Gianluca
- Caputo Alexander
- Carroccio Filadelfio
- Carvalho Roger
- Casoli Giacomo
- Ceccarelli Luca
- Chiellini Giorgio
- Cissè Salim
- Coda Andrea
- Conca Darío
- Cortinovis Lorenzo
- D'Agostino Stefano
- De Biasi Riccardo
- Diamanti Alessandro
- Di Noia Giovanni
- Donadel Marco
- Elkeson
- Emmanuello Simone
- Fabbrini Diego
- Falsini Gianluca
- Galano Cristian

- Ganz Simone Andrea
- Gasbarro Andrea
- Gilardino Alberto
- Gonnelli Lorenzo
- Grillo Fabrizio
- Grillo Paolo
- Hetemaj Mehmet
- Hetemaj Përparim
- Iannarilli Antony

- Iemmello Pietro
- Jankovic Bosko
- Joao Silva
- Linpeng Zhang
- Lombardo Mattia
- Luperini Gregorio
- Mannini Daniele
- Malonga Dominique
- Marchese Giovanni
- Marin Nico
- Mario Rui

- Martinez Gilberto
- Meza Francisco
- Miranda Fredy
- Mosquera Luigi
- Nenè
- Neto Luis
- Nicoletti Manuel
- Nocchi Timothy
- Palma Antonio
- Parodi Giulio
- Pastore Andrea
- Pellini Stefano
- Plescia Vincenzo
- Politano Matteo
- Potenza Alessandro
- Ramirez Carlos
- Ramzi Aya
- Rene Junior
- Rodas Mateo
- Rosi Aleandro
- Rossetti Matteo

- Ruci Alessio
- Rui Sampaio
- Sabelli Stefano
- Santomauro Luca
- Sbraga Andrea
- Scardina Filippo
- Spinazzola Leonardo
- Taddei Max
- Valerio Emanuele
- Verre Valerio
- Vogliacco Alessandro
- Vukusic Ant
- War Mustapha
- Zucchetti Raul

COACHES

- Lippi Marcello
- Brocchi Cristian
- Rastelli Massimo
- Stellone Roberto

Clubs



Companies



A.MEN
AUGUSTA DE CAROLIS

AP
AUDEMARS PIGUET
Le maître de l'horlogerie depuis 1875

aprilia



STELLA
MCCARTNEY

D&G
DOLCE & GABBANA

BIKKEMBERGS



7 FACIS



gamenet

JAEGER-LECOULTRE

GESSI®

GO
&FUN

Heineken

HUBLOT



GEOX

TWIGA
BEACH CLUB

MARCELLO SARDO
FEDERI LA GUARDIALE
Bevande

m&m's

MedioWorld



NIVEA

Ermenegildo Zegna

PANINI

SWEET YEARS
HEART COLLECTION 2008

Birra
PERONI
dal 1846

Puff

PUMA

Relish

Safilo

Sheraton
Genova
HOTEL & CONFERENCE CENTER

Sony Ericsson

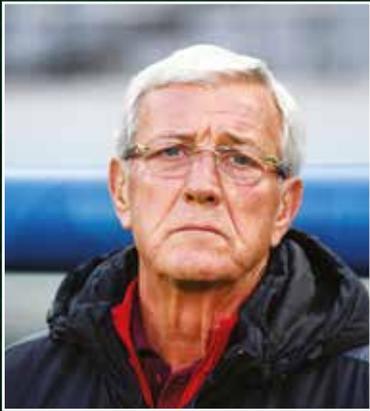
STONE ISLAND

UBI Banca

Kraft



Celebrities



LIPPI



CHIellini



MARADONA



MESSI



TOTTI



BUFFON



CANNAVARO



MATERAZZI



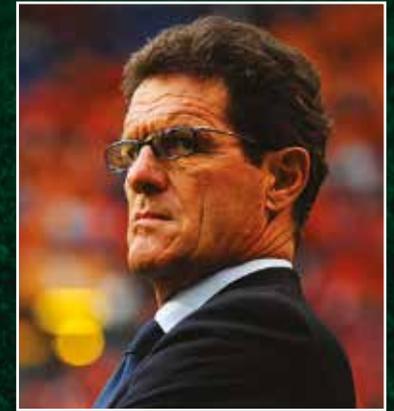
DONNARUMMA



ALLEGRI



SPALLETTI



CAPELLO



ZANARDI



DI COSTANZO



VEZZALI



MARCHISIO





Our Services

After 12 years of intense scouting, performing sports management services and management of the image rights of players, Reset Group has decided to further specialize, by dedicating itself exclusively to the true original core business - Football - by delegating everything else to the new company Reset Marketing.



Reset Group therefore becomes an autonomous company of the Reset world that carries out the following activities:

- ◆ National and International market consultancy to companies in the field of mediation, relating to transfers of players, both to and from other countries.
- ◆ Partnership with the top international agents.
- ◆ Management of the Powers of Attorney of a qualified portfolio of professional footballers and young emerging talents, thanks to a structure divided into specific specialized roles for each function or area of reference.



resetgroup





- ◆ Constant scouting activity in the youth sectors, thanks to a network of professional scouts who cover the national territory.
- ◆ Consultancy within the football school sector, through the Reset Academy project.



Reset Group Srl
VAT # 09253591003
info@resetgroup.it
resetgroup.it

Follow Us    @RESETGROUP

Registered Office Via Tolmino, 12 – 00198 Rome - Italy
Operational Office Via della Moscova, 38A - 20121 Milan -Italy