

# Quadrivio Group to sell EPI to Fanatics

*EPI is an Italian company that sells sports merchandise for Serie A football clubs.*

**Irien Joseph** - 2 hours ago

- **EPI will soon be re-branded as Fanatics Italy**
- **Quadrivio's sale of EPI is the first exit for Industry 4.0 Fund**
- **Quadrivio Group is an alternative investment firm based in Milan, Italy**

Quadrivio Group's private equity vehicle, Industry 4.0 Fund to sell EPI, an Italian company that sells sports merchandise for Serie A football clubs, to Fanatics.

EPI is headquartered in Milan, Italy. EPI will soon be re-branded as Fanatics Italy.

Quadrivio Group acquired EPI in November 2020.

EPI has seen an increase in its sales by about 125 percent and its turnover rose from €20 million to €45 million between 2020 and 2022. The company's profitability more than doubled, with EBITDA increasing to €4.5 million from €2 million, according to a release.

Quadrivio's sale of EPI is the first exit for Industry 4.0 Fund.

“The exit of EPI and its sale to an international industrial group confirms the strategic value of our investment and the great potential for the development and internationalisation of Italian SMEs if adequately supported,” said Alessandro Binello, group CEO of Quadrivio Group.

“This transaction demonstrates how private equity funds can produce strong returns for our investors while adding value for the portfolio firm, even in a limited time frame,” Binello added.

Nicolo Grange, investment manager, and Pietro Paparoni, investment director of Industry 4.0 Fund led the transaction.

EPI will become part of the Fanatics commerce division and its around 150 employees will continue reporting to Lorenzo Forte, who will be the CEO of Fanatics Italy, the release added.

Forte will report to Jack Boyle and Chris Orton, Fanatics commerce co-presidents for direct to consumer.

Fanatics is a global digital platform that provides licensed sports merchandise. The firm is based in New York.

Quadrivio Group, based in Milan, Italy, is an alternative investment firm, and it operates with teams focused on private equity. The firm has cumulatively raised and managed over €2 billion.

Studio Giliberti Triscornia Associati served as the legal adviser to Industry 4.0 Fund and T8P Consulting served as the operation's adviser.