

EST. 1994 · MALTA · 4 BRANDS · 40+ COUNTRIES

Innovation at the service of **real life.**

An international group of brands where AI, Italian design and global industrial capability come together to build products people choose and use every day.

BABY CARE | HEALTH TECH | AI SOFTWARE | SUSTAINABLE LIFESTYLE

STORY OF INNOVATION

Thirty years of bringing pioneering technology to European homes.



VISION

We don't design for the market. We design for people.

We move between Europe and Asia with agility, blending creativity and manufacturing capability to build real value along the entire chain — from concept to end customer, from families to enterprises.

THE FIVE VALUES THAT GUIDE US

01

Useful innovation

Every product and algorithm solves a real problem, with simplicity.

02

Functional design

Aesthetics follow function — elegance, safety and intuition.

03

Certified reliability

Tracked processes, tested quality, long-term relationships of trust.

04

AI-first mindset

AI is a working method, not a feature. We apply it to products, services, organisation.

05

Responsibility

Sustainable materials, respect for the supply chain, social attention.

OUR BRANDS

Four brands, **four** markets.

nuvita 

BABY CARE · MATERNITY ·
HEALTH

The group's core brand — hi-tech
products for families across three
synergistic lines: baby, mum, med.

SINCE 2010 EUROPE · 40+
COUNTRIES

 **MCCOCCO.**

SUSTAINABLE LIFESTYLE

Lifestyle line for children in recycled
and recyclable eco-friendly materials
for autonomy of the little ones.

GROUP BRAND EUROPE

predictia

HEALTH TECH · PREDICTIVE
MONITORING

Smartband + AI app for real-time
analysis of body signals —
cardiovascular prevention 24/7.

SINCE 2024 ITALY · SPAIN

 **Logibly**
AI POWERED LOGISTICS

AI SOFTWARE · LOGISTICS

AI-native platform for smart logistics:
shipments, purchase orders and
supplier coordination in one system.

GROUP BRAND INTERNATIONAL

nuvita



CORE BRAND · SINCE 2010

Hi-tech products for the whole family.

Number one in Italy for electrical mother-baby products with over 38% market share. Present in 40+ countries with 5,500+ retail points in Europe and 20+ million products distributed worldwide.

nuvitababy



Smart solutions for early
childhood 0–5 years

nuvitamum



Wellness and technology
for motherhood

nuvitamed



Medical devices for
family use

#1

ITALY · ELECTRICAL BABY
PRODUCTS

40+

COUNTRIES WORLDWIDE

20M+

PRODUCTS DISTRIBUTED

43

INTERNATIONAL
RECOGNITIONS

RECOGNITIONS BY LOVED BY PARENTS · MOTHER & BABY AWARDS ·
RECOMMENDED BY ITALIAN MIDWIVES AND ASSOCIAZIONE
ITALIANA ODONTOIATRI



SUSTAINABLE LIFESTYLE FOR CHILDREN

Eco-friendly design that grows with the child.

A lifestyle line for children made from recycled and recyclable materials: stroller footmuffs, sleeping bags, backpacks, thermal bottles and accessories — designed to build the autonomy of the little ones without compromising on sustainability.

100%

RECYCLED AND RECYCLABLE
MATERIALS

EU

PRIMARY MARKET

Sacks · Backpacks · Bottles ·
Accessories

COMPLETE KIT FOR AUTONOMY AND OUTDOOR LIFE

predictia

HEALTH TECH · LAUNCHED 2024

A personal health assistant, available 24/7.

Integrated predictive health monitoring system: a smartband with non-invasive biometric sensors, a mobile app and AI/machine learning algorithms that analyse body signals in real time to anticipate anomalies and support cardiovascular prevention.

24/7

CONTINUOUS BIOMETRIC
MONITORING

AI

MACHINE LEARNING AT THE
CORE

IT

LAUNCH MARKET

ES

SECOND MARKET

SMARTBAND + MOBILE APP + AI · NON-INVASIVE SENSORS ·
CARDIOVASCULAR PREVENTION FOCUS



AI SOFTWARE · DIGITAL SOLUTIONS

AI-native logistics, in one place.

An AI-native platform for smart logistics management: centralises shipping operations, purchase orders and supplier coordination in a single system, with AI algorithms that optimise operations and decisions in real time.

1

UNIFIED SYSTEM FOR
SHIPMENTS, POS, SUPPLIERS

AI

NATIVE — NOT BOLTED ON

Real-time optimisation

OPERATIONS AND DECISIONS AUGMENTED BY MACHINE LEARNING

AI AS A METHOD, NOT A FEATURE

Artificial intelligence is **how we work** — not just what we build.

01

AI in our products

Predictia biometric sensors read body signals in real time to anticipate health events. Nuvita smart platforms accompany millions of families every day.

02

AI in our software

Logibly algorithms optimise shipments, orders and supplier coordination for B2B clients. Purpose-built AI, embedded from the ground up.

03

AI in our organisation

Every internal process — from design to logistics, compliance to partnerships — is AI-augmented. A small team reaching what comparable groups achieve with 3× the headcount.

GROUP SNAPSHOT · 2026

A lean group with global reach.

32_{yrs}

Since 1994 — three decades of innovation heritage

4

Autonomous brands under one strategic vision

40+

Countries served across four continents

20M+

Products distributed worldwide

HEADQUARTERS

Malta

1 Ferris Buildings, 3rd Floor, St. Luke's Street, Gwardamangia, 1020. Registered office and strategic direction.

REPRESENTATIVE OFFICE

Bologna, Italy

Historical roots since 1994. Design, brand direction and European operations.

REPRESENTATIVE OFFICE

Hong Kong, China

Sourcing, R&D coordination and quality control across the Far East supply chain.

GOVERNANCE

A team designed for speed and clarity.

Deliberately lean organisation. Fast decisions, distributed accountability, AI as a leverage multiplier across every function. Founded and led with a long-term vision toward operational excellence and international growth.

REGISTERED OFFICE

1 Ferris Buildings, 3rd Floor,
St. Luke's Street, Gwardamangia,
1020, Malta

COMPANY REGISTRATION

C56105 · Malta

GENERAL INQUIRIES

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WEB

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Be part
of the future.

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