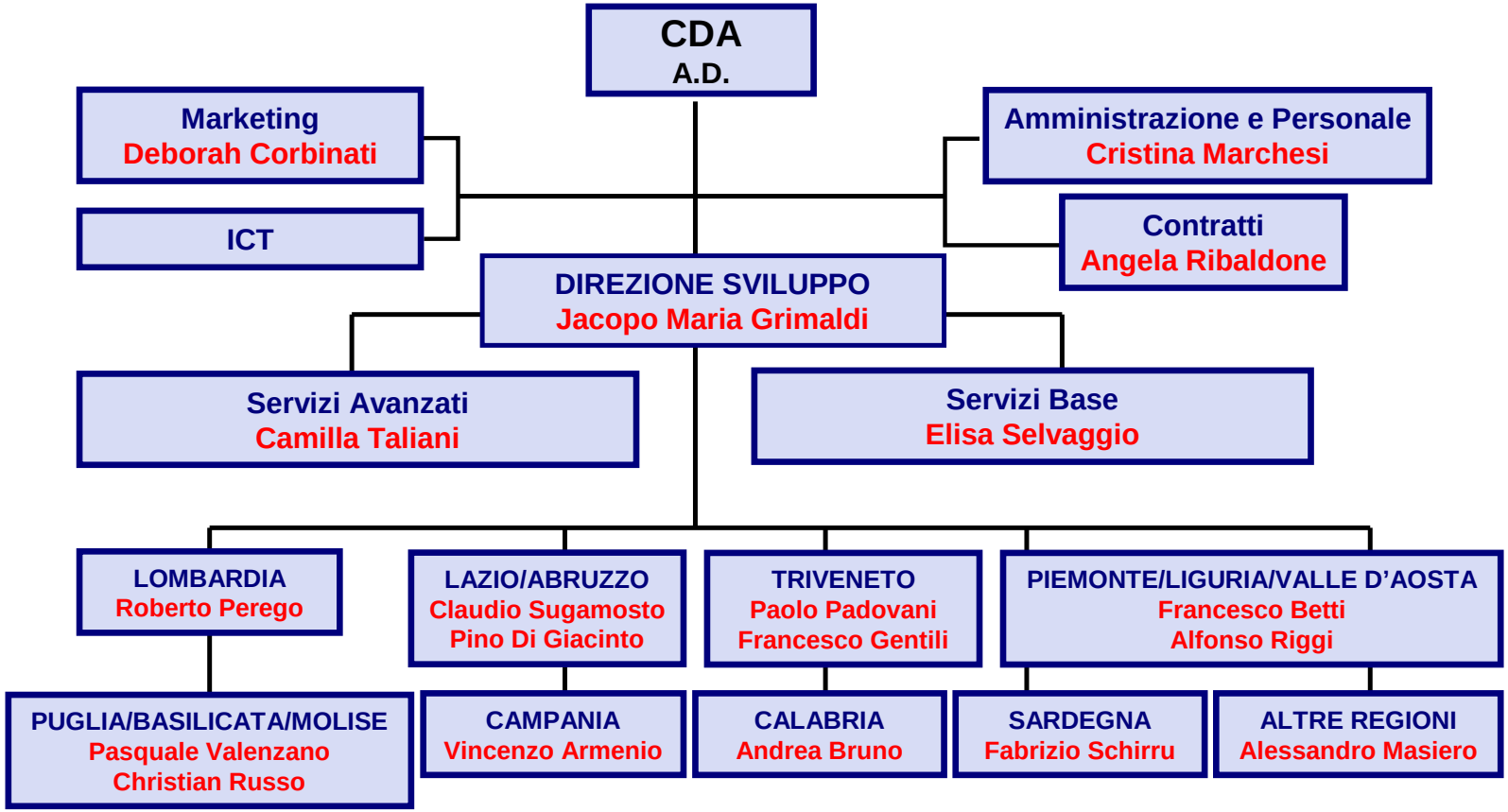Grimaldi Franchising S.p.A.