

CUSTOM is one of 13 Emilian companies chosen for the Fifth Edition of the Deloitte Private “Best Managed Companies” Award.

Custom is among the winners of the fifth edition of Best Managed Companies, the award program for entrepreneurial excellence promoted by Deloitte Private, with the participation of ALTIS – Graduate School Business and society of the Catholic University of the Sacred Heart, Euronext Group-ELITE and Confindustria Piccola Industria. Seven success factors were evaluated for granting the award: “Strategy”, “Skills and Innovation”, “Commitment and Corporate Culture”, “Governance and Performance Measurement”, “Sustainability”, “Supply Chain”, and “Internationalization”. The awardees were selected by a panel of experts composed of Fabio Antoldi, full professor of Business Strategy at ALTIS Catholic University; Renato Goretti, member of the Confindustria Piccola Industria National Presidential Board; Marta Testi, CEO of Elite-Euronext. The award ceremony was held on Tuesday, Oct. 4, at the Borsa Italiana-Euronext headquarters in Palazzo Mezzanotte.

Parma, Oct. 5, 2022 - For the fourth consecutive year, Custom is among the winners of the fifth edition of the “Best Managed Companies” award. **“We are proud to have been granted the award for the fourth consecutive year in this highly complex time,”** commented Carlo Stradi, President & CEO of the Custom Group. “This is the result of important teamwork by the entire Custom Group. It has managed to adapt to the difficulties of recovering raw materials, rising costs, and war, which have affected balances and dynamics internationally, with no end yet in sight. Special thanks are also due to all our partners, whose choice of the Group makes them active players, helping us interpret and develop technological solutions for vertical markets, such as Retail, Industrial, Gaming and Aviation, in which we have been present for over 30 years.” — Carlo Stradi, President & CEO of Custom Group, went on to say: —“It is not easy to face so many difficulties. On the one hand, we continue to demand great sacrifices in terms of time, flexibility and willingness from all our employees, and on the other, we are committed to continue investing and innovating in all the markets where we are present. We have important new projects and are optimistic about the future – failure is out of the question. We will continue to be proactive, listening to the market and innovating in dynamic, novel and integrated ways. The fiscal year just ended in Sept. 30 shows an increase in revenues of around 20 percent and estimated consolidated sales of over € 127 million.”

“Congratulations to Custom for this important recognition,” commented Ernesto Lanzillo, Deloitte Partner and Deloitte Private Leader, and Andrea Restelli, Deloitte Partner and BMC manager for Italy. “This edition, like that of 2021, took place in a difficult context, marked not only by the continuing effects of the pandemic but also by the eruption of a war scenario. This has severely affected businesses, with supply chain disruptions, rising raw material costs, energy and food crises, and inflation rates reaching record levels. In spite of the challenging circumstances, the award-winning companies have shown resilience, have innovated and have continued to exemplify excellence, demonstrating the strength and great potential of Made in Italy entrepreneurship”.

“Receiving the Best Managed Company Award for the fourth consecutive year is the best recognition of the commitment we make every day so we can constantly improve. Thanks to these important international recognitions, we have given further attention to market needs and decided to also enter the electronic payments market, with technology, security and integration our key formula for an unprecedented offer,” continued Carlo Stradi, President & CEO of the Custom Group. — **“Integration between point-of-sale, weighing and payment systems is aimed at simplifying retailers’ daily life and improving the shopping experience, creating new solutions in synergy with the needs of the various markets where the Group is present.** The new business unit will enable all Custom technology owners to have a highly innovative integrated system through a payment device, and, most importantly, the possibility of having a single point of contact, which is already internationally recognized. “We have also intensified and enhanced solutions with specific applications: unmanned distribution warehouses, lockers, queue management/reduction kiosks, click & collect systems for ordering and picking up products, and

unmanned automatic payment/cash kiosks, in this case reflecting and developing fully customized solutions based on the needs of our customers,” concludes Carlo Stradi. **Alessandro Mastropasqua**, Head of Media & Institutional Relations at Custom S.p.A., **accepted the award at the event held at Palazzo Mezzanotte last night**, Oct. 4, 2022, and commented: “We have a great responsibility in this period, when we are required to be managers in the truest sense of the word, given the complexity of the current scenario. **Adapting to change, finding new solutions and responding quickly and proactively is not always obvious or easy. Motivation, professionalism and passion provide a driving force that characterizes the entire system based around the Custom Group**”.

CUSTOM S.p.A.

Custom is a “Hi-Tech Solution Company” that integrates different know-how and design skills based on hardware, software as well as presales and aftersales service solutions in vertical markets, where technology and innovation are important and distinctive elements. Founded in Parma in 1992 by Carlo Stradi and Alberto Campanini, the Group’s priorities are close attention to the market to provide integrated solutions for data printing, scanning and reading and for the automation of public services.

CUSTOM HOLDING COMPANY

Eleven companies, an international presence to offer integrated mechatronics technology, software and service solutions, together with pre/post sales technical support, to provide point-of-sale automation and customer service for specific sectors such as aviation, retail, industrial and gaming. Almost 30 years of know-how, with over 30 international patents and synergistic solutions, combined in unison by a single organization, Custom S.p.A. A unique mission to “innovate every day in the simplest way possible” through easy-to-use technology to improve everyday life - this is Custom Group.

- **Custom S.p.A.**, development and production of solutions for sales point and public service automation
- **Custom America Inc.**, distribution and after-sales of the Custom range for the North/Central/South America and Canada market
- **Custom GMBH**, distribution of the Custom range for the DACH market
- **Custom India**, distribution of the range of Custom solutions for the INDIA area
- **Custom Production Europe s.r.l.**, production and distribution of the range of Custom solutions for the European market;
- **Custom Brasil Ltda**, production and distribution of the range of Custom solutions for the Brazilian market
- **Amtek s.r.l.**, production and distribution of unattended self-service solutions for the automation of services to end-users in the retail, large-scale store chain, and healthcare sectors
- **System Retail S.p.A.**, development and integration of software, hardware and mobile solutions for the large-scale store chain and large-scale retailer markets;
- **Bizeta Retail Solution s.r.l.**, development and integration of software, hardware and mobile solutions for the fashion and luxury markets;
- **Netrising s.r.l.**, development of projects in the digital sector, including web marketing, visual communication, and CRM consulting
- **Simpligi s.r.l.**, development of software and technologies for payment systems and services.

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