

PRESS RELEASE

## ***CUSTOM: Multi award-winning Group in constant evolution and growth both internally and internationally***

*Custom has received awards from major research institutes and financial entities at national and international level and won 4 awards in under 2 months based on its growth performance, internationalisation, profitability, managerial skills and trends recorded in recent years.*

Parma, 28 May 2019 - Custom, a global point of reference in technological solutions for point of sale automation and services to the public, has received 4 different awards for a strategy and industrial plan launched more than 4 years ago. In more detail, the Group has reached the top spot in different categories as the result of a careful analysis carried out by Leader Institutes, which have identified and analysed the performance of financial statements registering and attributing higher values than both the sector averages and all companies that represent the reference sample in terms of growth, profitability and internationalisation.

"We are proud and honoured to have been selected and analysed by important companies and to have received prizes and awards," says Carlo Stradi, President & CEO; "I share the merit of these important achievements with all our 635 employees, who work every day to satisfy the requirements of the market. The Custom Group has grown to be a global point of reference for the automation of cashpoint solutions and services to the public. Humility, passion, determination and high professionalism are the foundations of our work, and this approach is paying off for the Group as a whole. We have consolidated our recent acquisitions while launching a strategy to further grow our international expansion with a series of new global distribution channels", Carlo Stradi concludes. In chronological order, the Group has received the following awards:

Best Managed Companies - [DELOITTE](#)

28 May 2019, Custom received recognition and the major award for Italian Best Managed Companies at the final ceremony at Palazzo Mezzanotte - Milan. Second Italian edition of the international Deloitte award for companies with excellent organisation, strategy and performance capacity. The initiative was carried out with the scientific backing of ALTIS Catholic University and the support of ELITE, the London Stock Exchange Group program that promotes the development and growth of high-potential businesses, and by Confindustria.

World Headquarters

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## Winning Companies - [INTESA SANPAOLO](#)



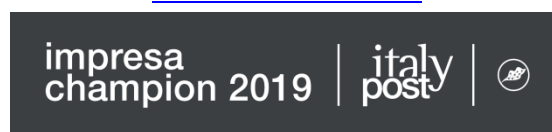
15 May 2019, Intesa Sanpaolo Initiative for the development of companies representing entrepreneurial excellence 'made in Italy'. Over 1800 companies applied on the Intesa Sanpaolo website as representative of national excellence, three categories identified for the "Winning Companies" program: industry and services, food & beverage, fashion and design. Intesa Sanpaolo, together with Bain&Company, ELITE and Gambero Rosso prepared a real programme aimed at Italian companies; an awareness and disclosure activity that aims to present and recount the growth of entrepreneurial excellence.

## [INDUSTRIA FELIX](#)



11 April 2019, Felix Magazine in collaboration with Cerved Group S.p.A. and sponsored by Università LUISS Guido Carli, conferred the highest distinction for a budget with an international vocation.

## [CHAMPION COMPANY](#)



5 April 2019, Survey on Italian companies carried out by the ItalyPost Study Centre - in collaboration with L'Economia of Corriere della Sera - research into the financial statements of Italian companies analysing individual performance in terms of the companies' growth, profitability, capitalisation and financial independence in the last 6 years.

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"These prizes are an evident recognition of the work of our R&D department," says Alberto Campanini, Technical Director & CTO; "we are known for our innovative, customer-oriented outlook, which drives our development of easy-to-use technologies. Custom's secret is revealed precisely by our name - it is our mission to work with the client to develop the innovations he requires. Custom has a technical heart which takes on new challenges every day as if for the first time, with the simplicity and humility of the beginner, but based on the experience of 27 years of work in the industry", Alberto Campanini concludes.

"Four important awards at which companies have had the opportunity to present themselves to other businesses in the Emilia territory," says Alessandro Mastropasqua, Communications Manager, Custom Group, "real events for promoting a new collective awareness. Sharing projects, objectives, strategies and results is the solution for agreeing best practices, finding opportunities for discussion and taking a systematic approach with common experiences, know-how and goals."

## CUSTOM HOLDING COMPANY

- **Custom S.p.A.**, a "High Tech Solution Company", specialising in printing and scanning solutions for Retail, Enterprise and specific vertical markets;
- **System Retail S.p.A.**, development and integration of software, hardware and mobile solutions for the Large-Scale Retailing Group and Large-Scale Retailer markets.
- **Custom America Inc.**, distribution and after-sales for the range of Custom solutions for the North / Central / South America and Canada market;
- **Custom Production Europe s.r.l.**, Production and distribution of the range of Custom solutions for the Romanian and European market;
- **Custom Brasil Ltda**, Production and distribution of the range of Custom solutions for the Brazilian market;
- **Italiana Macchi s.r.l.**, Development, production and distribution of electronic scales and weighing system;
- **Posx Inc**, Production and distribution of advanced Retail solutions for the North/Central/South American markets;
- **Netrising s.r.l.**, Made-to-measure WEB and APP solutions for the Retail, luxury, restaurant and industrial sectors;
- **Bizeta Retail Solution s.r.l.**, Personalised Retail software solutions for the automation of fashion and luxury stores;
- **Power2Retail s.r.l.**, multi-format, multi-platform and multi-payment native software solutions for large Retailers. Customizable, reliable and fast software solutions both online and offline.

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