

## PRESS RELEASE

# Custom brings the first and only one "Colour R-EVOLUTION" for gaming, lottery and betting experience Booth S3-310!

The Custom Group is presenting its world preview "TK306, the smallest Electro-Photographic printer for a simple and fast colour layout customization". CUSTOM's solution for increasing engagement ticketing management and, at the same time, for reducing costs (TCO) in the world of Gaming, Lottery and Betting.

An innovative, synergic technology for Custom hardware, already leader in the sector. A solution capable of "increasing graphic appeal" to enjoy a unique, special colour experience. Custom has improved its hardware range with easy-to-use technologies thanks to the innovative TK 306 printer.

### Highlights:

- > THE BEST TCO OF THE MARKET
- > FLEXIBILITY
- > NO UNSOLD STOCK AFTER THE EVENT
- > USE OF NORMAL PAPER
- > NO TICKET LAYOUT DEVELOPMENT COST
- > NO PRINTING MACHINERY COSTS FOR THE TICKET



The smallest solution for all ticketing applications with focus on printing suitable for customized colour ticketing for Gaming, Lottery and Betting. The TK306 brings professional high definition 3" colour printing to the desktop. Ticketing media handling and high quality output, combined with large memory for graphics-rich documents, makes it ideal for ticketing applications with the fastest print speed. Built to perform and packed with innovative LED technology, Custom TK306 offers fast, efficient performance, excellent print quality and reliability as standard. The 3" colour printer delivers great results and flexibility for workgroups of all sizes as well as professionals in design, ticketing, creative and graphics businesses.

TK306 offers the lowest possible TCO, because using the standard paper for an event can be planned in a very flexible way, designing the ticket layout through the software suite. TK306, using standard paper, has no need of MOQ on tickets and it zeroes any ticket layout design as well as overprinting costs. It works both with fan-fold modules and paper roll with black mark or notch.

At ICE 2019, the Custom Group is introducing a storytelling about the best achievements in the last 25 years; a technology innovation already on field in Gaming, Lottery and Betting.

### World Headquarters

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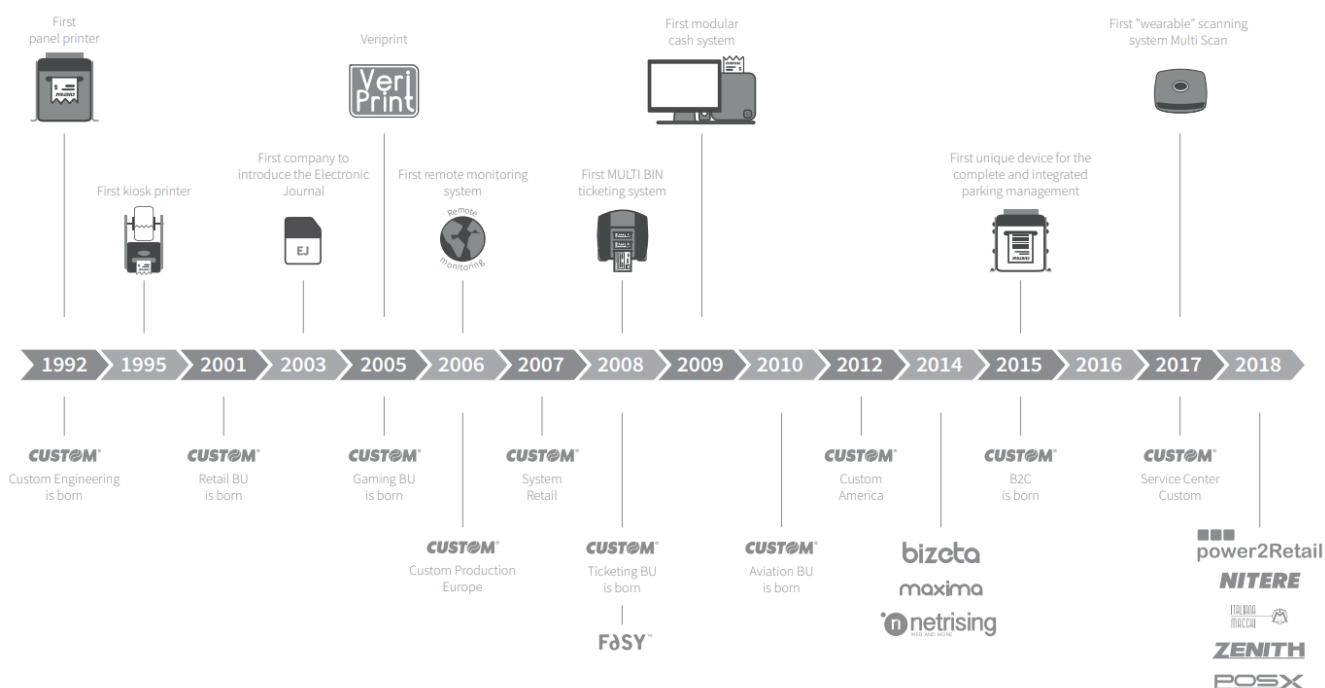
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The Group can offer a range of applications that can be used in-store or externally to customize the gaming experience as part of Gaming, Lottery and Betting. Genuine innovative solutions to provide extra content, present new products, introduce specific promotions and even interact with the services while ensuring optimized costs, continuous training and an “always on” service. There are numerous, solid benefits linked to the new solution presented by Custom Group; the effects can be used to increase business, create customer loyalty but also as part of promo communications.

More than 25 years of product development and strategic acquisitions to deliver cutting-edge technology to quickly and efficiently respond to the changing needs of a complex market. Today CUSTOM is an High Tech **Solution Company**, specialized in the Retail, Enterprise and specific vertical markets. With **5 manufacturing factories worldwide** (Italy, Romania, China, Brazil and India) and a workforce of over **600 employees**, **more than 200 of them dedicated to R&D** to discover, customize and introduce new cutting edge technologies and solutions, this has helped Custom Group recently surpass the production milestone of **795,000 finished products in the last financial year**. Custom focused on growing its Gaming, Lottery, Betting division and increasing the software footprint of the gaming and retail division. The Group continues to grow with the introduction of several new products and new topic applications to improve business in gaming industry.



*“Translating the voice of the customer into realizable solutions is at the core of our brand, CUSTOM,” says Carlo Stradi, President & CEO; “over the years this approach has been the basis of our success and continues to show in our product diversification. We will continue to deliver our customers integrated and time saving solutions allowing them to focus on their core business. Our objective is to innovate easy-to-use, easy-to-integrate solutions for best-in-class and fast service.”* President & CEO Carlo Stradi . The Custom Group is today a global byword in

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the design and manufacture of mechatronic printing and scanning solutions, offering a vast range of products for the automation of public services in more than 71 countries worldwide.

#### About Custom Group:

Without knowing it, people meet Custom Group Technology often during the ordinary everyday: a receipt, a ticket, when paying at the bar and at the supermarket, at the ATM for a withdrawal, at the parking meter while paying the car parking, the train ticket, a gaming receipt, when making a deposit, buying a ticket for the cinema, the theater, the museum, etc.. In all these moments, it's Custom Group that offers hardware, software and service solutions. We have a diverse portfolio of offerings with the merging of our brands:

#### HOLDING COMPANY

- **Custom S.p.A.**, designs, develops and manufactures products under its own brands Custom and Fasy and Custom Made solutions for international operators;
- **System Retail S.p.A.**, development and integration of software and hardware solutions for large-scale retail and mass distribution markets;
- **Custom America Inc.**, distribution and pre and post-sales support for the North American market, Canada and Central and South America;
- **Custom Production Europe s.r.l.**, manufacturing plant for Custom and Fasy brand products;
- **Nitere Ltda**, production and distribution of the range of Custom solutions for the South American market;
- **Italiana Macchi s.r.l.**, development and production of electronic scales and weighing system;
- **Posx Inc**, Production and distribution of advanced industrial and retail solutions for the North/Central/South American market;
- **Netrising s.r.l.**, apps design and development, Augmented Reality and integrated communication projects on social media;
- **Bizeta Retail Solution s.r.l.**, development of integrated HW SW projects and turnkey services for retail, luxury;
- **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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