

PRESS RELEASE

SISTEMI DIGITALI GROUP JOINS THE CUSTOM GROUP: THE NEW CUSTOM POINT TOSCANA BECOMES A HUB FOR RETAIL INNOVATION

Empoli, November 7, 2025 – Sistemi Digitali Group, a historic Tuscan company with over **twenty years of experience and more than 5,000 active clients**, specializing in **telematic cash registers and POS systems for the Retail and Food** sectors, officially joins the Custom Group as **Custom Point Toscana**, marking a new chapter in the digital transformation of Italian retail.

This strategic operation strengthens a long-standing collaboration and consolidates the Custom Group's presence in the region, with the goal of offering increasingly widespread, fast, and customer-oriented services, in line with the needs of an evolving market.

The integration of Sistemi Digitali Group brings with it solid technical expertise, know-how, and a deep understanding of the Tuscan commercial landscape. The company will continue to serve as a benchmark for innovation in digital retail, offering advanced technological solutions, intelligent PC-POS systems, and tools already compliant with the new fiscal regulations coming into force in 2026. This synergy combines experience, reliability, and vision to support the growth and digitalization of local businesses.

Carlo Stradi, President and Founder of Custom S.p.A, stated:

"We are strengthening our network and our connection with the territory. Joining forces even more closely with our long-standing partners is a source of great pride for us. We aim to preserve and promote top-level quality while expanding our offer both horizontally and vertically to meet the specific needs of the retail world. One of Custom's key objectives is to further strengthen and specialize our network of over 300 dealers, enhancing local presence through dedicated structures such as CUSTOM POINTs: organizations directly connected to the Group, capable of creating even more value for partners and end customers."

We want to build constant, day-to-day relationships—essential for the Group's evolution. Supporting the digital transformation of commerce with simple, innovative, and highly efficient solutions has always been our mission."

Un polo d'eccellenza per il retail toscano

"Custom S.p.A.'s entry into our company's capital represents not only recognition of the value of the path we've taken over the years but also confirmation of the solidity and reliability of our business model," explained **Gennaro Romano, Owner of Sistemi Digitali Group**. "While maintaining our identity, we look to the future with renewed energy, ready to embrace new challenges and opportunities. This strategic partnership will allow us to accelerate the development and innovation projects that have always driven us."

Leonardo Vadi, CEO of SDG, added:

"The new CUSTOM POINT Toscana will become a hub of excellence for the entire region—a place where people, expertise, and technologies meet to create value, share knowledge, and promote sustainable, high-quality growth."

Giacomo Palmieri, Owner of SDG, concluded:

"We want to build a hub for innovation and proximity, where technology, relationships, and expertise intertwine to generate tangible value. This project strengthens the Group's presence in the region and accelerates the digital transformation of our clients."

STRATEGIC DIRECTIONS: CUSTOMER EXPERIENCE, INNOVATION, AND SUSTAINABILITY

The Custom Group's strategy continues to revolve around three key concepts shaping retail trends in 2025: Customer Experience, Innovation, and Sustainability.

Advanced payment solutions – Smart POS systems and integrated devices for the retail and food sectors that **simplify transactions, reduce waiting times, and ensure full regulatory compliance.**

Green technologies and process digitalization: tools for intelligent store management and reduced energy consumption, fostering a sustainable digital transition.

Next-generation management software: cloud-based solutions to automate warehouse, accounting, and fiscal processes, optimizing workflows and enhancing operational efficiency.

FACILITATED FINANCING: AN ACCELERATOR FOR DIGITAL TRANSFORMATION

The Custom Group and Sistemi Digitali Group send a clear message to the market: **supporting business growth through innovation** and simplified access to digitalization funding.

Through a partnership with Italia Comfidi, dedicated consultancy is available to help companies access PNRR funds, regional grants, and innovation incentives, such as:

“Impresa Digitale Toscana 2025” Grant – Non-repayable contributions up to 70% for investments in digital technologies, automation, and management software.

Action 1.1.3 – Innovation Services (PR FESR 2021–2027) – Up to €150,000 for digitalization and advanced technology projects.

Initiatives for local shopping districts and small towns, offering up to 80% incentives for digitalizing local commerce.

These measures, combined with the operational support of the Custom Group, provide retailers with concrete tools to innovate their stores, optimize the customer journey, and improve competitiveness in an increasingly omnichannel environment.

AN INTEGRATED ECOSYSTEM FOR THE FUTURE OF RETAIL. With the integration of Sistemi Digitali Group into the Custom network, a truly integrated ecosystem takes shape—combining technology, consultancy, and on-site services. This model aims to enhance proximity to retailers, deliver personalized assistance, and promote continuous innovation: key elements to face the new challenges of the market, from phygital retail to the intelligent management of sales data.