

PRESS RELEASE February 2018

Custom announces its 100% take over of Nitere.

CUSTOM BRAZIL was born!

THE GROUP BEGINS ITS LOCAL BRANCH AIMED AT THE DEVELOPMENT OF THE BRAZILIAN MARKET

Parma - Custom, in accordance with its industrial plan - Strategy 2020 – has concluded the total acquisition of NITERE for the development of its business at a worldwide level. Custom has signed an agreement for the acquisition of 100% of NITERE.

“This is an important step for the development of business in Brazil and South America. We have great belief in Local Content operations as an important tool for business growth,” stated Carlo Stradi, President & CEO, and Alberto Campanini, Technical Director & CTO.

“The total acquisition,” continued Mr. Stradi, “has started the change for improve a new era. An opportunity for worldwide expansion, with a strong Local Presence, and an opportunity to start a new Distribution Platform and Channel Partner Program, cross selling a real innovation technology based on multi sector solutions.

Custom Brazil was born and the new branch with plant, located in Santa Rita do Sapucaí, will increase the Group’s production capacity and create a virtuous synergy with its other production plants in Romania, India, Italy and China. “We firmly believe in this acquisition,” commented Carlo Stradi, President & CEO, and Alberto Campanini, Technical Director & CTO. “We have always focussed on the improvement of our industrialisation and production process. The CUSTOM Group, to date, has over 604 employees, with a consolidated net turnover of 133 million euros. “We are growing,” declared the President, “and as on many other occasions, the Custom Group has shown that its strategy, conducted with passion and dedication, is geared towards constant growth and expansion, research and attention to product quality. The search for qualitative excellence involves all the structures and plants that participate in the production cycle and the results achieved by the Group shows the effectiveness of a strategy aimed at innovation, diversification and research.”

"The integral acquisition of Nitere will bring a series of benefits to the Brazilian market; new organizational structure, greater diversification of the portfolio of offers, improvements in the production process and product quality and more competitive prices are some of them, "commented Peter Franco de Carvalho, Commercial Director Custom Brazil.

"This acquisition represents a fundamental step for the Custom group's growth strategies, not only in relation to the South American market, but also worldwide.", Concludes Matteo Murador - Plant Manager CUSTOM BRASIL.

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CUSTOM 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;
- **Custom Brasil 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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