

PRESS RELEASE

CUSTOM GROUP EXPANDS ITS EXPERTISE IN INFORMATION TECHNOLOGY THROUGH NETRISING'S ACQUISITION OF TOUCHWINDOW S.R.L., ONE OF THE LEADING ITALIAN FORERUNNERS IN TECHNOLOGICAL CONVERGENCE INVOLVING IT, AUDIO, VIDEO AND MULTIMEDIA SOLUTIONS.

Custom Group has chosen to continue pursuing its Mission that has always been devoted to process and product innovation in hardware, software and services applied to digital solutions. The Group is now banking on Touchwindow to further expand its technological know-how through collaborative digital experience & interaction software applications as well as audio, video and multimedia solutions.

Parma, Feb. 2, 2023 - Custom Group has chosen to make a step forward in its growth path and announces the industrial partnership and acquisition agreement, signed in December 2022, between its subsidiary Netrising Srl and Touchwindow Srl, which shall consolidate their expertise in the field of interactive technologies as well as audio, video, control and multimedia solutions.

According to a study published by Avixa, the market for Audio Video solutions will experience a technological revolution in the coming years, reaching an average growth rate of 8.4 percent over the next 5 years. This shall be made possible, above all, "by integrated technologies and new user experiences, that AV Pro (Audio/Video Technology) is capable of providing in almost every facet of the global economy".

This strategic partnership will enable Custom Group to provide their customers with new technological solutions designed to use, present and easily manage all audio, video and digital aspects within those environments where infotainment, gamification, entertainment and collaboration are increasingly crucial and sought-after both by domestic as well as international companies in the Retail, Entertainment, Industrial and Aviation industries.

The Group's system shall include software applications characterized by hybrid sharing technologies (Over IP) where images, video, data and information converge in high-engagement display systems, such as Touchwall, Ledwall, Videowall, Interactive Table, Interactive Display and Transparent Oled, which are increasingly traded in Custom Group's target markets. The entire Group will thus be able to provide cross-cutting and synergistic products, adding their own solutions to those already developed by Touchwindow for Auditoriums, Meeting Rooms, Control Rooms, Showrooms, and for the Exhibition and Public Sector.

In the current historical scenario, where technological evolution is considered fundamental for growth but is often poorly understood and almost unattainable, Custom Group has chosen to create additional value for its partners and customers. To attain this goal, together with Netrising, Touchwindow and all the Group Companies, Custom has created a heterogeneous and complementary team of high-level technical skills, with the aim of providing solutions in line with today market needs and industry trends, reaching out to museum, conference, show and live entertainment.

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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 that operate worldwide to provide integrated mechatronics technology, software and service solutions, together with pre/aftersales technical support, to deliver 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 Custom's range for the North/Central/South America and Canada market
- **Custom GMBH**, distribution of Custom's range for the DACH market
- **Custom India**, distribution of the range of Custom's 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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