

PRESS RELEASE

CUSTOM GROUP ANNOUNCES THE OPENING OF THE SECOND DAO COOPERATIVE AUTONOMOUS STORE IN TRENTO: "PRENDI&VAI" (TAKE&GO) OF TUDAY CONAD, CONFIRMS ONCE AGAIN SYSTEM RETAIL'S ROLE AS PARTNER AND TECHNOLOGY PROVIDER IN THE LARGE-SCALE DISTRIBUTION AND RETAIL SECTORS

Trento, May 9 - Custom Group is pleased to take part today in the opening of Tудay Conad's Prendi&Vai store, the second for the DAO Cooperative, at the point of sale in P.zza Santa Maria 1, in Trento. Custom Group stands out as one of the leading national and international players, providing the widest range of technological solutions for points of sale: from cash-point solutions to software, as well as self-service kiosks, payment systems, weighing systems and innovative projects. Using technological innovation and customized solutions that integrate different technologies, including the use of artificial intelligence (AI) as with the Tудay Conad's "Prendi&Vai" project, Custom Group has succeeded in combining different technologies, improving the shopping experience and positioning itself at the forefront of the industry. The Group, which has been a leader in technological innovation in the retail and large-scale distribution sector for more than 30 years, marked another important step in the Group's ongoing growth and provision of cutting-edge solutions in the large-scale retail scenario.

System Retail, a Custom Group company specializing in the large-scale retail sector, played a key role in implementing cutting-edge solutions in the Tудay Conad "Prendi&Vai" project in Verona. Thanks to its expertise and know-how, the company has enabled a fast, innovative and cashless shopping experience, redefining shopping, improving the overall customer experience and also offering new development opportunities for store staff.

Maurizio Bonmassari, project manager at System Retail, tells us about this experience: "For this new project, in partnership with DAO, we capitalized on the positive experience we had with the first store in Verona. Store integration with the Conad brand's commercial strategies has been therefore consolidated thanks to the front-end designed to make the most of the commercial documents issued. The system has made it possible to implement the initiatives planned, and to provide the product prices to the Tудay app, with the option to obtain dematerialized receipts. Special attention this time was paid to revamping the user interface, which now better reflects the communication style of the Tудay brand: we worked with DAO's marketing area to improve usability, making the user experience smoother, more intuitive, and graphically appealing. This result was achieved through close collaboration with the startup company Sensei, and through integration of the processes they manage with those controlled by System Retail and DAO."

Carlo Stradi, President & Founder of Custom Group, commented: "We are excited to announce the opening of the second store in Trento. This represents a major step in our commitment to provide cutting-edge solutions in the retail and large-scale distribution sector. We shall continue to lead the market through innovation and operational excellence, staying abreast of the ever-evolving needs of our customers"

World Headquarters

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Custom Group is committed to continuing to anticipate the needs of the retail industry, and redefine the future of the market through innovation, integration and operational excellence. The Group's industrial project - Custom Forward - envisages further developments of innovative solutions and products, supported by new initiatives such as CUSTOM Pay.

SYSTEM RETAIL S.P.A.

Since 2007, System Retail has been the number 1 company in Italy in the field of omnichannel solutions designed for the world of sales and business management. Specializing in the supply, design, and after-sales service for software, hardware, and mobile systems, the company has well-established know-how supported by a fresh approach to innovation, consolidated experience, and continuous research and development. System Retail S.p.A. is a member of Custom Group, holding company of tech companies with international operations and an engineering vocation.

CUSTOM GROUP

More than 31 years of ideas, research, innovation, investments and continuous development geared to people's needs and ever-changing markets. Eleven companies, operating worldwide, to provide integrated solutions. Hardware, software, and services along with pre- and after-sales technical support to deliver automation to the points of sale and public services in specific sectors such as aviation, retail, industrial and gaming. Multi-industry know-how, 32 proprietary patents and synergistic solutions managed in unison by a single director: Custom S.p.A. One mission "to innovate every day in the simplest way" through user-friendly technology aimed at improving everyday life, this is Custom Group.

- **CUSTOM S.p.A.**, development and production of solutions for point-of-sale and customer service automation
- **Custom America Inc.**, distribution and after-sales services for Custom's range in the North/Central/South American and Canadian markets
- **Custom GMBH**, distribution of Custom's range of solutions for the DACH market
- **Custom India**, distribution of Custom's range of solutions for the Indian market
- **Custom Production Europe s.r.l.**, production and distribution of Custom's range of solutions for the European market;
- **Custom Brasil Ltda**, production and distribution of Custom's range of solutions for the Brazilian market
- **Amtek s.r.l.**, production and distribution of unattended self-service solutions for end user service automation in the retail, large-scale retail and healthcare industries
- **System Retail S.p.A.**, development and integration of software solutions, hardware and mobile applications for the large-scale distribution and retail markets
- **Netrising s.r.l.**, development of projects in the digital sector including web marketing, communication, visual and CRM consulting
- **Simpligi s.r.l.**, development of software and technologies related to payment systems and services
- **Custom PAY**, Pay-tech company specializing in electronic payment systems for the Retail and Hospitality industries

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