

PRESS RELEASE

THE GRAND PRIX OF MONZA 2024 SAW NOT ONLY FERRARI WINNING ON THE TRACK, BUT ALSO ITALIAN TECHNOLOGICAL EXCELLENCE OFF THE TRACK: RISTOGEST S.R.L., F&B SERVICE DEALER, CHOSE S.A.T. ELETTRONICA S.R.L. AND CUSTOM S.P.A. AS THEIR PARTNERS AND TECHNOLOGY SUPPLIERS FOR POINT-OF-CASH AND PAYMENT SYSTEMS.

Parma, September 9, 2024 - RISTOGEST S.r.L., a company specializing in Food & Beverage services for large events, chose once again, and for the third consecutive year, S.A.T. ELETTRONICA S.r.l. and Custom S.p.A. as their partners to improve and speed up F&B checkout points and payment systems for thousands of spectators who attended the event from Thursday, August 29 to Sunday, September 1, and who experienced Ferrari's resounding victory in Monza with Charles Leclerc.

S.A.T. ELETTRONICA S.r.l. with the support of Custom S.p.A., developed an **innovative high-performance setup for boosting cash points at the Monza Grand Prix**, introducing integrated and tailor-made solutions for the race weekend. With more than 365,000 spectators during the race weekend, the organization faced an unprecedented logistical challenge, during 4 days that provided full customer satisfaction. In response to this need, S.A.T. ELETTRONICA S.r.l. together with Custom S.p.A., **implemented and managed more than 165 checkout points** strategically located in all the circuit refreshment stations and fanzone. **With an integrated setup including hardware, software, services and payment systems, CUSTOM's technology solutions enabled and provided fast and efficient services to the entire live audience, in line with the adrenaline and speed that characterize the Monza GP.**

The work done by RISTOGEST and SAT ELETTRONICA not only involved routine operations but was also aimed at improving and optimizing catering services based on the KPIs analyzed in the previous year, following the circuit major renovation. CUSTOM designed and introduced new mobility solutions which made the dining experience faster and easier to access, meeting the needs of a large and passionate audience.

With 55 food trucks under the aegis of our #SFNL format, 16 F&B areas and more than 800 operators engaged, RISTOGEST efficiently and innovatively managed the catering services. Collaboration with suppliers, institutions and partners proved critical to the success of the event, helping to create a memorable and inclusive experience.

The technology used on the track and that employed to manage food & beverage naturally followed a parallel path: just as Ferrari exploited technological innovation to achieve victory, S.A.T. Elettronica applied the same philosophy based on precision, speed and reliability to ensure flawless service. Every transaction was quick and secure, every checkout point worked smoothly, and every spectator was able to enjoy the food offerings without waiting.

"Special thanks go to our collaborators, suppliers and institutions, - says RISTOGEST's CEO Luca Locatelli - who made this extraordinary achievement possible. Together, we showed that it is possible to combine quality, efficiency and sustainability. Tradition, fine-tuned with innovation and commitment, resulted in a 2024 edition of the Monza Grand Prix that made us feel extremely satisfied. The top figures recorded put us in the spotlight, also thanks to the success of social and sustainable initiatives undertaken in collaboration with local as well as non-local institutions. Among these initiatives we can mention our commitment to food waste reduction, which was best applied working in synergy with the

Department of Hygiene and Health Prevention of Brianza @ATS and CSV Monza Lecco Sondrio. In addition, the use of recyclable materials with the RISTOCUP project and @BrianzAcque's blue gold generated - according to #BrianzAcque source data - savings of about 103 thousand half-liter disposable plastic bottles".

"Made in Italy triumphed not only on the track, but also in the impeccable management of services offered to spectators," said Carlo Stradi, president and CEO of Custom S.p.A. "We are proud to have contributed to this success with our technology, which enabled Ristogest to provide services up to the standards of an international event such as the Monza GP. For more than 30 years, Custom's goal has been to provide innovative and advanced, reliable and easy-to-use point-of-sale automation solutions designed to be diversified and synergistic for specific sectors such as hospitality, retail, aviation, industrial and gaming, always providing immediate and tangible benefits." - says Carlo Stradi - Custom Group's President and CEO.

Francesco Iacovone, CEO of S.A.T. ELETTRONICA S.r.l., said "This successful weekend was the result of outstanding teamwork, where the synergy between S.A.T. Elettronica and Ristogest showed how Italian technological excellence can compete and win even outside the racing circuits. **A victory that celebrates Made in Italy in all of its forms, from the speed of the single-seaters to the quality of the services provided**". Daniel Rombaldi, Managing Director of S.A.T. ELETTRONICA S.r.l., said "This great result is the outcome of the in-depth work done by the entire SAT team with the aim to speed up sales and payment transactions as much as possible, and to make receipt issuance increasingly sustainable in the food & beverage world".

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CUSTOM S.p.A.

Custom is a "Hi-Tech Solution Company" that integrates different know-how and design expertise based on hardware, software, as well as pre- and after-sales 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 priority is to carefully listen to the market, with the aim of providing integrated printing, scanning, data reading and public service automation solutions. Twelve companies, worldwide offices to deliver integrated solutions involving mechatronic technology, software and services, along with pre- and after-sales technical support to provide point-of-sale automation and public services for specific sectors such as aviation, retail, industrial and gaming. A nearly 30-year know-how with more than 30 international patents and synergistic solutions combined in unison by a sole 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.

S.A.T. Elettronica S.r.l.

Since 1991, S.A.T. Elettronica "System Automation Technology" has been operating in the Hospitality and Retail industry, providing sales and after-sales services to over 6000 customers nationwide. Over the years, the company has increasingly specialized to make their clients' sales activities smarter and help them improve their sales and marketing processes.

This expertise was consolidated, for example, during Expo 2015 at the China, Bolivia, Ecuador and Colombia Hall; with the information technology applied to Metro Cash and Carry food outlets, La Sapienza University, Politecnico di Milano University, Lombardy Region, Province of Milan, Monza and Brianza Province, Monza Brianteo Stadium, Enav (Ente Nazionale Assistenza Volo) in Rome at Urbe and Ciampino airports, and many others. The now long-standing "partnership" with Custom group has allowed us to deal with all this, using technological and increasingly high-performance products, always succeeding in ensuring that customers receive unique and avant-garde solutions.