

PRESS RELEASE

At the Monza GP, the partnership between RISTOGEST, S.A.T. ELETTRONICA and CUSTOM will improve and speed up checkout and payment points, boosting the performance of the more than 200 checkout points set up by the service provider F&B.

Parma, August 31, 2023 - RISTOGEST S.r.L., a company specializing in Food & Beverage services for major events, has chosen SAT ELETTRONICA and Custom S.p.A. as their partner to improve and speed up the check-in and -out points and payment systems set up by F&B for the thousands of spectators expected for the Formula 1 Pirelli Italian Grand Prix 2023, which will be held at the Monza Autodromo Nazionale from Sept. 1-3.

Custom S.p.A., with the support of SAT ELETTRONICA, developed an **innovative high-performance system to enhance the check-in and -out points at the Monza Grand Prix**, introducing new solutions tailored to the needs of the race weekend. The proposed setup includes features such as **real-time monitoring of food and beverage procurement, multiple tallon release to split orders into separate tags, and integration of cash and POS amounts that are emulated upon payment to prevent errors.**

The solution will allow us **to manage more than 200 points in the 22 food courts** set up at the Monza National Circuit for the Italian GP by **Street Food National League** (www.streetfoodleague.it), a format created by RISTOGEST to manage the services provided by F&B at large events.

"We are very pleased with the technological partnership with SAT ELETTRONICA and Custom," said **Luca Locatelli, RISTOGEST's CEO**. For the Monza GP, we have worked for weeks to set up food courts to ensure quality and efficient food and beverage services for the thousands of expected fans. **Each point of sale will be equipped with cash and electronic payment systems.** Thanks to the collaboration with the two companies, we aim to make these systems faster and safer".

"For more than 30 years, Custom's goal has been to provide innovative and advanced, reliable and user friendly point-of-sale automation solutions, designed to deliver diversified and synergistic services for specific sectors such as hospitality, retail, aviation, industrial and gaming, with immediate and tangible benefits" - **Carlo Stradi - Chairman and CEO of Custom Group.**

"The project represents a milestone for S.A.T. Elettronica S.r.L., and stands for our commitment to providing customized solutions in line with the customer's needs."- **Francesco Iacovone, general manager of S.A.T. Elettronica S.r.L.**

The highly computerized project is smart, fast and features unique management analytics: characteristics that attracted great interest from the event organizers. Custom S.p.A. is a global benchmark in the design of retail solutions, with more than 450,000 installations in Italy. Thanks to its partnership with S.A.T. Elettronica S.r.L., Custom can now follow, install and customize technological solutions for any and all needs, even in complex environments. Technology is revolutionizing live events and the retail world, **making payments easier and providing advanced cash point management.** The solution developed for the Monza GP confirms that an "all-inclusive" cash point management in the catering and hospitality industry is today the main focus.

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RISTOGEST S.r.L.

RISTOGEST specializes in providing food & beverage and contracted catering services for major events. An expertise that was consolidated with EXPO Milano 2015, followed by, to mention the most important events, the presence at the Italian Exhibition Hall at EXPO 2017 held in Astana, Kazakhstan and Pope Francis' stop at Monza Park on his visit to Milan in 2017. Among the contracted services we can mention the Autodromo Nazionale di Monza (National Circuit of Monza) for which RISTOGEST will manage all food and beverage services at the Italian Grand Prix, and all official events until 2024, the Autodromo Enzo e Dino Ferrari in Imola, as well as the management of all food and beverage outlets at the Ettore Giardiniero - Via del mare Stadium of Lecce Calcio. SFNL - RISTOGEST services since 2015 have also been used by Lucca Comics and Games, which recorded half a million attendees in the latest 2022 edition.

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 the automation of public services. Twelve companies that operate worldwide to provide integrated mechatronics technology, software and service solutions, together with pre/aftersales technical support designed 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. One mission: to "innovate every day in the simplest way" through easy-to-use technology, with the aim of improving everyday life - this is Custom Group.

S.A.T. Elettronica S.r.L.

Since 1991, S.A.T. Elettronica has provided sales and aftersales services to more than 6000 customers in Hospitality and Retail in the domestic market. Over the years, the company has increasingly specialized in making their customers' sales activities smarter, helping them improve their sales and marketing processes.

This expertise was consolidated, for example, during Expo 2015 at the China Bolivia, Ecuador and Colombia exhibition halls, as well as with the 'computerization of Metro Cash and Carry food outlets, La Sapienza University, Politecnico of Milan University, Lombardy Region, City of Milan, City of Monza and Brianza, Monza Brianteo Stadium, Enav (Ente Nazionale Assistenza Volo - National Flight Assistance Organization) in Rome at Urbe and Ciampino airports, and many others.

The now long-standing "partnership" with Custom group has allowed the company to deal with all these challenges using technological and increasingly high-performance products, always succeeding in providing customers with unique and state-of-the-art solutions.