

PRESS RELEASE

**CUSTOM GROUP AND HANINDO GROUP STRENGTHEN HISTORIC ALLIANCE; JOIN FORCES EVEN FURTHER AND UNVEIL JOINT PRESENCE AT CHINASHOP 2024 TO BEST SUPPORT CONTINUOUS GROWTH IN ASIAN MARKET**

**BOOTH # 52B25**

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*We are witnessing a rapid acceleration of changes in the retail arena worldwide, in response to the continuously evolving landscape. The Chinese retail market is a vibrant and ever-transforming scene where technology plays a fundamental role, and traditional retail continues to thrive: innovation, simplicity, and service are the keywords. Furthermore, with active support from the Chinese government for innovation and economic development, the country's retail market continues to grow steadily, offering numerous opportunities for businesses.*

Parma, Italy, March 14, 2024 – Custom Group, synonymous with excellence in the retail sector, will be the undisputed protagonist at CHINASHOP 2024, showcasing a wide range of cutting-edge solutions. This year, the company has chosen to collaborate with its long-standing partner Hanindo Group, giving life to a strategic partnership that combines Custom Group's consolidated experience in key markets such as Italy, Europe, Brazil, America, and India with Hanindo Group's presence throughout the South East Asia and Asia-Pacific region. Carlo Stradi, President, and Founder of Custom Group, emphasizes the importance of this alliance, **"Our partnership with Hanindo Group is a fundamental pillar of our global strategy. Thanks to our innovation capacity, integrated offering, and ability to meet the needs of market leaders in different sectors such as AVIATION, LOGISTIC&POSTAL, SELF SERVICE & KIOSK, LOTTERIES & BETTING, in addition to RETAIL, for over 30 years, we now add the important alliance with Hanindo Group in Asia, consolidated over time and in the field, which offers us the opportunity to catapult innovative solutions and global support, opening more and more doors to a wide range of opportunities for Asian and non-Asian businesses alike."** This collaboration only serves to further strengthen Custom Group and Hanindo Group's position as undisputed leaders in the retail sector, bringing a series of novelties and innovations that will lift the industry. **"In a China leading the economic growth, driven by quality and innovation, the joint presence of our companies at CHINASHOP 2024 is crucial,"** says Handoko Budidharma, President, and Founder of Hanindo Group. **"We are excited to strengthen this historic partnership, an alliance based on technological innovation and our ability to provide increasingly tailored solutions to market needs. Our presence covers the entire South East Asia and Asia-Pacific region, including Indonesia, Singapore, Malaysia, Philippines, Brunei, Vietnam, Thailand, Laos, Myanmar, Cambodia and China. The strategic asset of this partnership is the ability to expand Custom Group's presence in Asia, an objective aimed at fully exploiting the opportunities offered by one of the most dynamic and growing markets in the world."**

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This is demonstrated by Shanghai itself, experiencing unprecedented growth, as evidenced by the projects outlined in the 'Shanghai 2020' program, aiming to surpass an average growth of the city's GDP of 6.5%. Furthermore, the 'Shanghai Health 2030' program highlights the importance of public health, an area in which both companies offer cutting-edge solutions. Custom Group continues to lead in technological innovation globally, supporting the growth and development of crucial sectors such as retail, logistics, healthcare, tourism, and much more. Here are some of the highlights of the solutions that Custom Group will present at CINA SHOP 2024:

1. **Evolution and Trends in Self-Service:** With over three decades of experience in the industry, Custom Group provides printing and scanning technologies that power kiosks in aviation, parking, lotteries, gaming, and retail.
2. **Point of Sale (POS) Modernization:** Custom offers aesthetically pleasing solutions such as Aragon and Daytona Windows PCs, and SILK II Android. The lightning-fast POS printers K3 High speed, P3, and Q3x are also available. The all-in-one Fusion and T-Touch Android terminals with integrated printers are the perfect solution for enabling point-of-sale transactions, combining style and reliability. There are also new weighing solutions with Icona and Unica scales.
3. **Mobility Solutions for Optimal Flow:** The MP Ranger mobile printer and the P Ranger A12 mobile computer
4. **Global Experience, Worldwide Presence, and One-Stop-Shop Approach:** Custom Group operates in 76 countries and is committed to sustainability with a wide range of eco-friendly solutions for the retail market.

## ABOUT CUSTOM GROUP

*Custom is a global printing, scanning, and POS hardware company with over 30 years of international design, development, manufacturing, and distribution experience. Custom is a "Hi-Tech Solution Company" that integrates different know-how and design skills based on hardware, software as well as pre-sales and after-sales service solutions in vertical markets, where technology and innovation are important and distinctive elements. Founded in Parma (ITALY) 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.*

## ABOUT HANINDO GROUP

*Hanindo Group of Companies is a Solution Provider Company driven by the philosophy of the founder Mr. Handoko Budidharma. Hanindo Shanghai International one of the companies within the group has its domicile in Shanghai was built in year 2007, started the business corporation with CUSTOM S.p.A in year 2008. Since the incarnation of our corporation we have branded the name of our corporation as Hanindo-CUSTOM China. In the line to our values to be the best solution provider in the field of data printing, scanning, mobile, Gaming Lottery Betting, we provide our robust products with professional experience into China market. Thanks to this corporation, today we have touched many industries in China namely in banking, ticketing, aviation and more applications. In this CHINASHOP 2024, we will show case our latest technology of products that can be very useful for today applications.*

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