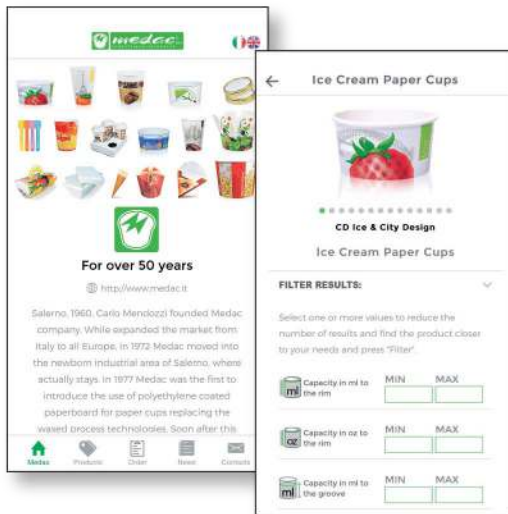


DIRECT LINE WITH MEDAPP



The world of digital communication is evolving rapidly, and Medac is always ready to seize the new opportunities offered by the web to leverage them for the benefit of its customers. The company based in Salerno has thus created MedApp, a new and exclusive App that incorporates the most advanced technological innovations. A free download, the platform is designed to open a direct dialog with the user, featuring an intuitive, fast, and practical interface. The navigation menu dedicated to products is divided into four categories (gelato, drinks, E-cup, food). Thanks to an advanced filter function, MedApp allows to find the products that meet specific search criteria. The results can be further

filtered by entering a minimum and maximum range for capacity, diameter, and height of the product to be selected. For example, if the user wants to know which of Medac gelato cups have an indicative capacity of 100 ml, simply enter a minimum value of 90 ml and a maximum of 110 ml in the appropriate fields, and the products that meet these parameters will be displayed. Each product is also accompanied by complete information on packaging, the minimum quantities required for customization, the graphics available, and so on. And then orders can be made in a very simple and safe way. The section dedicated to news also makes it possible to remain updated in real time on the news coming from the lively world of Medac.

A TASTY ADVENTURE

And the new developments at Medac don't end here. In fact, the company has restyled the designs of five cups, creating the new Adventure Line. The themes include Underwater world, Tropical, Adventure, Parrots, and Sails, which depict unexplored lands, sandy beaches, fruits, animals and tropical fish,

exciting sailing challenges.... An extraordinary journey that accompanies consumers as they explore new flavors, making the sensory experience unique and engaging. All the cups are manufactured in an environmentally friendly manner, in line with Medac's commitment to the environment.

