



## PRESS RELEASE

### MEGLIOQUESTO: MARCO ROSINI NOMINATED CHIEF REVENUE OFFICER

Milan, May 2, 2022

**MeglioQuesto** (1CALL: IM), Phygital Analytic Company operating in the *customer experience* sector, announces the appointment of **Marco Rosini** as *Chief Revenue Officer*.

The appointment is a further step within the strategic growth path of the organizational structure and managerial roles, in line with the Group's development strategy.

Originally from Bologna, 53 years old, Marco Rosini brings with him over thirty years of experience in the commercial, marketing and operations sector gained in many leading multinational companies in the world of entertainment, services and consumer goods. He held the position of marketing, sales and customer service board director at Mediaset Premium S.p.A., Sales and Service VP in Sky. He also has experience as an entrepreneur in the telecommunications and food sector.

**Felice Saladini**, CEO of MeglioQuesto: *"The entry of Marco Rosini, with his wealth of skills and efficiency in business management, is an important factor in accelerating our multi-channel business organization. In him I found the organizational skills and the entrepreneurial feelings that are important in our company we consider a collective good. With him we will continue the path of consolidating a sustainable and growth-oriented work environment"*.

**Marco Rosini**, CRO of MeglioQuesto: *"I am thrilled to be joining a rapidly growing Group like MeglioQuesto. I can make the most of my experiences and my professional skills in this highly innovative and dynamic group. Working closely with the founder and being part of such a fast and development-oriented engine makes me rediscover adrenaline has always been part of my professional life"*.

**MeglioQuesto** (1CALL: IM - ISIN IT0005450173) is a *customer interaction company* with a multi-channel offer aimed at top tier customers in the telco, multiutility, finance & insurance sectors. MeglioQuesto is the market leader with its articulated multi-channel offer based on customized solutions for the acquisition and management of relationships with end consumers. The Group operates with the following business lines: *"Customer acquisition"*, relating to all services aimed at increasing and developing the customer base of companies through activities aimed at the acquisition of new end customers or through up-selling and cross selling on already active users; *"Customer management"*, relating to customer care services and in particular to all those services relating to the management of relations between the company and end customers, including telephone, commercial and technical assistance services, file management and back office activities.

#### Identification codes

Ordinary shares: ISIN IT0005450173 (Ticker 1CALL)

Warrants MeglioQuesto 2021-2025: ISIN IT0005450207 (Ticker W1CALL)

Allotment rights of "Warrants MeglioQuesto 2021-2025" called "GeToCollect MeglioQuesto": ISIN IT0005450199 (Ticker GTCALL)

Press release available on [www.meglioquesto.it](http://www.meglioquesto.it) and [www.1info.it](http://www.1info.it)

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