

PRESS RELEASE

MEGLIOQUESTO: CLOSING OF EUREWEB ACQUISITION

Milano, 14 June 2022

MeglioQuesto (1CALL: IM), *Phygital Analytic Company* operating in *customer experience* sector, following press release on March 29, 2022, announces today, following the completion of the contractual conditions, has been perfected the acquisition of 55% of the share capital of Eureweb S.r.l., held by PSG Holding S.r.l.

The operation has a strategic value of great importance as it allows MeglioQuesto to offer its customers a web media agency service: an innovative service access experience, simultaneously physical and digital, as well as to expand the process, already started for some time, of diversification of the industries.

Eureweb closed 2021 financial year with very positive performances:

- Revenues: € 8.7 million, + 55% (2020: € 5.6 million); CAGR 2019-2021 + 71%;
- EBITDA: € 4.8 million, + 128% (2020: € 2.1 million); CAGR 2019-2021 + 243%;
- EBITDA margin: 54.7% (2020: 37.1%);
- Net profit: € 3.3 million, + 128% (2020: € 1.5 million);
- Net Financial Position: cash positive for 6.5 million euros (2020: 5.9 million euros).

Simultaneously with the closing, implementing the related provisions, MeglioQuesto and PSG Holding signed a shareholders' agreement aimed at regulating the terms and conditions of the relationships between them, as well as the provisions on corporate governance.

BDO Italia assisted MeglioQuesto in legal and tax questions of the operation. Eureweb M&A Advisor was Dr. Stefano Oddo while Studio Parisi & Associati assisted the company in legal and tax questions.

For more information, see the 29 March 2022 press release.

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)

Press release available on www.meglioquesto.it and www.1info.it

For further information

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