



PRESS RELEASE

FIRST EXERCISE PERIOD RESULTS “MEGLIOQUESTO WARRANTS 2021-2025”:

OVER 8 MILLION IN CAPITAL FOR THE GROUP GROWTH

Milano, 24 June 2022

MeglioQuesto (1CALL: IM), *Phygital Analytic Company* operating in the *customer experience* sector, announces the end of the first exercise period of "MeglioQuesto 2021-2025 Warrants", ISIN code IT0005450207, which lasted between 13 June 2022 and 24 June 2022, initial and final days included (the "First Exercise Period").

During this period, no. **5,374,885** Warrants were exercised at the price of Euro 1.540 per share (in the ratio of 1 ordinary share for each 1 Warrant exercised) and consequently no. **5,374,885** new MeglioQuesto ordinary shares were issued, with no indication of par value, with regular entitlement and the same characteristics as MeglioQuesto ordinary shares in circulation at the issue date (the "Conversion Shares"), for a total value equal to Euro **8,277,322.90**.

Pursuant to the Regulation of the "MeglioQuesto 2021-2025 Warrants", the issue and first availability for trading, through Monte Titoli S.p.A. of the Conversion Shares, subscribed by the holders of the Warrants during the First Exercise Period, will take place the settlement day following the end of the last day of the First Exercise Period.

For more information, see the "Regulation of the MeglioQuesto 2021-2025 Warrants" available on the website www.meglioquesto.it, Investor Relations / Warrants section.

The Company will publish the notice of change in the share capital following the filing of the execution of the capital increase at the Milan Company Register within the terms of the law. At the end of the First Exercise Period n. **9,385,537** Warrants remain.

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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