



PRESS RELEASE

MEGLIOQUESTO: FREE ALLOCATION OF No. 618,777 BONUS SHARE

Milano, 1st July 2022

MeglioQuesto (1CALL:IM), *Phygital Analytic Company* operating in *customer experience* sector, following what was communicated on June 27, 2022, announces that - following the appropriate controls – have been assigned a total of no. 618,777 ordinary shares of MeglioQuesto S.p.A. - regular enjoyment - ISIN code IT0005450173 (so-called *bonus share*).

Specifically, it should be noted that - based on the commitments undertaken in the context of the offer aimed at the admission to trading on Euronext Growth Milan of its ordinary shares ("Offer") - no. 1 *bonus share* for each n. 10 shares subscribed as part of the Offer to each participant in the Offer who has maintained full ownership of the Issuer's shares without interruption (ISIN code *cum bonus share* IT0005450181), for at least 12 months following June 28, 2021, and to provided that from that date and up to and including 28 June 2022 (Loyalty Term) such shares have remained deposited with a financial intermediary adhering to Monte Titoli S.p.A..

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.

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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