

PRESS RELEASE

ALBERTO BERNARDI APPOINTED IR OFFICER

MODEL 231/2001 AND CODE OF ETHICS ADOPTION SUPERVISORY BODY APPOINTMENT

Milan, 27 October 2022

The Board of Directors of **MeglioQuesto** (1CALL: IM), Phyigital Analytic Company operating in customer experience sector, met today under the chairmanship of Jaime Torrents.

Investor Relations Officer appointment

MeglioQuesto announces today Board of Directors has appointed Alberto Bernardi as Investor Relations Officer. Alberto Bernardi has **over twenty years of experience in multinational companies in Italy and abroad** in general management roles and in the areas of strategic planning and corporate finance. He also boasts significant experience in institutional relations and business consulting. In recent months, Alberto Bernardi has collaborated as Advisor with the Group, taking care in particular of AFC area and of acquisition operations: he has therefore developed an in-depth knowledge of the company business and its development strategies.

Felice Saladini: *“The new role assigned to Alberto Bernardi, with his wealth of skills and efficiency in business and finance management, is an important acceleration element of our constantly expanding organization. He is the right person to express to investors principles of transparency and efficiency that characterize us. Bernardi has strong organizational skills and entrepreneurial momentum, fundamental in our company and which we consider a collective asset. With him we continue on the path of growth undertaken by consolidating a proactive and always future-oriented working environment”.*

The appointment of Alberto Bernardi will make it possible to devote more energy to the communication process with the Group's investors. With the appointment of the Investor Relations Officer, MeglioQuesto undertakes to establish a continuous dialogue with Italian and foreign investors who have trusted the Company's growth and development project. MeglioQuesto is assisted by IR Top Consulting as IR Advisor.

Alberto Bernardi: *“I'm thrilled to consolidate my work in a rapidly growing Group like ours. In this highly innovative and dynamic reality, I can make use of my experiences and my professional skills in constant relationship with investors. Today a new chapter of growth is inaugurated under the banner of collaboration and a shared vision of the corporate future”.*

Model 231/2001 and Code of Ethics adoption and Supervisory Body appointment

Board of Directors approved the adoption of the "Organization, Management and Control Model" prepared pursuant to Legislative Decree no. 231/2001, in the relative general and special part (in short, the "231 Model"), and of the Code of Ethics.

In accordance with the provisions of Model 231, the Board has also appointed the Supervisory Body in person of lawyer Massimiliano Carnovale, with task of overseeing correct implementation, effectiveness and observance of Model 231 within the Company, as well as overseeing its updating. In this regard, lawyer Massimiliano Carnovale presents the subjective and objective requirements such as to ensure professionalism and at the same time guarantee the autonomy and independence required by the law and will remain in office for the next three years, unless expressly waived or revoked.

The approval of Model 231 and Code of Ethics allow the Company and the Group to strengthen their internal control and governance system to protect all stakeholders.

Model 231 and the Code of Ethics are available on the website www.meglioquesto.it , Investor Relations / Governance section .

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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