



PRESS RELEASE

MEGLIOQUESTO: SUCCESSFUL CLOSING OF THE "MEGLIOQUESTO BOND 4.75% 2022-2026" ORDERS OVER THE ALLOCATED AMOUNT

ISSUE EXPECTED FOR 29 JUNE NEW CASH FOR EUR 21 MILLION ALSO CONSIDERING WARRANT CONVERSION

COMPANY GOES ON WITH THE FINANCIAL OPTIMIZATION PROCESS INSTRUMENTAL TO THE GROWTH STRATEGY BY EXTERNAL LINES

Milan, 27 June 2022

MeglioQuesto (1CALL: IM), *Phygital Analytic Company* operating in customer experience sector ("the Company"), **announces** the successful closing of the bond loan book ("the Loan", "the Bond", "the Instrument") "Bond MeglioQuesto 4.75% 2022-2026" for a total value of € 12.5m.

Considering the collection from MeglioQuesto Warrants (W1CALL: IM) conversion, which in their first window contributed new cash approximately for € 8.3m, Company decided to adjust the Instrument size, despite orders registered in excess of the total amount allocated.

Felice Saladini: *"We are satisfied and proud by the confidence the market has shown us, especially considering the current uncertain context. One year after the IPO, we have already concluded three M&A deals, evolving MeglioQuesto into a **Phygital Analytic Company**. The additional resources collected will accelerate the growth path, also by external lines. Furthermore, we are working to consolidate the acquired companies' integration process to create value for shareholders by maximizing cost and revenue synergies. On **4th July, at Palazzo Mezzanotte**, we will hold an event to **celebrate our first year as a listed company**; it will be an opportunity to **retrace our strategic objectives** also in light of the evolution of the company from the IPO."*

Since the beginning of the year, in response to continuing inflationary pressures and the start of a restrictive monetary policy phase, debt market recorded a notable rise in interest rates. The ECB announced two further hikes, expected in July and September of the current year. The ten-year BTP in the last closing recorded a return of about 3.5% (+228 basis points compared to the beginning of the year). In light of above, Company is particularly satisfied with the conditions agreed by the market for Bond subscription.

The Bond Loan features

The Loan has been subscribed for a total amount of € 12.5m through the issue of no. 1,250 bonds with a nominal value of € 10,000. Bonds will be subscribed at 100% of their nominal value.

The loan has a 4 years duration and provides a coupon of 4.75%, annually paid on a deferred basis, against an amortizing repayment plan, which provides for the reduction of the principal amount, respectively by: 10% in the first year, 20% in the second year, 30% in the third year and 40% in the last year, corresponding to the extinction

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of the Instrument.

The Bond Loan regulation also provides for specific economic-financial covenants, relating to compliance with predefined threshold values in terms of Net Financial Position/EBITDA, Net Financial Position/Shareholders' Equity.

MeglioQuesto required admission to trade the bond loan on ExtraMOT PRO3, segment of ExtraMOT market, organized and managed by Borsa Italiana S.p.A. There is no provision for the assignment of any rating, neither to the issuer nor to the bonds. There is no provision for the granting of any guarantee related to the obligations. The Securities are issued exempt from the obligation to publish an offer prospectus, pursuant to and for the purposes of art. 1, paragraph 4, of Regulation (EU) 2017/1129.

The issue and start of trading on the ExtraMOT PRO3 segment are scheduled for June 29, 2022.

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

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