



COMMUNICATION OF SUBSTANTIVE CHANGE IN OWNERSHIP STRUCTURE

MAHRBERG WEALTH AG INCREASES TO 5.98% OF SHARE CAPITAL

Milano, 8 July 2022

MeglioQuesto (1CALL:IM) *Phygital Analytic Company* operating in customer experience sector, pursuant to art. 17 of Euronext Growth Milan Issuers Regulation, informs on 7 July 2022, Mahrberg Wealth AG ("Mahrberg") sent the substantial change in shareholding communication, with which informed the Company, pursuant to article 12 of the Articles of Association, holding no. 3,486,047 shares equal to 5.98% of the share capital.

Felice Saladini, MeglioQuesto CEO: *"We are particularly proud that a long-term institutional investor like Mahrberg Wealth AG continues to support the MeglioQuesto project by increasing its participation. Mahrberg's experiences and knowledge will represent an added value for the future development of MeglioQuesto"*.

Alessandro Nitti, Chairman of the Advisory Board of **Mahrberg Wealth AG**: *"We are MeglioQuesto investors since IPO and we are convinced the development process credibly expressed by the Company deserves the trust and active support of the market. For this reason we have increased our stake in capital and we will be financially and strategically ready to support the company in its growth process"*.

Following the change, and considering communications on 24 June 2022 and on 1 July 2022, the shareholders who hold a significant stake in the Company (so-called "significant shareholders") as of today are the following:

Name	N. Shares	% circulating shares number
MQ S.r.l.	36.190.000	62,06%
Jaime Torrents Rotelli	826.000	1,42%
Felice Saladini	75.000	0,13%
Atlantiscom S.r.l.	800.000	1,37%
Mahrberg Wealth AG	3.486.047	5,98%
Own shares	1.234.915	2,12%
Market	15.702.700	26,93%
Totale	58.314.662	100,00%

(*) The investors included in "flottante" definition pursuant to the Euronext Growth Milan Issuers' Regulation

Based on communications received by the Company pursuant to the applicable regulations, there are no other shareholders, other than those indicated above, with a stake equal to or greater than 5% of share capital with voting rights.

In accordance with Article 26 of the Euronext Growth Milan Issuers Regulation, the names of the significant shareholders are also indicated on the website of the same www.meglioquesto.it/ at "Investors Relations" section.

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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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