

PRESS RELEASE

DUTIES CARRIED OUT BY THE BOARD OF DIRECTORS PURSUANT TO ARTS. 2343-QUATER AND 2444 OF THE CIVIL CODE

Milan, January 26, 2023

MeglioQuesto (1CALL:IM) ("**MeglioQuesto**" or "Issuer" or "Company"), Phygital Analytic Company among the leading operators in the customer experience industry in the Italian market, following the November 25th and December 27th press releases, announces to have completed the verification activities required by articles 2343-quater and 2444 of the civil code with reference to the paid share capital increase for a total amount, including the share premium, of Euro 5,148,998.40, to be released by contribution in kind, through the issue of total no. 1,072,708 ordinary shares with no indication of nominal value (the "Newly Issued Shares") at the subscription price of Euro 4.80 each (the "Subscription Price").

Such new shares issue was carried out through the contribution of the equity investments held by Messrs. Pierluigi Ghiani and Francesco Simula in Meglio Questo Digital s.r.l. ("MQ Digital"), equal to 24.50% for each, representing a total of 49% of the share capital of MQ Digital (the "Share") and in compliance with articles 2343-ter, paragraph 2, letter b) and 2440, paragraph 6, of the civil code.

To date, the Company has not received any request - pursuant to article 2440, paragraph 6 of the civil code - for a new valuation pursuant to and by effect of art. 2343 of the civil code.

The Company's Board of Directors has therefore taken steps to carry out the activities envisaged by articles 2343-quater and 2444 of the civil code, making, in particular, the declarations according to the applicable legislation.

As a reminder, the Newly Issued Shares are subject to the constraints of unavailability until the registration in the appropriate Company Register of the declaration and the certifications required by articles 2343-quater, paragraph 3, and 2444 of the civil code. The Newly Issued Shares will be issued once the declaration has been filed with the appropriate Company Register.

Messrs. Pierluigi Ghiani and Francesco Simula have undertaken a lock-up commitment on the Newly Issued Shares until the 24th month following the issue of such Shares.

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)

MeglioQuesto 2021-2025 Warrants: ISIN IT0005450207 (Ticker W1CALL)

Press release available at www.meglioquesto.it and www.1info.it

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