

PRESS RELEASE

MEGLIOQUESTO GROUP

2023 CORPORATE EVENTS CALENDAR

Milan, January 26, 2022

MeglioQuesto (1CALL:IM), Phygital Analytic Company listed on Euronext Growth Milan operating in the customer experience industry, in compliance with the provisions of art. 17 of the Issuers' Regulation Euronext Growth Milan, communicates the calendar of corporate events for the financial year 2023:

February 23, 2023 - Board of Directors

Board of Directors Meeting for the acknowledgment of certain consolidated economic and financial management data relating to FY 2022 (unaudited Revenues, EBITDA and Net Debt).

March 28, 2023 - Board of Directors

Board of Directors Meeting to approve the FY2022 consolidated financial statements and management report as well as the 2023-2025 Business Plan.

March 29, 2023 – Presentation of the 2023-25 Business Plan to the financial community

27 April 2023 - Annual Shareholders' Meeting (AGM)

Shareholders' meeting for the approval of the FY2022 consolidated financial statements and management report.

May 31, 2023 - Board of Directors

Board of Directors meeting for the acknowledgment of certain consolidated economic and financial management data related to Q12023 (unaudited Revenues, EBITDA and Net Debt).

July 27, 2023 - Board of Directors

Board of Directors meeting for the acknowledgment of certain consolidated economic and financial management data as at Q2 2023 (unaudited Revenues, EBITDA and Net Debt).

September 7, 2023 - Board of Directors

Board of Directors Meeting to approve the H12023 consolidated financial report, voluntarily subjected to a limited audit.

November 16, 2023 - Board of Directors

Board of Directors Meeting for the acknowledgment of certain consolidated economic and financial management data related to Q3 2023 (unaudited Revenues, EBITDA and Net Debt).

MeglioQuesto will promptly communicate any changes to the above communicated dates.

MeglioQuesto (1CALL:IM - ISIN IT0005450173) is a phygital analytic company operating in Italy since 2011, listed on the Euronext Growth Milan (EGM) market of the Italian Stock Exchange since June 2021, active in the multi-channel Customer Experience (CX) market. The uniqueness of the business model is based on the ability to offer consultancy and services on both physical and digital channels for sales and services to partners through an integrated and proprietary Business to Business to Consumer (B2B2C) technology platform. MeglioQuesto's partners are mainly top-tier companies in the telecommunications, energy, financial and insurance sectors to whom services are offered through two business lines ("Customer Acquisition" and "Customer Management") and three channels (Digital, Human and Voice). The innovative way in which the Group operates integrated all physical and digital touch points, enabling the consumer to choose how to deal with its supplier. The multi-channel system is structured on the Digital channel through a digital marketing approach ranging from search engine optimisation (SEO) and lead generation to online sales; the Human channel is developed in the context of operational marketing, through external B2C and B2B sales and promotion structures that use a face-to-face approach with the customer; the Voice channel encompasses all sales and CX activities characterised by advanced end-to-end models that innovate traditional 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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