

PRESS RELEASE

## ACKNOWLEDGMENT OF CERTAIN CONSOLIDATED ECONOMIC AND FINANCIAL MANAGEMENT DATA AS AT DECEMBER 31, 2022

### THE GROUP CONTINUES TO DELIVER DOUBLE-DIGIT GROWTH IN VALUE OF PRODUCTION AND EBITDA

#### Key consolidated economic and financial management data as at December 31, 2022

(unaudited management data)

- **Pro-forma Value of Production: €84-87 million**
- **Value of Production: €78-81 million (2021: €62.5 million)**
- **EBITDA: €11.5-12.5 million (2021: €10.6 million)**
- **Adjusted EBITDA: €13-14 million (2021: €11.4 million)**
- **Net Debt: €30-32 million (9M 2022: €22.6 million)**

Milan, February 23, 2023

The Board of Directors of **MeglioQuesto** (1CALL:IM), a Phygital Analytic Company operating in the customer experience sector, met today under the chairmanship of Jaime Torrents, and reviewed the main reported and pro-forma consolidated economic and financial data as at 31 December 2022.

The pro-forma results reflect the performance of the MeglioQuesto Group in the light of the acquisitions made at the end of the first half of 2022. The scope of consolidation fully includes Eureweb S.r.l., whose acquisition was completed on 14 June 2022 and Smart Contact S.r.l., whose acquisition was completed on 30 June 2022.

**Felice Saladini**, Chief Executive Officer of MeglioQuesto: *"We are very pleased with the 2022 data, which confirm our ability to grow in an extremely challenging and competitive market. These figures reflect the aggregate of the acquired companies, but do not yet fully reflect the many synergies that integration and close collaboration will enable in the coming years. In this context, MeglioQuesto will continue to keep a disciplined approach to the utilization of financial resources."*

The pro-forma **Value of Production** is in the range of €84.0-87.0 million, with a double-digit increase attributable to both organic growth and the contribution of the acquired companies.

The **Value of Production** is in the range of €78.0-81.0 million, with a double-digit increase of no less than 20% compared to the figure of €62.5 million in 2021 attributable to both organic growth and the contribution of the acquired companies.

The **adjusted Gross Operating Margin (EBITDA)** is in the range of €13.0-14.0 million, up from €11.4 million in 2021.

The adjusted EBITDA is between 13-14 million euros and differs from the reported EBITDA, which is between 11.5-12.5 million euros due to positive and negative extraordinary components of a non-recurring nature and to non-deductible VAT.

The **Net Financial Position** is in the range of €30.0-32.0 million, reflecting the acceleration of the acquisition and investment programme announced during the IPO; in particular, the change compared to 30 September 2022 (€22.6 million) is mainly attributable to the disbursement related to the acquisition of Eureweb of

approximately €3.3 million, digital investments for Lead Generation of approximately €3 million, the decrease in tax receivables of €2.0 million and a decrease in treasury shares of approximately €0.6 million, utilized in relation to M&A operations.

**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](http://www.meglioquesto.it) and [www.1info.it](http://www.1info.it)

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