

PRESS RELEASE

DISCLOSURE OF CHANGE IN SHARE CAPITAL

Milan, 23 February 2023

MeglioQuesto (1CALL:IM) ("**MeglioQuesto**" or "**Issuer**" or "**Company**"), Phygital Analytic Company among the main Italian operators in the customer experience sector, following the press release of January 26, announces that on February 23, 2023 the certificate of completion of the capital increase in kind pursuant to Article 2444 of the Italian Civil Code for the subscription of 1,072,708 ordinary shares of the Company was filed with the Register of Companies of Milan.

Following the allocation of the newly issued shares from the share capital increase in kind mentioned above, the change in the Issuer's fully subscribed and paid-up share capital is shown below:

	PREVIOUS SHARE CAPITAL			CURRENT SHARE CAPITAL		
	Euro	Shares	Nominal Value	Euro	Shares	Nominal Value
Total	1,819,588.50	58,314,662	-	1,926,859.30	59,387,370	-
of which						
• Ordinary Shares	-	47,435,162	-	-	48,507,870	-
• Multiple Voting Shares	-	10,879,500	-	-	10,879,500	-

Following the allocation of the newly issued shares from the share capital increase in kind mentioned above, the Company announces that, according to the latest results in its possession, the shareholding structure will be composed as follows:

Shareholder	Number of ordinary shares	Number of multiple voting shares	Number of total shares	% of share capital	% of voting rights
MQ S.r.l. ⁽¹⁾	25,333,000	10,857,000	36,190,000	60.94	71.81
Felice Saladini	85,441	22,500	107,941	0.18	0.19
Mahrbeigh Wealth AG	3,486,047	-	3,486,047	5.87	4.32
Pierluigi Ghiani (*)	536,354	-	536,354	0.90	0.67
Francesco Simula (*)	536,354	-	536,354	0.90	0.67
Treasury Shares	515,901	-	515,901	0.87	-
Market	18,014,773	-	18,014,773	30.33	22.34
Total	48,507,870	10,879,500	59,387,370	100.00	100.00

(1) company controlled by Felice Saladini

(*) shareholder subject to lock-up

MeglioQuesto S.p.A.

Via Francesco Restelli 3/1 - 20124 Milan, Italy • www.meglioquesto.it



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

For further information

ISSUER - MeglioQuesto

T +39 02/91430999

IR Officer, Alberto Bernardi: alberto.bernardi@meglioquesto.it

Head of Communication, Maurizio Guagnetti: maurizio.guagnetti@meglioquesto.it

EURONEXT GROWTH ADVISOR – illimity Bank

T +39 02/82849699

meglioquesto@illimity.com

IR ADVISOR – IR Top Consulting

T +39 02/45473884

Maria Antonietta Pireddu, m.pireddu@irtop.com, Domenico Gentile, d.gentile@irtop.com