

PRESS RELEASE

MEGLIOQUESTO: THE SHAREHOLDERS' MEETING APPROVES THE FY 2022 FINANCIAL STATEMENTS AND REVIEWS THE FY 2022 CONSOLIDATED FINANCIAL STATEMENTS

BDO Italia S.p.A. independent auditors of the Company and of the MeglioQuesto Group have been renewed for the financial years 2023-2025

Milano, May 2, 2023 - The General Shareholders' Meeting of **MeglioQuesto** (MQSPA: IM), a Phygital Analytic Company operating in the Customer Experience sector, met today chaired by Jaime Torrents.

Approval of the FY 2022 financial statements and presentation of the FY 2022 consolidated financial statements

The Shareholders' Meeting reviewed the FY 2022 Consolidated Financial Statements and approved the FY 2022 Financial Statements, deciding the following allocation of the profit for the year, equal to Euro 28.540:

- Euro 1.427 to the legal reserve;
- Euro 27.113 to the extraordinary reserve.

Appointment to the Independent Auditors

The Shareholders' Meeting, on the reasoned proposal of the Board of Statutory Auditors, reassigned to BDO Italia S.p.A. to the statutory audit of the Company's as well as the MeglioQuesto Group's financial statements for the three-year period 2023-2025. The Shareholders' Meeting also approved the related fees.

Filing of documentation

The Minutes of the Shareholders' Meeting, including the summary report of the votes, will be made available to the public on the Borsa Italiana and Company websites within the terms and in the manner prescribed by current legislation.

MeglioQuesto (MQSPA:IM – ISIN IT0005450173), is a phygital analytic company that has been operating in Italy since 2011, listed on the Euronext Growth Milan (EGM) of Borsa Italiana 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 assistance to partners through an integrated and proprietary Business to Business to Consumer (B2B2C) technological platform. Meglio Questo's partners are mainly top tiers 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 has integrated all the physical and digital touch points, enabling the consumer to choose how to relate to his supplier. The multi-channel approach is articulated on the Digital channel through a digital marketing approach that goes from search engine optimization (SEO), to lead generation and online sales; the Human channel is developed in the context of operational marketing, through external B2C and B2B promotion and sales structures that employ the face-to-face approach with the customer; the Voice channel includes all sales and CX activities characterized by advanced end-to-end models that innovate traditional activities.

Identification Codes

Shares: ISIN IT0005450173 (Ticker MQSPA)
Warrant MeglioQuesto 2021-2025: ISIN IT0005450207 (Ticker WMQSPA)

Press release available on www.meglioquesto.it and su www.1info.it

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