

PRESS RELEASE

## **MEGLIOQUESTO BOARD OF DIRECTORS SETS UP THE FINANCE COMMITTEE WITH THE OBJECTIVE TO STRENGTHEN THE OVERSIGHT OF THE GROUP FINANCE FUNCTION AND THE INTEGRATION OF ESG CRITERIA INTO BUSINESS STRATEGIES**

Milan, March 16, 2023

The Board of Directors of **MeglioQuesto** (1CALL:IM), Phygital Analytic Company listed on Euronext Growth Milan operating in the customer experience industry, met today under the chairmanship of Jaime Torrents Rotelli and approved the creation of the Finance Committee, with the aim of strengthening the oversight of the Group Finance function as well as the integration of ESG (Environment, Social and Governance) criteria in business strategies.

The Finance Committee – made up of Alessandro Nitti (Independent Director) as Chairman, Felice Saladini (Chief Executive Officer), Antonello Bonuglia (Director) and Fabio Bortolotti (Chief Financial Officer of the Group) – will support the Board of Directors in the governance of ordinary and extraordinary finance matters and in the promotion of sustainable finance strategies aimed at creating long-term value for shareholders and for all stakeholders of the Group.

Felice Saladini, Chief Executive Officer of MeglioQuesto stated: *“Creating the Finance Committee is a fundamental step in the development of stronger corporate governance aligned with capital markets best practices and will provide further support to the definition and implementation of the 2023-2025 Business Plan, whose strategic guidelines will be shared with the financial community on March 29th. The Committee will also support the Group in identifying and planning the most advanced responses to the challenges of communicating non-financial performance with specific reference to sustainability and ESG issues.”*

**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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