PRESS RELEASE

REGISTERED IN COMPANIES REGISTER RESOLUTION OF EXTRAORDINARY SHAREHOLDERS' MEETING OF 23 AUGUST 2022

INFORMATION FOR THE EXERCISE OF THE RIGHT OF WITHDRAWAL AND FOR THE EXERCISE OF THE CONVERSION RIGHT OF ORDINARY SHARES INTO PLURIMUM VOTING SHARES

Milan, 7 September 2022

MeglioQuesto (1CALL: IM), one of the main Italian operators in the multichannel *customer experience* sector ("**MeglioQuesto**" or the "**Company**"), announces that on 30 August 2022 (the "**Registration Date**") the resolution of the shareholders' meeting of last August 23, 2022 (the "**Assembly**") has been registered at Companies Register of Milan Monza Brianza Lodi with which, among other things, were approved the amendments to articles 6 and 7 of the bylaws of MeglioQuesto and the introduction of the new article 6-bis aimed at introducing the right to issue multiple voting shares (the "**Bylaws Amendments**" and the "**Multiple Voting Shares**").

Please note that the Issuer's shareholders who did not participate in the approval of the Statutory Amendments, are entitled to exercise the right of withdrawal pursuant to Article 2437, paragraph 1, lett. g) of the Italian Civil Code (the "**Right of Withdrawal**").

The liquidation value of the MeglioQuesto shares for which the Right of Withdrawal has been exercised was determined at € 2.038 per share (the "**Liquidation Value**").

Pursuant to the provisions of art. 2437-quater, 5th paragraph, of the civil code, the reimbursement to withdrawing shareholder in the event of non-placement will take place within 180 days of the notice of withdrawal.

As resolved by the Shareholders' Meeting, the Amendments to the Articles of Association are suspensively conditional on the failure to exercise the Right of Withdrawal for a number of MeglioQuesto shares which entail an overall liquidation value for the Company not exceeding 500,000.00 euros (the "**Condition**" and "'**Maximum Disbursement**"), to be calculated net of the amounts to be paid by the shareholders who, in the context of the liquidation procedure provided for by Article 2437-quater of the Italian Civil Code, exercise their option and pre-emption rights or any third parties to which the shares subject to the Right of Withdrawal will be placed.

It follows that even the withdrawal requests submitted pursuant to Article 2437, paragraph 1, lett. g) of the Italian Civil Code, as well as the payment of the Liquidation Value, will be subject to a suspensive condition upon the fulfillment of the Condition.

Considering that the communication to the public of the registration of the minutes of the Shareholders' Meeting took place exclusively from the date of this press release (the "**Registration Communication Date**") and not from the Registration Date - without prejudice to the provisions of art. 2437-bis paragraph 1 of the Italian Civil Code - The Company has decided to give the shareholders entitled to exercise the Withdrawal Right an additional period up to the 15th day following the Registration Communication Date and therefore until **22 September 2022** (the "**Term**").

The Right of Withdrawal may therefore be exercised (even in partial derogation from what has already been communicated) by those entitled, for all or part of their shares, only by registered letter (the "**Declaration of Withdrawal**") to be sent to the Company to pursuant to art. 2437-bis of the civil code

no later than the Deadline, at Viale Francesco Restelli n. 3/1 - 20124 Milan, with the subject: "Notice of Withdrawal".

However, for the purposes of promptly carrying out the withdrawal procedure, where possible (and with the aim of facilitating the rights of withdrawing shareholders), it is recommended that those entitled to anticipate the Withdrawal Declaration by certified e-mail to the address meglioquesto@pec.meglioquesto.it and ordinary e-mail to the address nicola.mari@meglioquesto.it .

It is understood that said sending cannot be understood as a substitute for the procedures prescribed by law and, therefore, regardless of the same, the Declaration of Withdrawal - for its validity - must be sent to the Company by registered letter.

The Declaration of Withdrawal must contain the following information:

(i) personal data, tax code, domicile (and, where possible, a telephone number and an e-mail address) for communications relating to the procedure;

(ii) the number of shares for which the right of withdrawal is exercised;

(iii) the details and coordinates of the current account of the withdrawing shareholder on which the liquidation value of the shares must be credited; And

(iv) the indication of the intermediary with whom the account on which the shares for which the right of withdrawal is exercised are registered, with the data relating to the account.

It should be noted that, in consideration of the dematerialization regime of MeglioQuesto shares, the legitimacy to exercise the right of withdrawal pursuant to article 2437 of the civil code is certified by a communication from the intermediary to the issuer, pursuant to art. 43 of the Single Provision on post trading of Consob and the Bank of Italy of 13 August 2018 containing, among other things, the discipline of centralized management activities (the "Single Provision"). Therefore, the shareholders of MeglioQuesto who intend to exercise the Right of Withdrawal must request their intermediary, under penalty of inadmissibility of the Declaration of Withdrawal, to send said communication (the "Communication") to MeglioQuesto to the above address within the deadline.

The communication from the intermediary must certify:

- the uninterrupted ownership, by the withdrawing shareholder, of MeglioQuesto shares in relation to Withdrawal Right is exercised starting from the date of the Shareholders' Meeting, until the date of exercise of the Withdrawal Right or, if later, until the date of issue of the communication;
- the absence of a pledge or other constraint on the MeglioQuesto shares in relation to which the withdrawal right is exercised; otherwise, as a condition for the admissibility of the Withdrawal Declaration, the withdrawing shareholder must send MeglioQuesto, within the Term, a specific declaration made by the pledgee, or by the person in favor of whom there is another constraint on the shares, with which that person gives his irrevocable consent to the liquidation of the shares subject to withdrawal in accordance with the instructions of the withdrawing shareholder.

Withdrawal Declarations sent after the Deadline or lacking the necessary information or not accompanied in time by the relevant declarations referred to above will be inadmissible and, in any case, ineffective.

It is up to the withdrawing shareholders to ensure the correctness of the information contained in the Declaration of Withdrawal and to ensure that it is sent to the Company within the Deadline, as indicated above, and the Company does not assume any responsibility in this regard.

As required by art. 2437-bis of the Italian Civil Code and the regulations in force, the shares covered by the Communication will be made unavailable, by the intermediary itself, until their liquidation.

In the event one or more shareholders exercise the Right of Withdrawal, the liquidation procedure will take place in accordance with the provisions of Article 2437-quater of the Civil Code. The Company will communicate any related information in the manner provided for by the applicable legal and regulatory provisions and on the website www.meglioquesto.it .

For further information on Withdrawal Right, please refer to the report of the Board of Directors (to be considered integrated due to the timing indicated herein) on the liquidation value made available to the shareholders, together with the opinions expressed by the Board of Statutory Auditors and by the auditing company BDO Italia S.p.A., with the methods and terms provided for by the applicable

regulations as well as on the Company's website www.meglioquesto.it

With reference, however, to the exercise of the right to convert ordinary shares into multiple voting shares, the following should be noted.

Only shareholders who hold shares in the Company before the opening of the meeting that approved the Bylaws Amendments and provided that they have held the shares they require to be converted without interruption until 30 September 2022 may exercise the right to conversion (the "**Uninterrupted Holding Period**"), subject to their actual possession on the effective conversion date. Therefore, for the sake of clarity, only those ordinary shares that have been owned by the relevant Shareholder for the entire Uninterrupted Holding Period and provided that said shares are owned by that Shareholder on the date on which the conversion takes place may be converted into Multiple Voting Shares.

At the expiry of the Uninterrupted Holding Period, each titled Shareholder may exercise the right to conversion, in any case for a maximum number of "authorized" shares equal to 30% of the ordinary shares held, by the deadline of October 14, 2022) (the "**Conversion Term**"). To this end, the Shareholder concerned must send a written communication to the Company (the "**Conversion Request**"), by certified e-mail (to the certified email address: meglioquesto@pec.meglioquesto.it), in advance by simple e-mail (to the address: nicola.mari@meglioquesto.it), containing:

(i) personal data, tax code, domicile (and, where possible, a telephone number and an e-mail address) for communications relating to the conversion process;

(ii) the number of ordinary shares for which the right to be converted into Multiple Voting Shares is exercised (the "**Convertende Shares**");

(iii) the indication of the intermediary in which the account the Convertende Shares are registered is open and of the one in which the account to which the assigned Multiple Voting Shares must be transferred is open, with the data relating to the accounts;

(iv) the undertaking by the relevant Shareholder not to transfer the Convertende Shares until the effective conversion date, unless the right to convert all or part of the Convertende Shares is waived, promptly notified in writing by the relative Shareholder to the Company by certified e-mail in advance via simple e-mail.

It is understood that any transfer of the Convertende Shares in the period prior to the actual conversion will result in the loss of the right to the same in relation to the transferred shares and because of multiple voting.

In addition, the Shareholder who intends to exercise the right to conversion must provide the Company with a certification, made by the intermediary with which the Convertende Shares are registered, regarding the fact said shares have been owned by that Shareholder for the entire Period of Uninterrupted Possession and are owned by the same on the date of sending the Conversion Request or, if later, on the date of issue of the certification (the "**Intermediary Certification**"). This certification must be sent to the Company within the Conversion Deadline in the same manner as above.

Conversion Requests sent after the Conversion Deadline or lacking one of the essential elements described above or not promptly accompanied by the Intermediary Certification will be inadmissible and, in any case, ineffective.

In case of valid exercise of the conversion right described above, the Convertende Shares will be converted into Multiple Voting Shares, unless otherwise indicated by Borsa Italiana S.p.A. (which will be promptly communicated), on the first open market day of November 2022. However, if the Condition is still pending (or not yet waived) on that date, the conversion will take place on the last open market day of the calendar month, in which the press release of the Company is published concerning the fulfilment (or the waiver) of the aforementioned Condition (the "**Statement on the Condition**") or, if earlier, the day before the so-called record date referred to in art. 83-sexies of the d. lgs. 58/1998 (the "**TUF**") of any meeting that is called after the publication of the Notice on the Condition Precedent, without prejudice in any case to any other indication by Borsa Italiana S.p.A. (which will be promptly communicated).

It is specified that the Multiple Voting Shares assigned following the conversion procedure described above will have a different ISIN number than the ordinary shares and will no longer be admitted to trading nor will they be counted in the calculation of the Company's capitalization.

For more information, please refer to what is illustrated in the report of the board of directors relating to

the Statutory Amendments, available on the website www.meglioquesto.it and the resolutions passed by the shareholders' meeting of 23 August 2022.

MeglioQuesto (1CALL: IM - ISIN IT0005450173) is a *customer interaction company* with a multi-channel offer aimed at top tier customers in the telco, multiutility, finance & insurance sectors. MeglioQuesto is the market leader with its articulated multi-channel offer based on customized solutions for the acquisition and management of relationships with end consumers. The Group operates with the following business lines: "*Customer acquisition*", relating to all services aimed at increasing and developing the customer base of companies through activities aimed at the acquisition of new end customers or through up-selling and cross selling on already active users; "*Customer management*", relating to customer care services and in particular to all those services relating to the management of relations between the company and end customers, including telephone, commercial and technical assistance services, file management and back office activities.

Identification codes

Ordinary shares: ISIN IT0005450173 (Ticker 1CALL)
Warrants MeglioQuesto 2021-2025: ISIN IT0005450207 (Ticker W1CALL)

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

For further information

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