

TO
MeglioQuesto S.p.A.
Via Francesco Restelli, n. 3/1
20124 Milano
PEC: meglioquesto@pec.meglioquesto.it
@ : nicola.mari@meglioquesto.it

Via PEC anticipated by simple mail

(Place) (date)

Subject: Request for conversion of ordinary shares into multiple voting shares

The undersigned Mr./ Mrs. _____ born in _____
on _____ resident in _____ street _____
domiciled in _____ in _____
fiscal code _____ phone n. _____
e-mail _____

[in case of company]

The undersigned _____ born in _____
on _____ fiscal code _____ in quality of legal representative
of the Company _____, based in _____,
street _____ n. ____ fiscal code / VAT number _____
registered under n. _____ at the Companies Register of _____,
phone n. _____ e-mail _____

noted that

- (i) on 23 August 2022 the extraordinary shareholders' meeting of MeglioQuesto S.p.A. ("MeglioQuesto" or "Company") has, among other things, approved the amendment of Articles 6 and 7 of the bylaws and introduction of a new art. 6-bis (the "**Resolution**") for the purpose of issuing multiple voting shares (the "**Multiple Voting Shares**");
- (ii) pursuant to the Resolution, the right to convert the Company's ordinary shares into Multiple Voting Shares may concern a maximum of 30% of the ordinary shares held by each shareholder of MeglioQuesto at the date of the Resolution itself (the "**Convertible Shares**") provided that such Convertible Shares have been held continuously from the date of the Resolution until 30 September 2022 (the "**Uninterrupted Holding Period**");

all and accepted, he declares

that as of 23 August 2022 (the "**Reference Date**") held a total of no. _____
MeglioQuesto shares (ISIN IT0005450173) deposited on the following securities accounts:

- (i) no. _____ MeglioQuesto shares deposited in the securities account no. _____ accessed at _____;
- (ii) no. _____ MeglioQuesto shares deposited in the securities account no. _____ accessed at _____
- (iii) no. _____ MeglioQuesto shares deposited in the securities account no. _____ accessed at _____ ,

(overall, the "**Intermediaries**");

request

- the conversion of no. _____ MeglioQuesto own shares (corresponding to _____% of the shares held by the same at the Reference Date) in Multiple Voting Shares (the "**Convertende Shares**") to be credited to the securities account no. _____ opened at _____;

is committed

- not to transfer or otherwise dispose of the Convertende Shares until the effective conversion date of the same into Multiple Voting Shares;
- to promptly notify the Company of its possible decision to renounce the conversion of the Convertende Shares into Multiple Voting Shares in any case before the effective conversion date, without prejudice to the declaration of being aware any transfer of the Convertende Shares in the previous period the actual conversion will result in the loss of the right to the same in relation to the shares transferred and, consequently, the loss of the multiple vote;

he/she also declares

(A) to this request:

is attached the:

will follow the transmission of the:

certification, referred to in Article 43 of the Single Provision on post trading of Consob and the Bank of Italy of 13 August 2018, issued by the Intermediary (the "**Certification**") certifying:

- (i) by each Intermediary, the total number of MeglioQuesto shares held on the Reference Date;
- (ii) by each Intermediary with which the Convertende Shares are deposited, the ownership of the same Convertende Shares uninterrupted from the Reference Date until the date of the conversion request or, if later, until the date of issue of the Certification;

(B) to be aware it's responsibility of the undersigned to ensure the accuracy of the information contained in this declaration and to ensure the Intermediary transmits the relevant Certification to the Company under penalty of forfeiture of this;

- (C) to be aware this declaration, lacking the necessary information or not accompanied, in due time, by the Certification, will not be taken into consideration;
- (D) to express consent, also pursuant to the provisions of EU Regulation no. 2016/679 and of Legislative Decree 196/2003, personal data indicated in this request are also processed using IT and telematic procedures for purposes directly connected and instrumental to the exercise of the Right of Withdrawal.

Best regards.

Signature