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## MeglioQuesto S.p.A. lists on AIM Italia

- **Thirteenth listing of 2021 on Borsa Italiana's AIM Italia**
- **MeglioQuesto S.p.A. brings the total number of companies listed on Borsa Italiana's AIM Italia to 146**
- **MeglioQuesto S.p.A. raises €17.2 million with listing**



**Milan – 28 June 2021** – Borsa Italiana, part of the Euronext Group, today congratulates MeglioQuesto S.p.A. on its listing on Borsa Italiana's AIM Italia.

MeglioQuesto S.p.A. is a customer interaction company with a multi-channel offer aimed at top tier customers in the telco, multiutility, finance and insurance sectors.

MeglioQuesto S.p.A. represents the thirteenth listing since the beginning of the year on Borsa Italiana's market dedicated to small and medium sized companies and it brings the total number of firms currently listed on AIM Italia to 146.

In the placement phase MeglioQuesto S.p.A. raised €17.2 million. The free float at the time of admission was 23.55% (assuming the total exercise of the greenshoe option) and the capitalisation was €73.2 million (assuming the total exercise of the greenshoe option).

Felice Saladini, CEO of MeglioQuesto S.p.A., said: *"We are proud to be here today to celebrate an important milestone for our company. One that will allow us to accelerate our external development plans and ensure organic growth, nationally and internationally. The market is showing a growing interest in customer experience and digital transformation. Thanks to our capacity for technological innovation, combined with an organisational model supported by investments in staff training, MeglioQuesto represents a solid business model. This is a starting point that allows us to aim for new and even more ambitious goals for MeglioQuesto's success and to provide value to our shareholders, who have strongly believed in and supported this project"*.



Felice Saladini, CEO of MeglioQuesto S.p.A. rang the bell during the market open ceremony this morning to celebrate the Initial Public Offering of the company.

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### MeglioQuesto S.p.A.

MeglioQuesto S.p.A. is a customer interaction company with a multi-channel offer aimed at top tier customers in the telco, multiutility, finance and insurance sectors. MeglioQuesto S.p.A. is a market leader, with its articulated multi-channel offer based on customised solutions for the acquisition and management of relationships with end consumers. The Group operates along the following business lines: "Customer acquisition", with a focus on all services aimed at increasing and developing companies' customer base through activities designed for the acquisition of new end customers or through up-selling and cross-selling activities on already active users; "Customer management", with a focus on customer care services and, in particular, on all services relating to the management of relations between the company and end customers, including phone, sales and technical assistance services, file management and back office activities.

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