



JOINT PRESS RELEASE

**PARTNERSHIP BETWEEN RELATECH AND MEGLIOQUESTO
FOR THE DIGITALIZATION OF THE CUSTOMER EXPERIENCE &
ENGAGEMENT MULTICHANNEL PLATFORM**

Milan, 29th July 2021

Relatech (RLT: IM) and **MeglioQuesto** (1CALL: IM) announce that they have launched the partnership for the digitalization of the multichannel customer experience and engagement platform. The goal of the partnership is to boost the integration of touch points (physical, digital and voice) by increasing the interconnection of the **digital-to-human** and **human-to-digital** process.

Relatech will provide technologies, skills and methodologies inherent in its **RePlatform** digital and cloud based platform, in order to optimize MeglioQuesto portal in terms of ecosystem and unique platform, able to include all digital touchpoints, CRM, solutions of marketing automation, business intelligence in total compatibility with the software and services of the touch, human, voice and e-commerce sales channels. Furthermore, the portal will be able to collect huge amounts of data (**data gathering**) from different channels and analyze and rationalize them (**data analysis**) always in total reliability and security thanks to **cybersecurity** and **blockchain** technologies.

Felice Saladini, CEO of MeglioQuesto: *"It is a very important agreement for us because it allows us to develop an innovative integration between the 'human, voice and digital' channels to offer customers a new relationship experience and to support them in their choices. The consumer has accelerated his digital consumption. His vision of the very concept of customer assistance is changing. Together with Relatech we will offer with our platform the answers to the new needs that our customers are starting to mature."*

Silvio Cosoleto, Chief Operating Officer of Relatech, comments: *"We are very happy to start a synergistic collaboration with a company like MeglioQuesto which pursues a customer-centric business philosophy, that is, which places the Customer at the center of its choices."*



We are convinced that the combination of know-how and expertise, both of MeglioQuesto and of Relatech, in terms of user experience, is the winning one to innovate and optimize the questoquesto.it platform that will be able to meet customer needs quickly and offering a highly personalized service."

This press release is online at www.relatech.com (Investor Relations/Press Release section) and at www.meglioquesto.it.

Relatech (ticker RLT ISINIT0005433740), Digital Enabler Solution Knowledge (D.E.S.K.) Company, listed on AIM Italia since June 2019, is present on the market with innovative solutions dedicated to the digital transformation of companies. Relatech is an innovative SME focused on customers looking for the most innovative solutions, becoming a strategic partner for digitization and ICT services. Relatech constantly invests in Open innovation with an extensive R&D activity carried out internally and numerous partnerships with the main Italian Universities and research centers. Thanks to its digital platform and cloud based RePlatform, it provides services and develops innovative digital solutions in frontier technologies of Digital Enabler, such as Cloud, Cybersecurity, Blockchain, Big Data, Machine Learning, Artificial Intelligence, Internet of Things.

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. Better This 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.

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