

CASTA DIVA GROUP: CONSOLIDATION IN THE AMERICAS AND EXCLUSIVE PROFESSIONAL PARTNERSHIP WITH 3 NEW DIRECTORS

In line with the business consolidation strategy ongoing in the Americas, the international roster has been strengthened with the acquisition of Fatty Iastrebnier and Juli Montesano in the Buenos Aires headquarters and Matteo Bonifazio in the United States

CDG will meet the financial community on Tuesday 22 November at 6 p.m. at the Blue Note

Milan, 21 November 2016

Casta Diva Group (CDG:IM), the AIM-listed multinational that operates in the communications sector, has announced today the acquisition of three new important directors in its roster of the Americas where the brand's consolidation is progressing.

Casta Diva Group Chairman **Luca Oddo** and its CEO **Andrea De Micheli**: *"In a business like ours, the association with great talents is fundamental. This is why we have aimed at bringing onto our team Fatty Iastrebnier and Juli Montesano in Buenos Aires and Matteo Bonifazio in the US. Having so many offices, both in the USA and in Latin America, allows us to have a competitive edge on the Spanish advertising market that is well represented and flourishing in the United States."*

The Group's activities in the Americas are based in Los Angeles and Buenos Aires, with representative offices in New York, Montevideo and San Paolo. Overall, the American content in 2015 has generated a turnover of 5.2 million dollars, while the 2016 six-month period closed at 2.7 million dollars. Our major clients have been Airbnb, Ariel, Chevy, Downy, El Cronista Comercial, L'Oreal, Nerf, Procter & Gamble, Troy- Bilt, Walmart, Welspun, while the agencies that have chosen Casta Diva in America have been Commonwealth, DDB, Grey, Leo Burnett, Marcus Thomas, McCann, Publicis, Saatchi and Under The Radar.

With the exclusive acquisition of Iastrebnier, Montesano and Bonifazio, the number of directors present on the American team rises to 12.

Fatty Iastrebnier's strong point is humour and action, and he has worked with both athletes and celebrities, directing for brands of the calibre of Unilever, Coca-Cola, Purina, Telefonica, Speedy and Danone. For some time he has felt the need to take a new direction in his career in order to grow further professionally, so the opportunity to join the team of directors at Casta Diva Buenos Aires seemed perfect to him.

Juli Montesano, before starting his directing career, worked as a designer and art director. He worked in post-production and in animation for clients such as FiberTel, Ascia, Volkswagen, Sprite and Falabella. He has a creative mind and is especially suited to projects that require special attention to aesthetic detail.

Matteo Bonifazio, born in Italy of an American mother and Italian father, graduated in architecture from the University of Genoa, but was immediately drawn in another direction, going from designing houses and buildings to directing spots and videos, and in a very short time becoming a successful director. At the start of his career he worked for MTV Networks, directing many of the channel's Pan-European productions in Milan and London. His

childhood spent travelling and his first work experiences all helped him to hone his directing skills and he soon developed his own very personal style. His visual work is charged with spontaneous, energy-packed atmosphere; and yet nothing is left to chance, with focus on the smallest details. His talent has brought him commissions from well known multinational brands, such as Coca Cola, Nike, Campari, Seat, Fila, Pepsi, VW, Hyundai, McDonald's and American Airlines, just to mention a few.

View this press release at www.castadivagroup.com and www.emarketstorage.com

Casta Diva Group (CDG:IM) is a multinational that works in the sector of communication for the production of branded content, viral videos, digital content, films and corporate events. It is present in 4 continents with offices in 13 cities: Milan, Rome, London, Manchester, Prague, Beirut, Istanbul, New York, Los Angeles, Buenos Aires, Montevideo, Cape Town, Mumbai. The Group's brands are Casta Diva Pictures, Egg Events, Bin Jip and, thanks to a commercial agreement, Adacto. It is the world's most extensive production network for advertising films and events and for international events, built up through the active and continuous interaction between its various headquarters and the experience of its 62 digital communication and live entertainment experts. It is a talent hub capable of retaining Oscar winners and celebrities from across the world as well as of attracting new creative talent that guarantee very high standards of excellence. Casta Diva Group and its managers have offered innovative and creative communication strategies to over 100 major brands, reinterpreting the conventional rules of communication. Since its establishment in 2005, the Group has grown constantly and has been regularly awarded a large number of prizes and recognitions, including various Lions at the Cannes Lions International Festival of Creativity, Mobius Awards, LIA - London International Awards, and EuBEA – European Best Event Awards. It owns Blue Note Milano, the jazz club and upscale restaurant opened in 2003 and part of the Blue Note international network, a famous venue for international jazz, that in via Borsieri, in the Isola district, (and not only) holds about 300 concerts a year, with a turnover amounting to about 25% (source: Siae) of all jazz revenues in Italy.

Contacts

CASTA DIVA GROUP – Issuer

Paolo Perrotta

investor.relations@castadivagroup.com

Via Lomazzo 34, 20154 Milano

T: +39 02 3450817

IR TOP CONSULTING

Investor Relations - Maria Antonietta Pireddu

m.pireddu@irtop.com

Media Relations

Domenico Gentile, Antonio Buoizzi

ufficiostampa@irtop.com

Via C. Cantù, 1 - 20123 Milano

T: +39 02 45473884 - www.aimnews.it

INTEGRAE SIM – Nomad

Via Meravigli 13 – 20123 Milano

T: +39 02 87208720

info@integraesim.it

CFO SIM – Specialist

Via dell'Annunciata 23 – 20121 Milano

T: +39 02 303431

info@cfosim.it