



CASTA DIVA GROUP, THROUGH THE SUBSIDIARY G2 EVENTI, ACQUIRES 100% OF ARTIFICIO ITALIANO, A CREATIVE AGENCY SPECIALIZED IN CELEBRATORY EVENTS

The founders ANGELO BONELLO, FABRIZIO MINASI, and ALBERTA NUNZIANTE will continue to operate in the company.

- **After winning the bid for the closing ceremony of the Paralympic Games, this acquisition strengthens Casta Diva in the field of large celebratory events.**
- **Artificio Italiano will end 2024 with a turnover of around one million euros from creative consulting, but in the future, integrated into G2, it will bring a much larger turnover to the Group, including the production and logistics of its own events.**
- **The new division, Casta Diva Art & Show, will focus on creating and organizing large events and ceremonies, also through proprietary formats, both in Italy and abroad.**

Milan, December 19, 2024

Casta Diva Group (CDG:IM) ("CDG" or "Company"), a company listed on Euronext Growth Milan and active internationally in the communication sector, announces that today, in line with the growth strategy outlined in the 2023 – 2026 Industrial Plan published on December 4, 2023, its subsidiary G2 Eventi Srl has signed, following the resolution of the Board of Directors, the share purchase agreement ("Closing") to acquire 100% of the share capital of Artificio Italiano Srl (hereinafter: "AI"), one of the most prestigious event agencies active in the field of large celebratory events in Italy and abroad, which also manages the creative studio Kitonb, active since 1998.

The founders of AI, Angelo Bonello, Fabrizio Minasi, and Alberta Nunziante, will continue to work for the company. Minasi will be the President, and Francesco Paolo Conticello, creative director and communication manager at G2 Eventi, will become CEO of AI, which will change its name and logo to Casta Diva Art & Show, maintaining its own corporate structure, under the direction and coordination of G2 Eventi. The third board member will be Paola Gagliardo.

The value of 100% of AI has been set at €90,000.00 (ninety thousand), also considering the contribution the Casta Diva Group will bring on the industrial plan. Further conditions of the sale, which involve the transfer of the Artificio Italiano and Kitonb trademarks to G2 for 10 (ten) years, are specified at the bottom of this press release.

AI, founded in 2017, is currently led by Angelo Bonello, Fabrizio Minasi, and Alberta Nunziante. Bonello is an artist specializing in Light Art, internationally recognized. His light sculptures appeared on the terrace of Teatro alla Scala in 2023 and in Piazza della Scala in 2024 to celebrate the opening of the Scala Ballet season, as well as a special edition of the light sculpture "Run Beyond," recently purchased by the municipality of Riyadh.



Minasi and Nunziante, co-founders of AI, have contributed to its success with their creative, relational, and organizational skills. AI brings to CDG additional expertise in the “large celebratory events” sector thanks to its success story, with its shows and performances inaugurating major events worldwide, from Europe to Asia, Africa to the Middle East.

Over the years, AI has built preferential relationships with major Italian and international artists, as well as partnerships with specialized suppliers for large events worldwide.

*"The acquisition of Artificio Italiano is part of our plan to become a leader in the celebratory events market, after achieving leadership in Italy in the corporate events sector," commented **Andrea De Micheli**, Chairman and CEO of Casta Diva Group. "Angelo, Fabrizio, and Alberta are now our partners, and I am confident they will make a fundamental contribution to the development of our activities in this prestigious field. Today, their turnover, about one million, refers only to a small percentage of the events' budgets in which they participate, namely creative consulting, which usually represents around 5% of the entire budget. The integration of their skills into Casta Diva Art & Show will enable us to compete in a new, very rich and prestigious market, and I believe that the million we acquire today can multiply in the coming years."*

*"The agreement signed today marks a crucial moment for the future of Artificio Italiano, which from today will be known as Casta Diva Art & Show. This is a fundamental step in our ambitious growth path," comments **Angelo Bonello**, artistic director. "Joining a prestigious group like Casta Diva is like a race car driver joining the most renowned Formula 1 team: now we can compete to become a global reference in the live event and proprietary art format sector."*

*"We are proud to formalize this acquisition, marking the virtuous collaboration with Casta Diva Group, which began with Light Is Life in Bergamo and Brescia, Cities of Culture 2023, and continued with the assignment of the Closing Ceremony of the Mi-Co 2026 Paralympics," adds **Fabrizio Minasi**, president of Casta Diva Art & Show. "Our brand is known, perhaps more abroad than in Italy, thanks to our unique ability to combine Italian style with the cultural values of other countries and our experience in cooperation with local resources. Today, we are ready to soar toward the next major events in art and show."*

*"Before and during the negotiation, we got to know each other well," says **Francesco Paolo Conticello**, newly appointed CEO of Casta Diva Art & Show. "We have been collaborating for several years. For example, we created Light is Life for A2A in Bergamo and Brescia during the year when these cities were the Italian Capital of Culture. We also won the bid for the Paralympic closing ceremony. We have thus had the opportunity to test the potential of collaboration and the blending of our teams, based on the search for excellence and quality of execution. We are proud to welcome Fabrizio Minasi, Angelo Bonello, and Alberta Nunziante into the Casta Diva family. This acquisition marks the beginning of a journey that combines creative vision with operational stability,*



strengthening our ambition for excellence. With Angelo Bonello, we have already shown how art and spectacle can move and leave a lasting mark, and we are confident that together we will continue to create unique experiences, consolidating our role as leaders in large events and artistic projects."

Contractual Conditions

The sale price for 100% of the capital of AI has been set at €90,000.00 (ninety thousand) and has been paid at the Closing, which took place today. Casta Diva used its cash resources to finance the operation, without resorting to bank debt or other sources. At Closing, AI's net financial position is neutral.

Angelo Bonello, Fabrizio Minasi, and Alberta Nunziante signed a Management Agreement today, binding them to AI for the next 3 (three) years and including a non-compete clause for the contract period and the following two years. Naturally, there is the possibility of renewing the Management Agreement after the first period.

The seller has provided appropriate guarantees to cover its commitments (R&W).

The sale deed was signed by Notary Dr. Susanna Schneider of Studio ZNR with the assistance of lawyer Alessandro Franzini.

The press release is available on www.castadivagroup.com and www.emarketstorage.com.

CASTA DIVA GROUP (CDG- ISIN IT0005003782) is a multinational company listed on Euronext Growth Milan, active in the communication sector for the production of branded content, viral videos, digital content, films, and live music entertainment. It operates on 4 continents with offices in 14 cities: Milan, Rome, Modena, London, Prague, Beirut, Istanbul, New York, Los Angeles, Buenos Aires, Montevideo, Cape Town, Dubai, and Riyadh. The Group's brands include Casta Diva Pictures, Akita Film, E-Motion, G2 Eventi, Genius Progetti, and Blue Note Milano. Casta Diva Group represents the largest network for the production of advertising films and events worldwide, built through active and continuous interaction among its various offices and the expertise of its professionals in digital communication and live entertainment. It serves as a talent hub capable of engaging Oscar winners and celebrities from around the globe while discovering and attracting new creative talents that ensure the highest standards of excellence. Since its founding in 2005, the group has steadily grown and has been awarded more than 130 international awards, including the Mobius Award, LIA - London International Awards, EuBEA – European Best Event Awards, and numerous Lions at the Cannes Lions International Festival of Creativity. It owns Blue Note Milano (part of an international network), the most famous jazz club in continental Europe, which opened in 2003 and produces over 300 shows a year at its venue on Via Borsieri (and beyond). Blue Note Milano generates approximately 26% of jazz revenue in Italy (source: SIAE) and is a leading entity in the global jazz scene.

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CONTACTS

ISSUER

Casta Diva Group | Guido Palladini | investor.relations@castadivagroup.com | T +39 02 83466100 | Via Lomazzo, 34 Milan

CORPORATE AND FINANCIAL MEDIA RELATIONS

ABG PR | T: +39 031.6871940 | Via Mosè Bianchi, 24 Milan

Corporate | Giulia Colombini | giulia@abgpr.com | 328 1479251

Finance | Luca Manzato | luca@abgpr.com | 335 7122973

EURONEXT GROWTH ADVISOR AND SPECIALIST

Banca Finnat Euramerica | T +39 0669933219 | Piazza del Gesù, 49 Rome