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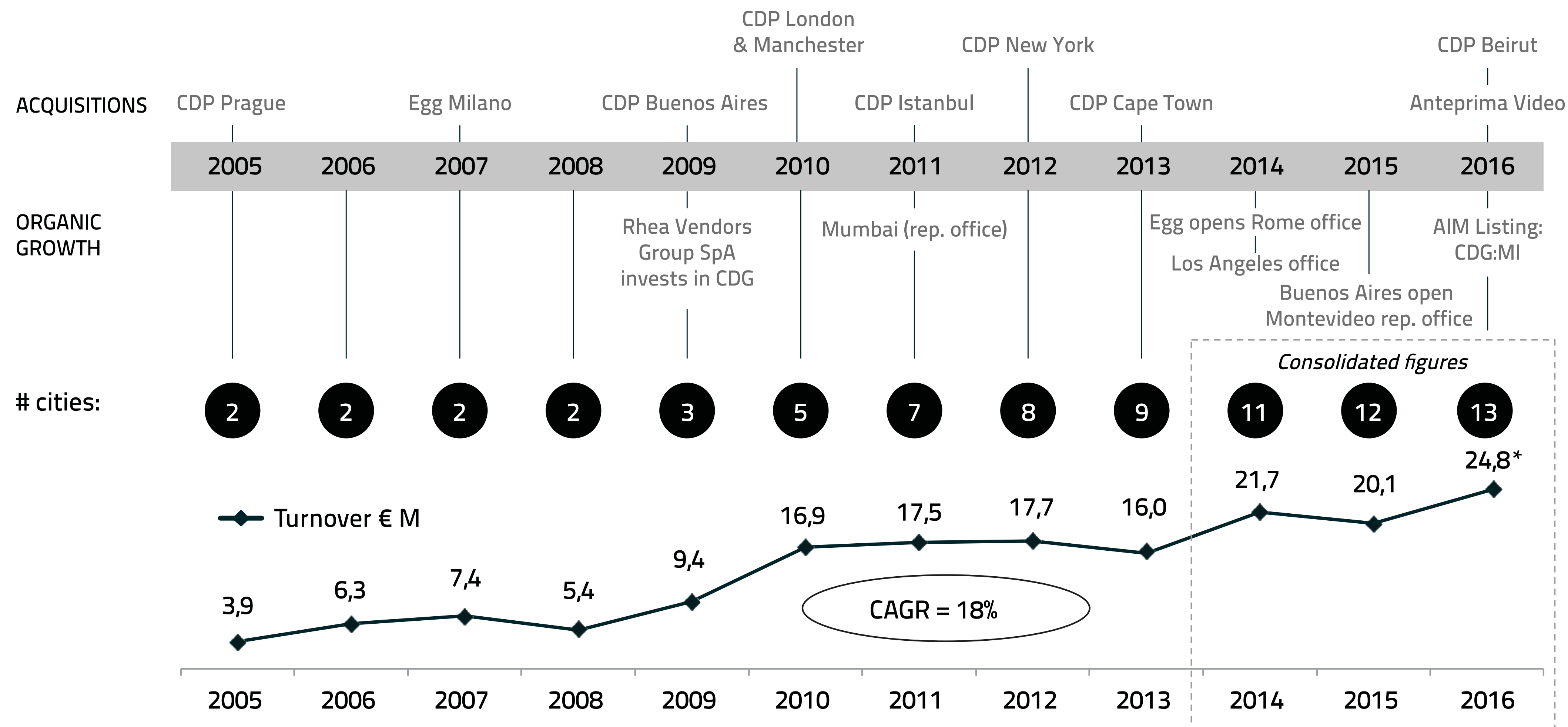


COMPANY

Castadiva[®]
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2016 TURNOVER	SPOTS	EVENTS
	DIGITAL VIDEO CONTENT	LIVE AND DIGITAL COMMUNICATION
TOTAL 25 m INTERNATIONAL 46%	63% Average size 200 K	37% Average size 600 K
CLIENTS/BRANDS SELECTION (2016)	               	<p>B2C</p>       <p>J.P.Morgan</p>     

The Group's expansion has been driven by organic growth and domestic and international acquisitions.



* First consolidated year

TOP QUALITY POST-PRODUCTION COMPANY active in:

- on-line editing (cutting, mixing, special effects)
- computer animation
- dubbing and sound effects

STRATEGIC DEAL:

- Value chain: to control another important segment in the high profile video production domain
- Development: CDG will bring to AV new clients leveraging a brand new technique, remote editing, that will allow international clients to use AV's facilities from all over the world

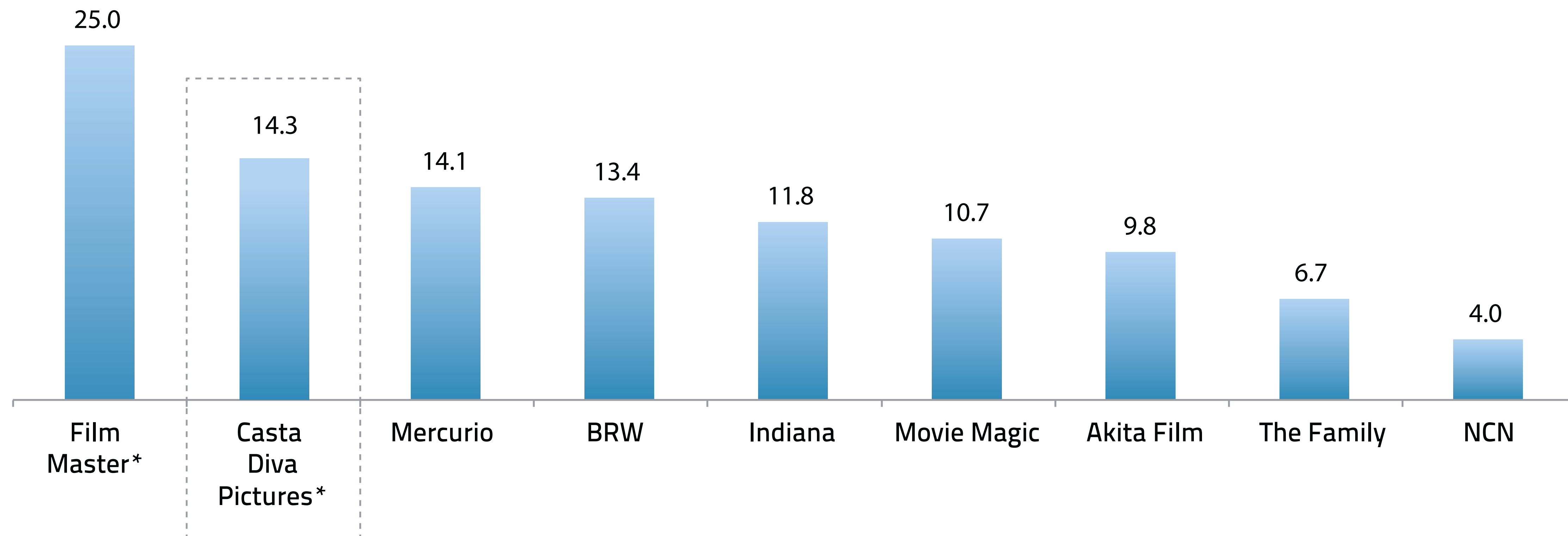


MARKET

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Casta Diva belongs to the high-end of Italian competitors

TURNOVER OF MAIN PLAYERS IN ITALY (2014, €m)



(*) excluding events

Source: statements of accounts, management interviews

Few competitors match Casta Diva's broad offering and integration capability

	OFFERING				POSITIONING	
	Production	Directors	Post Production	Live and digital communication	International presence	Digital knowledge
Casta Diva	✓	✓	✓	✓	●	◐
BRW	✓	✓	✓		◐	◐
Film Master	✓	✓		✓	◐	◐
Indiana	✓	✓			◐	◐
Mercurio	✓	✓			○	◐
Movie Magic	✓	✓			◐	○

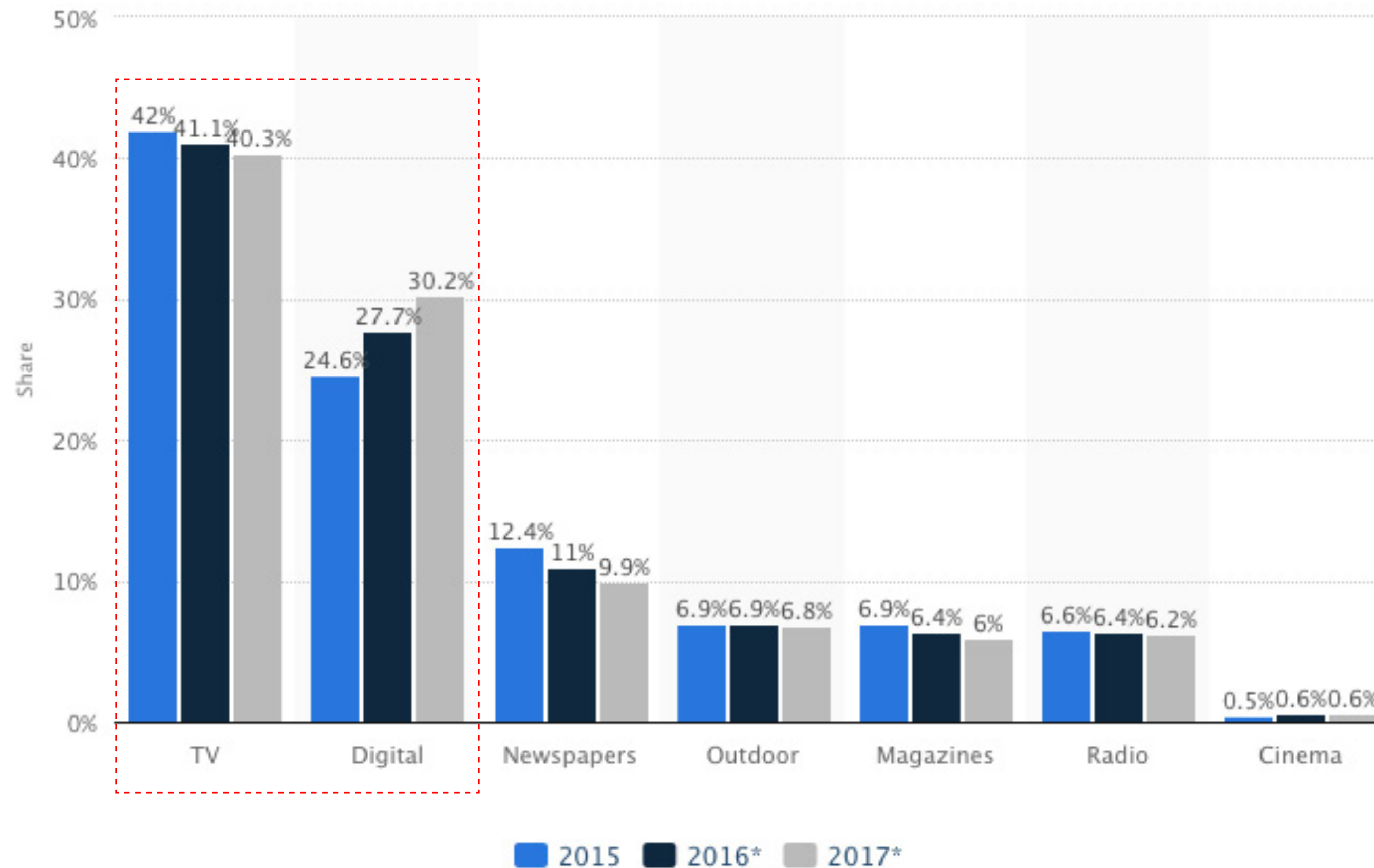
Awards

52

INTERNATIONAL AWARDS
WON LAST YEAR (2016)



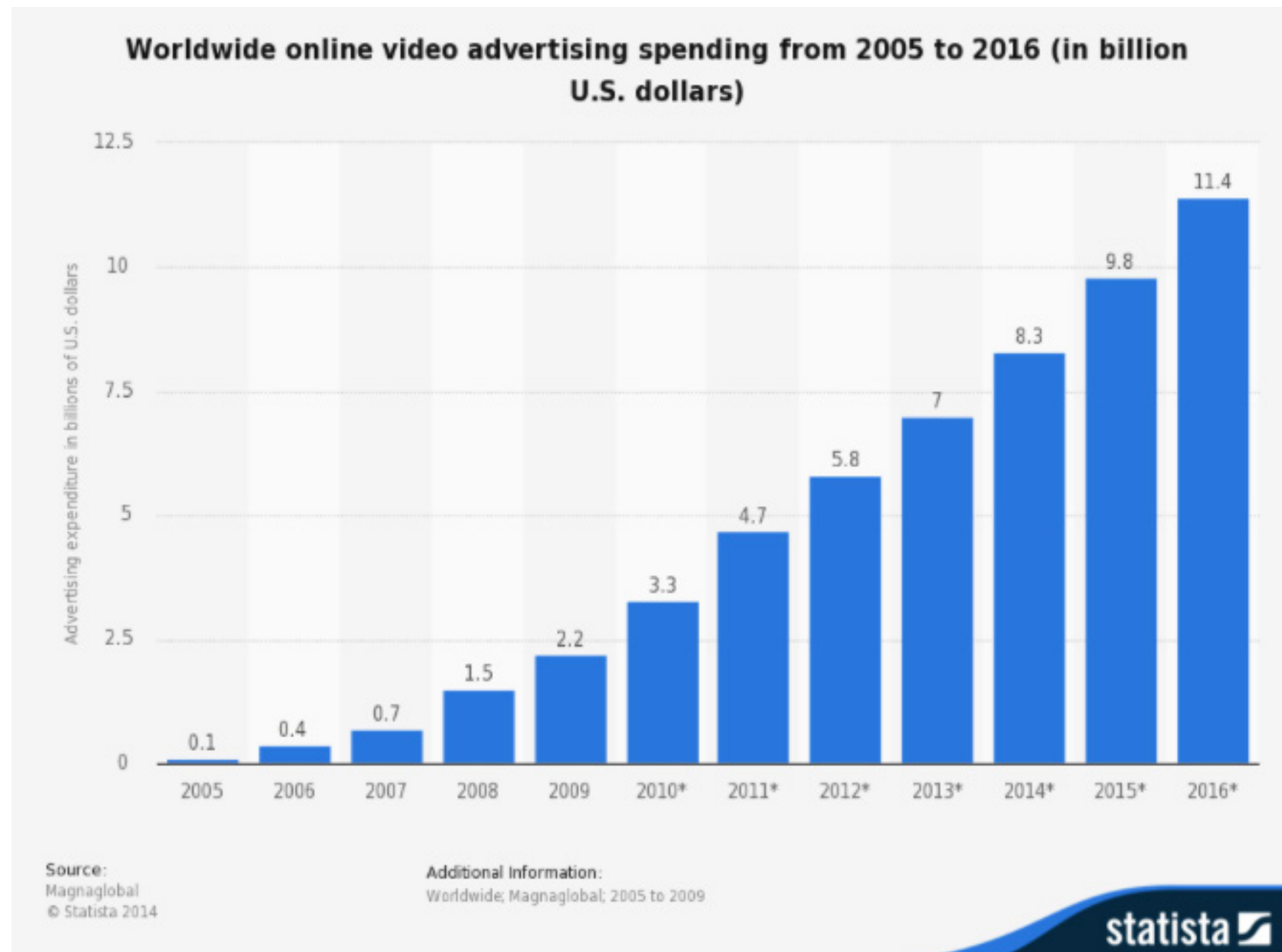
Video-related media will continue to get the largest share of marketing budgets



- More than 70% of global advertising spending depends on video content.
- Videos will account for 80% of total internet traffic by 2019.

CASTA DIVA VALUE DRIVERS

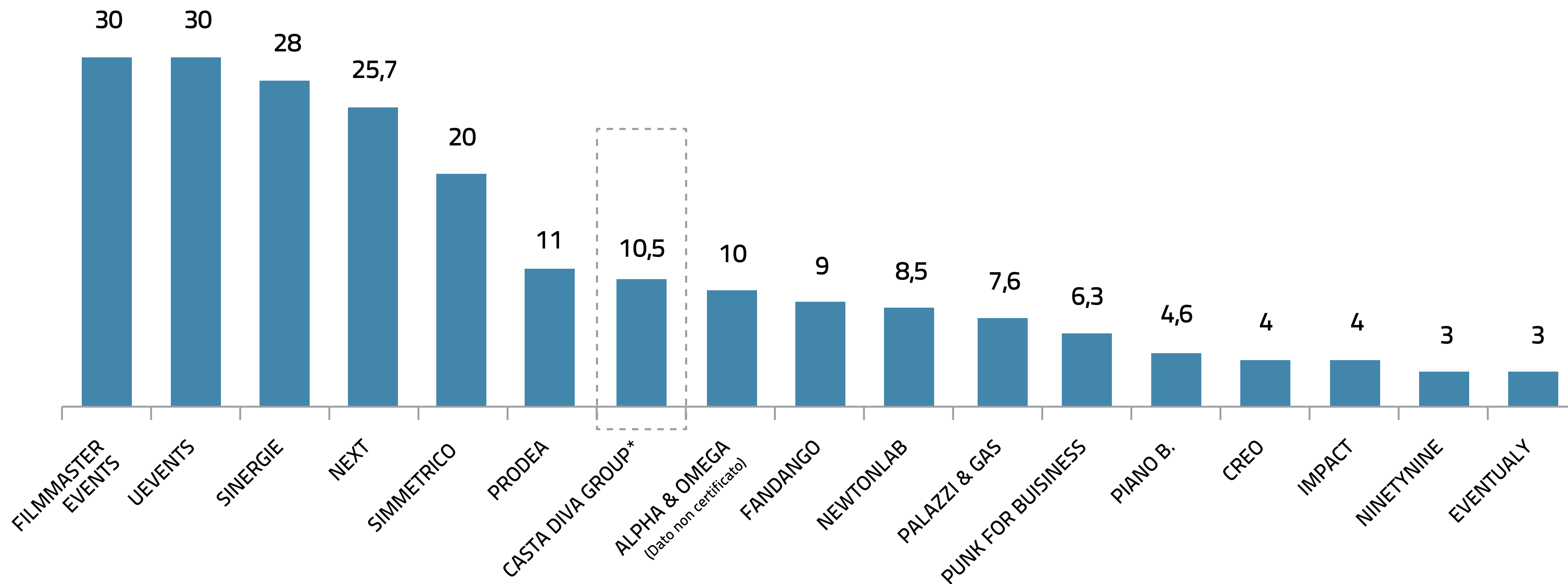
- Storytelling / Emotions
- Web Series
- Social media



Source: Statista

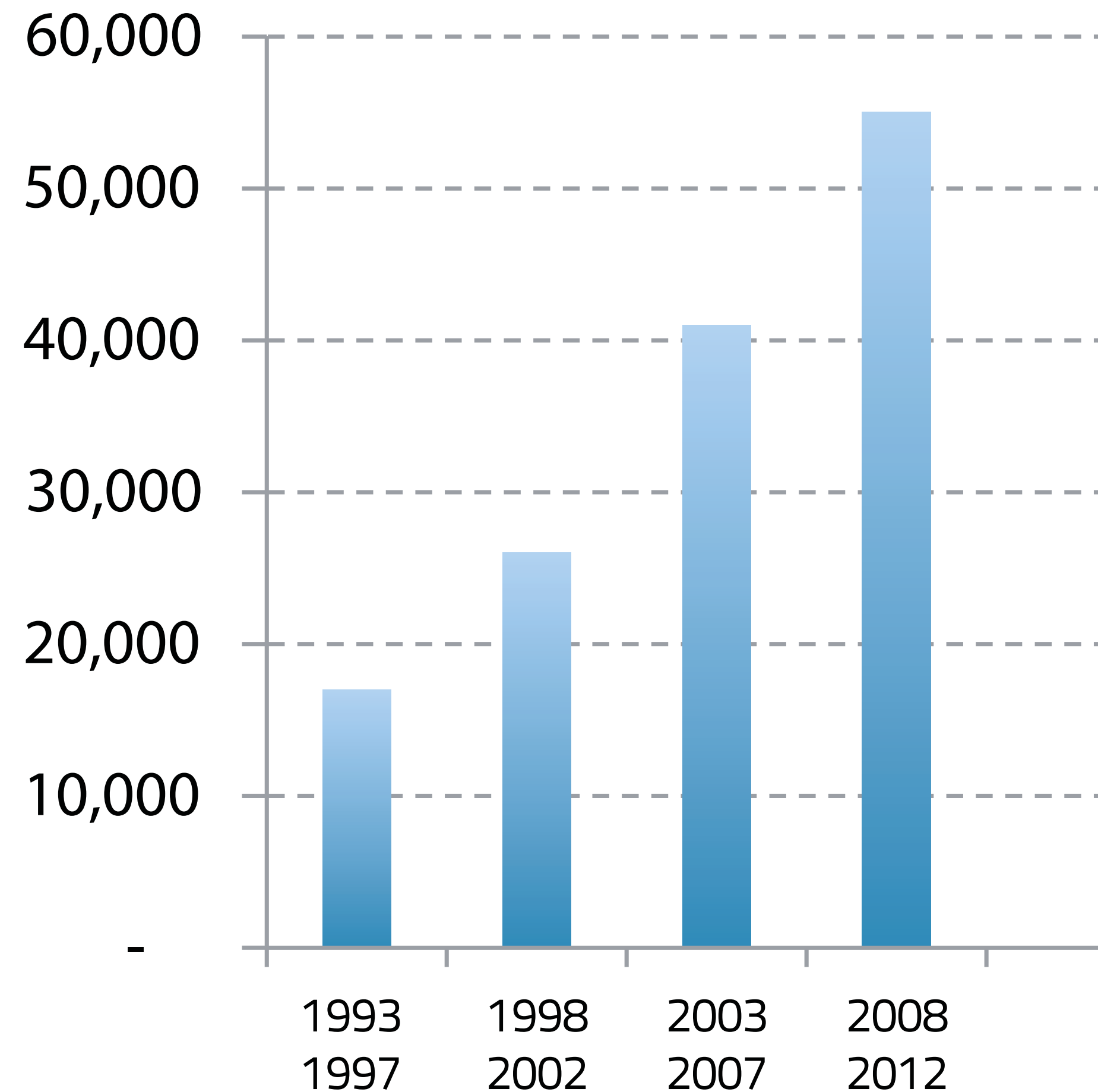
- Marketing video budgets are on the rise: 65% of agencies are planning to increase their budget for digital video
- Social platforms are dominating video distribution, with YouTube rivalling Facebook
- Live video should not be underestimated
- Increased interest in pre/mid/post video advertising, although user experience is at stake with this trend, especially if the advertising is disruptive
- Short form content makes the perfect fit for online advertising and social platforms

€M, TURNOVER 2015



*Proforma consolidated data 2015

GLOBAL ACTIVITIES IN MICE INDUSTRY HAS CONTINUED TO GROW



Source: ICCA (note: ICCA collects data only on meetings organized by international associations, taking place on a regular basis, rotating in at least three countries)

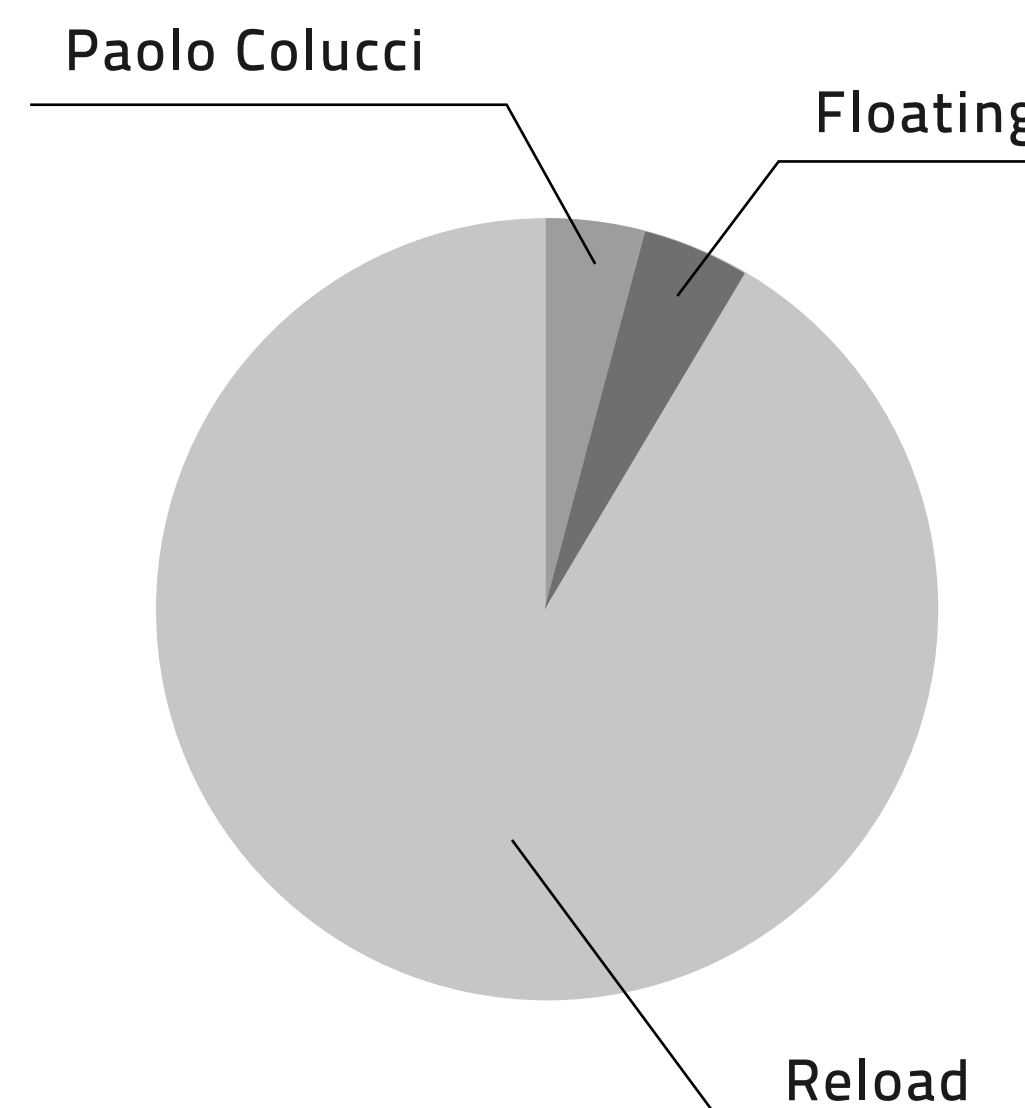
- The global demand for the MICE industry has recorded fast growth since 2009 (World Travel Monitor, IPK International). This growth has been faster than for traditional business travel.
- Momentum was maintained during Jan-Aug of 2013 as the MICE sector grew by 6% while traditional business travel shrank by 10%.
- The MICE sector currently shares 54% of the total business travel market.
- According to the statistics of the International Congress and Convention Association (ICCA), the number of association meetings has been increasing during the past 5 decades. Growth was more significant after 1997, during the periods of 1998-2002 and 2003-2007, growth rates over the previous period were 51.4% and 59.9% respectively.



FINANCIALS

Castro & Pina[®]
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CONSOLIDATED FIGURES	2016
VALUE OF PRODUCTION	24.912 k €
Ebitda (adjusted)	930 k €
Ebitda (adjusted)/Value of production	3,7 %
Ebitda	737 k €
Net Financial Position	778 k €
No. of shares	10.472.922
Share price (april 4 th 2017)	2.17 €



LATEST NEWS 2017

- USD 3.2m Agreement for the production of a series of spots in IMEA region
- USD 0.7m Agreement
- Coproduction Agreement on docu-fiction Last Diva, Valentina



STRATEGY

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Spot / M&A:

Acquisition or foundation of few new branches in selected strategic countries
(Germany, Russia, China, UAE)

Spot / Organic:

Further preferred partnership with other multinational clients.
Development of Cinema and TV intellectual properties.

Events / M&A

Development of an event agency network in some of the territories where CDG is already active.

Events / Organic:

Development of proprietary events formats.



INVESTMENT OPPORTUNITY

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- strives in an international market that is growing in all its digital and live channels: television, desktop, mobile and live communication
- in the last 11 years has a track record of double digit growth both organic and thru M&A
- her principals have a successful seniority in their field, proven experience and a clear strategy on the company further development
- the company is poised to become a true global player in a sector where consolidation is a major trend.
- few competitors match Casta Diva's broad offering and integration capability and, since convergence is the keyword of future communication, the company has a significant competitive advantage.
- video content will dominate the advertising industry.
- international market growing in all its digital and live channels: television, desktop, mobile and live communication

THANKS FOR LISTENING!

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