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Investor presentation

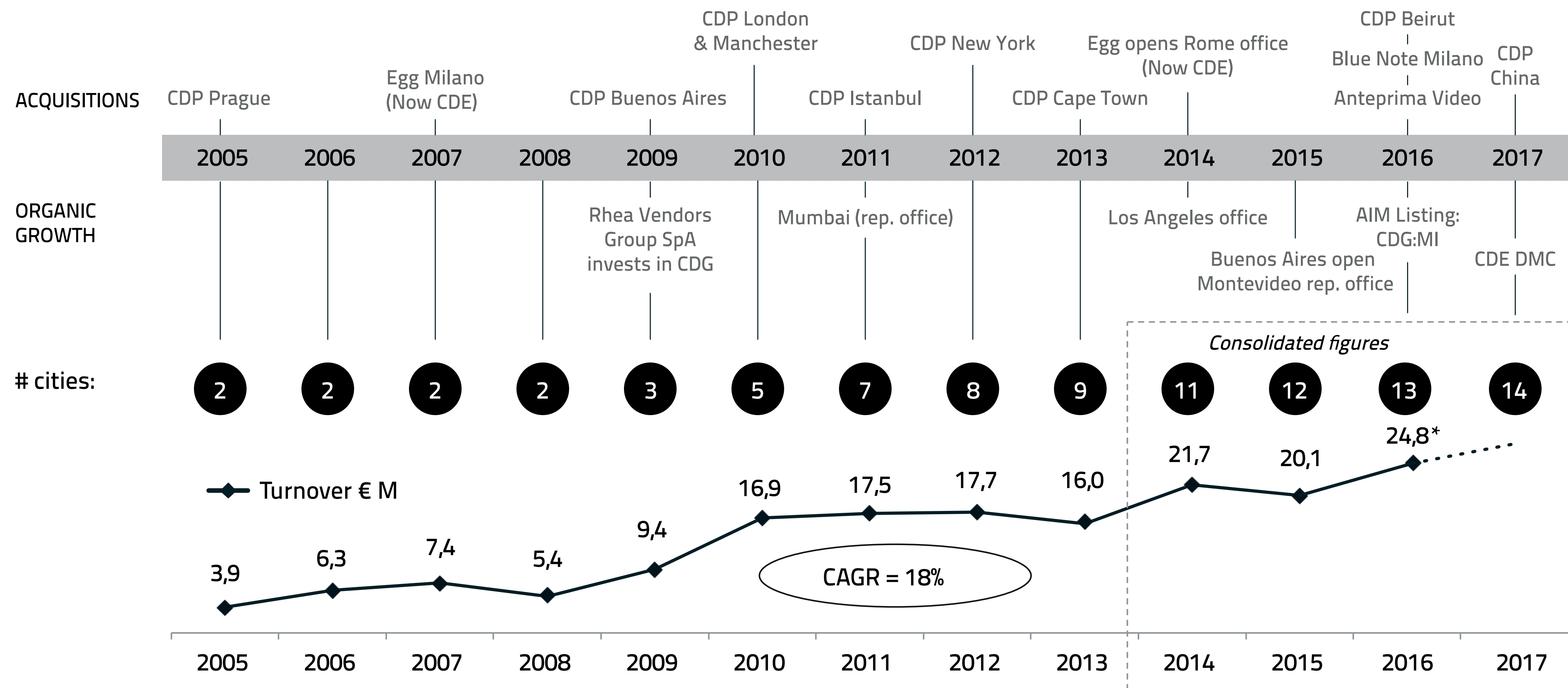


COMPANY

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2016 TURNOVER	TV 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)		

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



* First consolidated year including Blue Note and Anteprima Video

Highlights

2005	PRAGUE - In the movie industry Prague has the best quality/price ratio and the friendliest administration. It's not by chance that many US blockbusters are shot in Prague. CDG's subsidiary has profited from this environment, developing into a €2m+ unit.
2007	Egg Milano (Now Casta Diva Events CDE) - CDG enters the event scene with the acquisition of a 25 years old event agency, whose successful turnaround leads to a profitable €6m+ business in 7 years.
2008	Buenos Aires - Argentina, with the most advanced and creative film industry of LatAm, is the opportunity for CDG to address the seasonality issue: it is of paramount importance to have the agility to shoot a summer TV spot in winter and vice versa. Let by this approach, the yearly Group turnover in Buenos Aires now averages €2-3m.
2010	London & Manchester - CDG felt the need to be in one of the centers of the advertising industry, London, with an additional production studio in Manchester.
2011	Istanbul - The door to islamic world and Asia, Istanbul has been a crucial step for the Group from internationality to multiculturalism, accounting now for nearly €2m revenues.
2011	Mumbai - Asia is calling. Compared to other countries, CDG had a slower entry process, but eventually, in 2017, CDG will transform this rep. office in a wholly owned operative production entity.
2012	New York - The big apple is another key city in the advertising sector. After 4 years CDG's presence in the USA, still small for the market (€3m), has a significant growth potential.
2013	Cape Town - A second pillar in the austral hemisphere, compensating Argentina's difficulties, under "presidenta Cristina", in multinationals profit allocation.

A unique selling proposition, based on global integration and partnership, has allowed for an initial quick expansion

Highlights

2014	Egg Roma (Now CDE) - A natural expansion of the event business to the capital, where many large semi-public companies are based.
2014	Los Angeles - CDG started shooting in LA in 2007. Now it's time to open for business near the center of the cinema galaxy, under the light of the big stars.
2015	Montevideo - A useful rep. office for doing business in Buenos Aires under Argentinian "embargo".
2016	Beirut - Having experienced in Istanbul the contact with the Arabic world, CDG opens a rep. office (that now exceeds €1m turnover) to get closer to the region, where the Saudi and Emirates projects are mainly conceived.
2016	Blue Note Club & Events - TV spots and events are moving towards "content". It is crucial for CDG to be ready for this new frontier and become a content provider. Blue Note is one of the most beloved music brand in the world and creates more than 300 music events per year.
2016	Anteprima Video - The vertical integration pursued by CDG with the acquisition of this post-production company (€3m turnover) broaden the range of services provided to TV spots clients and increases their loyalty.
2017	Shanghai - Joint Venture with Red Horse to create CDP China. First tier of CDG capital increase completed. DIVA! - First CDG feature docu-fiction invited at Venice Film Festival. ICO - Development of ICO launch event format.

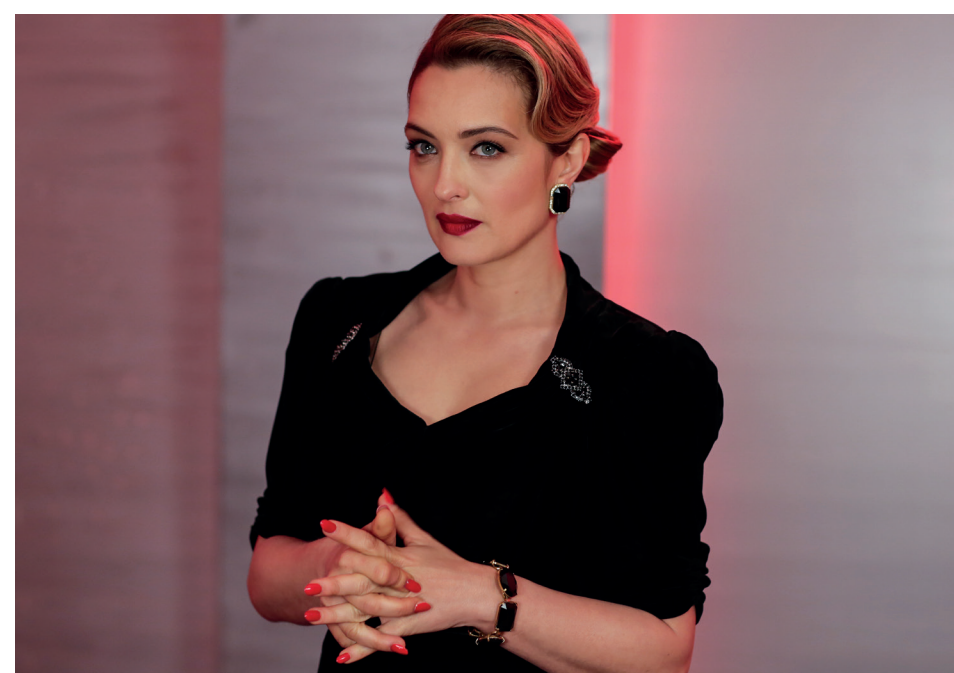
After years of international growth, the Group has developed a consistent acquisition methodology to leverage for further expansion

ELE ORAZI, ANDREA DE MICHELI e LUCA ODDO PRESENTANO:



DIVA!

UN FILM DI FRANCESCO PATIERNO



DIVA!

In early July **DIVA!**, the first docu-film feature produced by Casta Diva Pictures, directed by Francesco Patierno and based on actress Valentina Cortese's autobiography (published by Mondadori), was invited to participate at the 74th Venice Film Festival in the Official Selection, Out of Competition. On 2nd September 2017, the film was shown in the Sala Grande and received a ten-minute standing ovation.

The female cast, featuring Barbora Boulova, Anita Caprioli, Carolina Crescentini, Silvia D'Amico, Isabella Ferrari, Anna Foglietta, Carlotta Natoli and Greta Scarano, won the "Starlight Cinema International Award" at the 74th Venice Film Festival.

DIVA! represents a new business line that the group intends to further develop in the coming years.

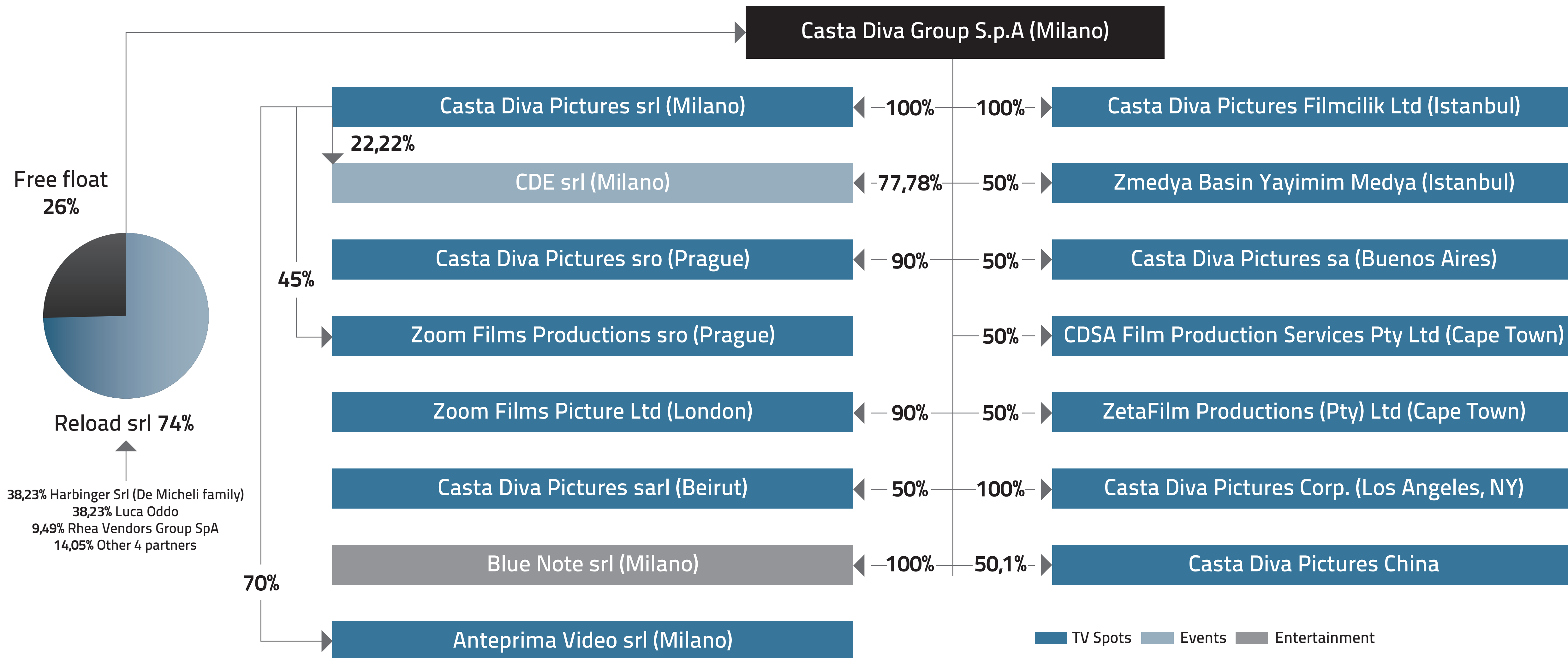


ICO

For 12 years BU events of Casta Diva Group has been providing communication services for major financial institutions. Now the Group has developed a communication package for companies intending to launch ICOs (Initial Coin Offering).

An ICO launch is a very delicate process that depends greatly on the quality of communication tools: business presentations, videos, web sites, apps, PR, live communication, events.

CDG is able to provide the very best services in this domain.





Luca Oddo, Chairman

Started in the advertising business at Ogilvy & Mather in Milan, first as a copywriter, later as a producer. Five years in agency, fifteen years in a production company before cofounding Casta Diva Pictures. Vast experience with international clients and film directors from all over the world. Since 2005 he is the partner of Andrea De Micheli in Casta Diva Pictures. Luca and Andrea are the authors of the book *La fabbrica degli spot* (The Spot Factory), published in 2007 by editor Fausto Lupetti.



Andrea De Micheli, CEO

One thousand spots produced for one hundred major brands in thirty countries. His teachers have been Oscar-winners like Martin Scorsese, Dante Ferretti, Nestor Almendros, Peppuccio Tornatore, Stu Hagmann, Paolo Sorrentino and many others, among whom, Jean Jacques Beneix, Dario Argento, John Landis, and the numberless agency creatives who have put their trust in him. He founded two corporate web tv networks, for Enel and Intesa. He has an EAVE master's degree in cinema and one in multimedia. Today he is partner to Luca Oddo in Casta Diva Group. With him he wrote the book *La fabbrica degli spot* (The Spot Factory), published in 2007.



Francesco Merone, CFO

Francesco, 45 years old, holds a degree in Economics at the University of Naples and a Master's Degree from the University of Westminster (UK). He has twenty years of experience in finance roles at leading industrial companies: at Caterpillar Financial SU, as CFO of Dasit Group, Polti and Consonni International Contract, and as a consultant at Price Waterhouse Coopers. From 2016 to 2017 he has been the Chief Financial Officer of Clabo S.p.A., a company listed at the AIM Italia.



Vanessa Fulvio, MG CDE

Over sixteen years of working in events management. She began her professional career at GEM Fonema Spa, a company specializing in events and communication, contributing to its expansion and then becoming managing director in 2005. In 2014 she embraced Casta Diva Group's invitation to open the new site of Casta Diva Events Rome and in 2017 she became CDE's managing director.



Manuela Micheli,
Client Director Casta Diva Events



Enis Ozkul, Partner/Executive
Producer Casta Diva Pictures
Istanbul



David Propper,
Partner/Executive Producer
Casta Diva Pictures Prague



Cecilia Felgueras, Partner/
Executive Producer Casta
Diva Pictures Buenos Aires/
Montevideo



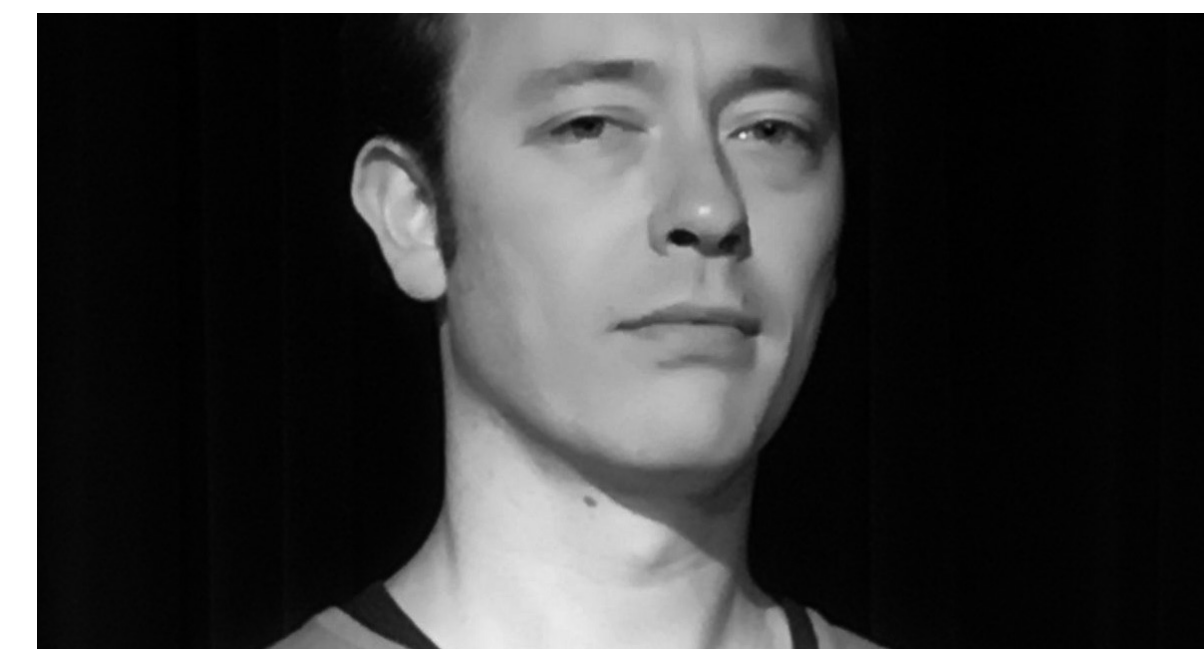
Oliver Hyde, Executive Producer
Casta Diva Pictures London



Fabio Nesi, Partner/Executive
Producer Casta Diva Pictures
Milan



Alfredo Palumbo,
CEO Anteprema Video



Daniele Genovese,
Concert Office Manage

Awards

60

INTERNATIONAL AWARDS
WON UP TO 2017





STRATEGIC PLAN

Castal Diva[®]
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BASED ON THE REALIGNMENT OF THE PRE-MERGER PERFORMANCES
PREPARING TO AN AGGRESSIVE ACQUISITION PLAN

TV SPOTS

EVENTS

REVENUES

Moderate increase of no. of tv spots (7% CAGR)
No new openings of subsidiaries
Limited export of post-production capabilities

Higher increase of no. of events (14% CAGR)
Selective hires and renewed sales managers
No leverage on international network

COST STRUCTURE

More use of low-cost locations
Centralized management of clients

No change in the event mix
Completion of Blue Note's return to profitability

Increase of holding costs (15% CAGR), improving of Group's coordination, uniformity and global account management

STAND-ALONE BUSINESS PLAN 2017-2019

The goal of the three-years plan is a controlled growth with significant increase of profitability

€ M	2016	2019
Revenues	24.9	33.5
Ebitda	0.7	2.5
Ebitda %	3%	8% *
NFP (Cash)	0.8	(2.6)

- 2017 is still a year of post-merger consolidation and investment, with the goal of setting the foundations for future development
- Stand-alone plan is aimed at recovering CDG standard profitability level, while continuing the turnover organic growth trend (10% CAGR)
- NFP will benefit from cash generation of core business

* 8% Ebitda is CDG standard profitability (see slide 11)

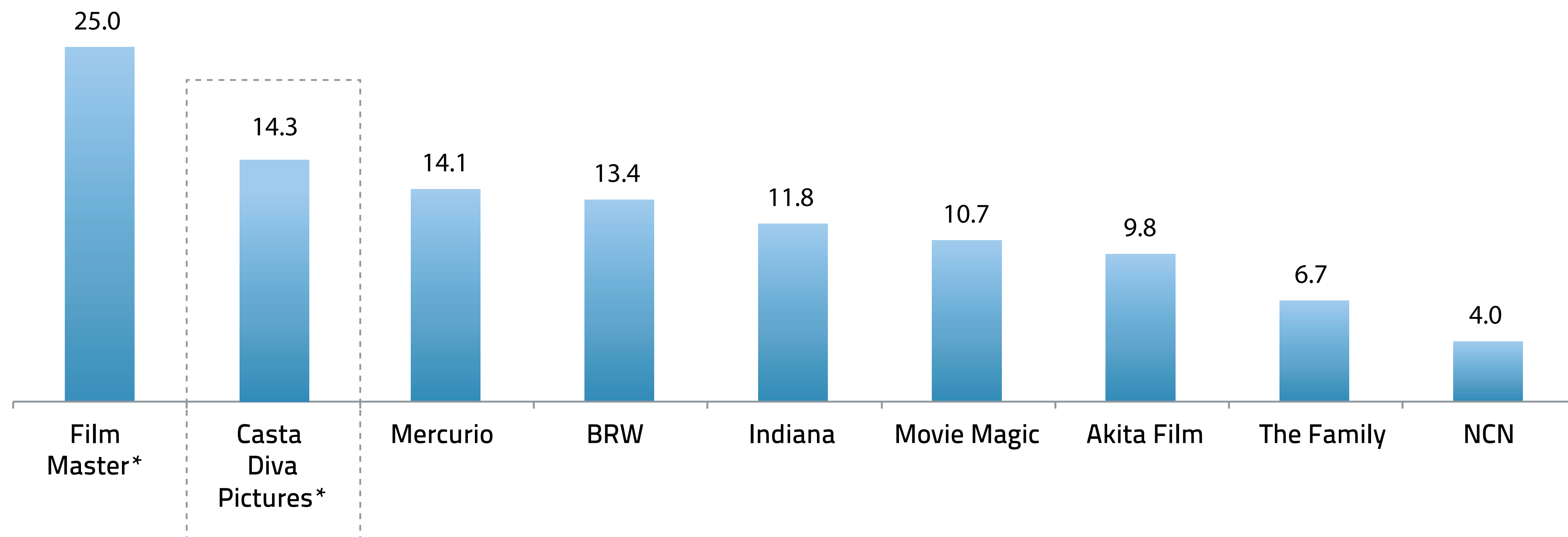


MARKET

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CASTA DIVA BELONGS TO THE HIGH-END OF ITALIAN COMPETITORS

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



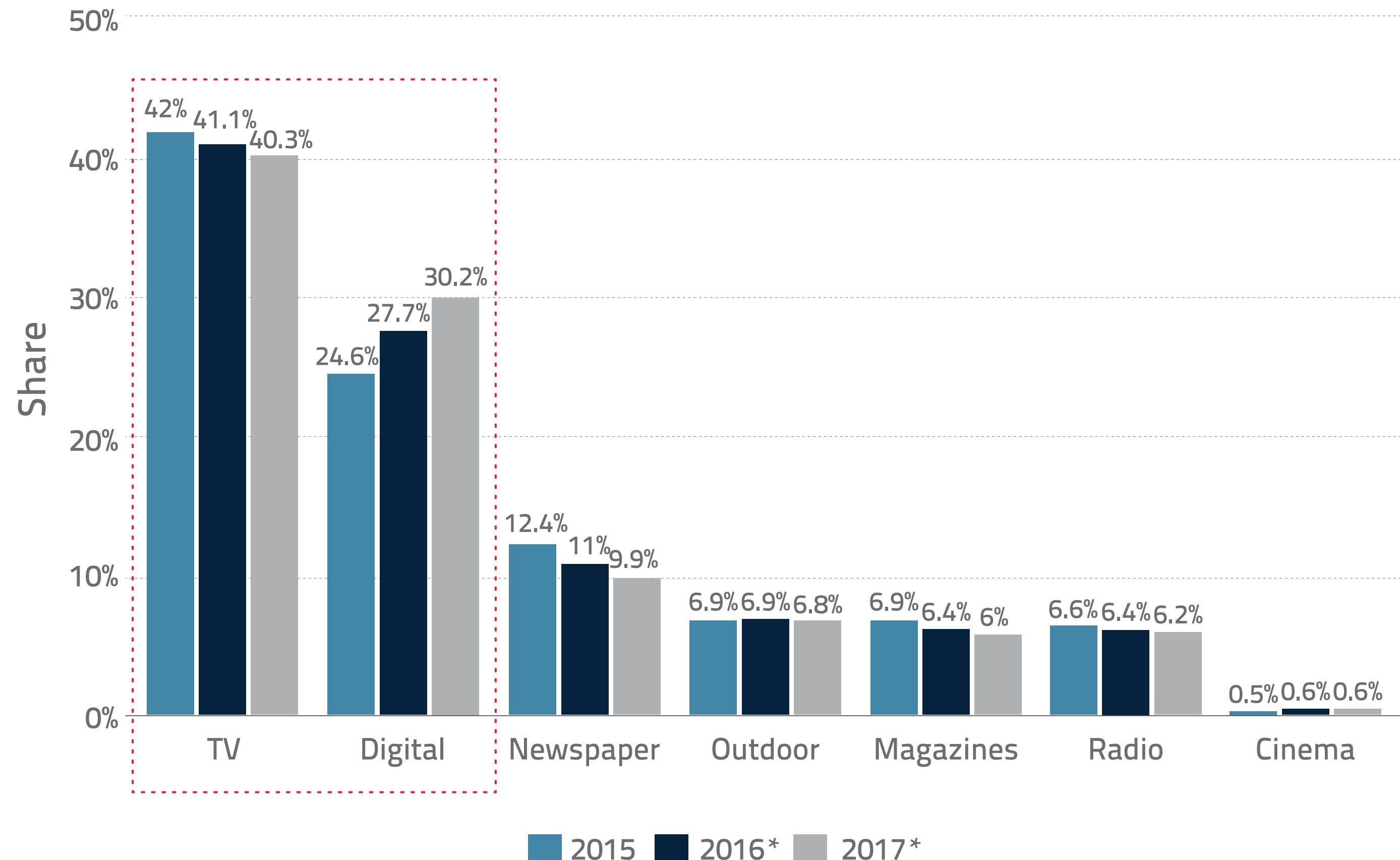
* excluding events

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	✓	✓			◐	○

VIDEO-RELATED MEDIA WILL CONTINUE TO GET THE LARGEST SHARE OF MARKETING BUDGETS

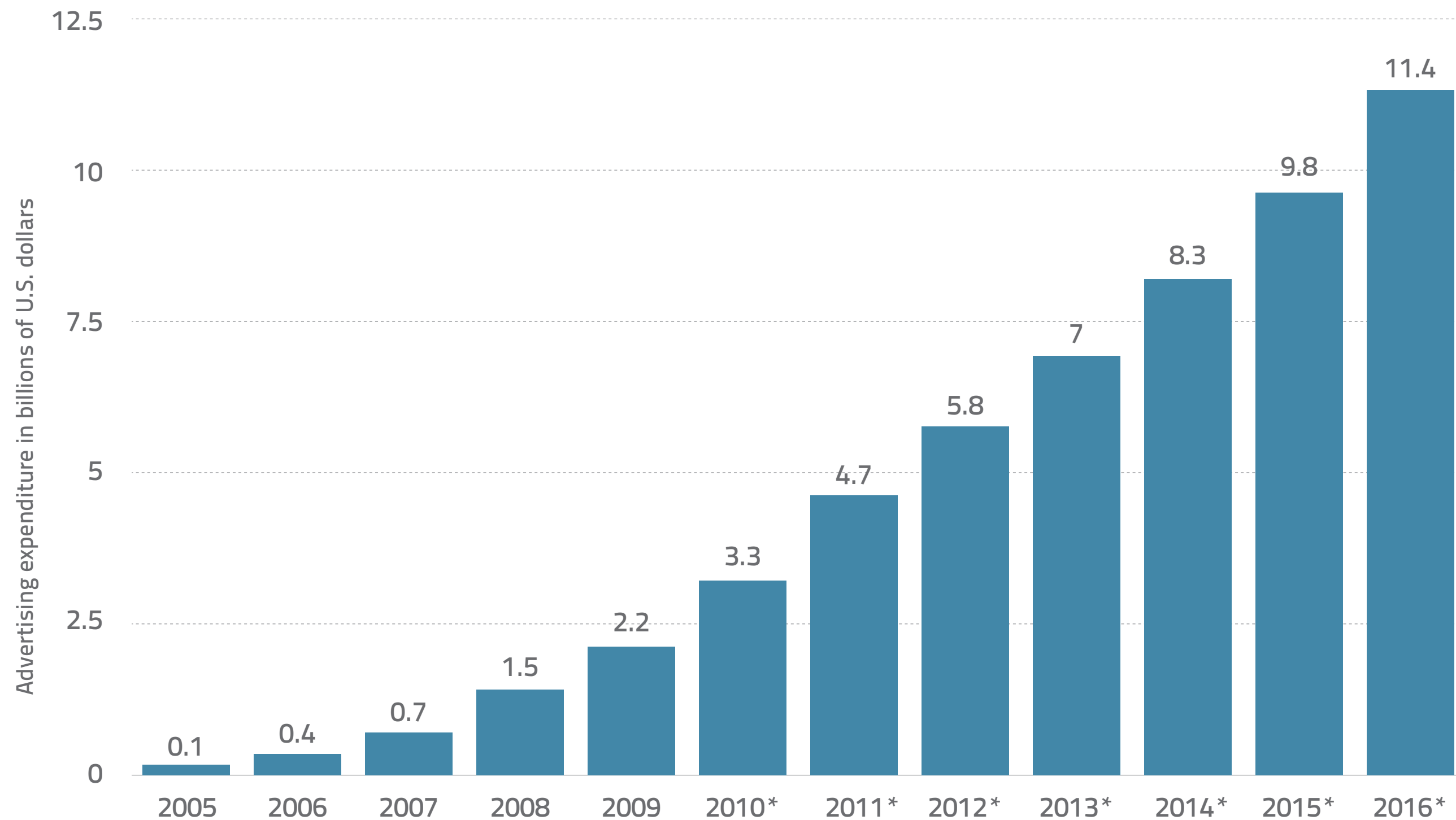


- More than 70% of global advertising spending depends on video content.
- Videos will account for 80% of total internet traffic by 2019.

CASTA DIVA VALUE DRIVERS

- Storytelling / Emotions
- Web Series
- Social media

Worldwide online video advertising spending from 2005 to 2016 (in billion U.S. dollars)

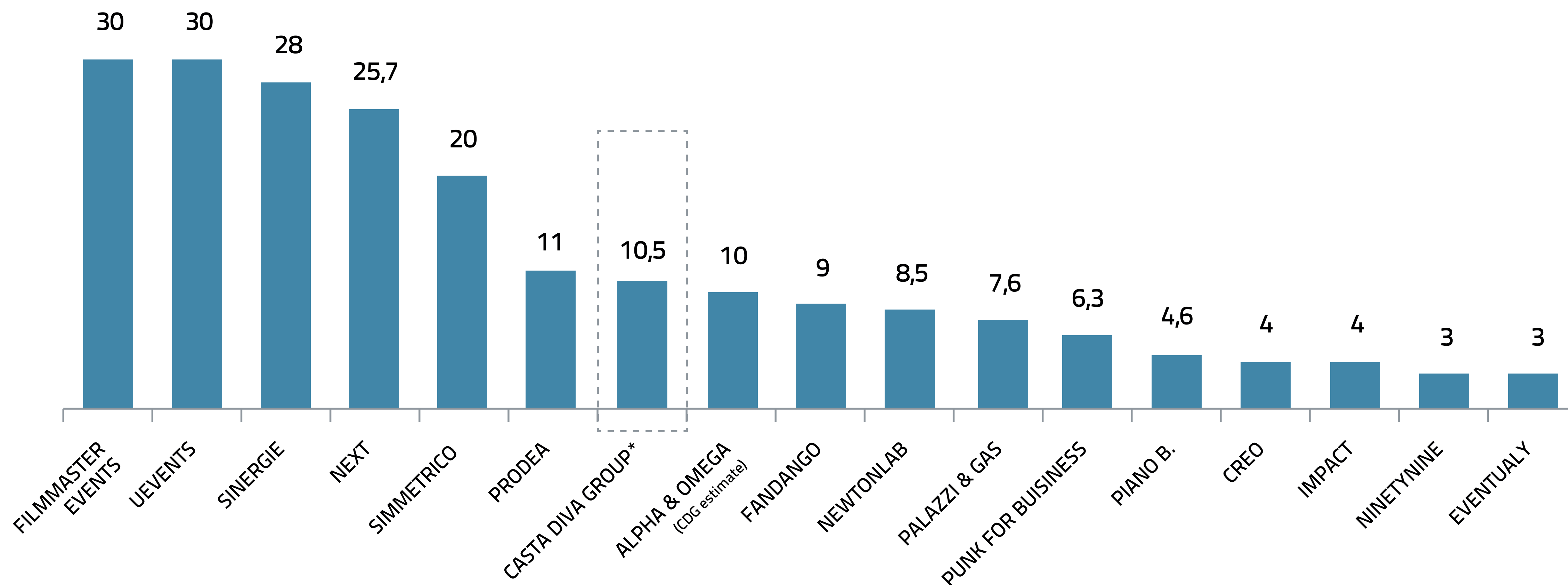


Source: Statista Additional information: Worldwide, Magnaglobal, 2005 to 2009

- 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

CASTA DIVA BELONGS TO THE HIGH-END OF ITALIAN COMPETITORS

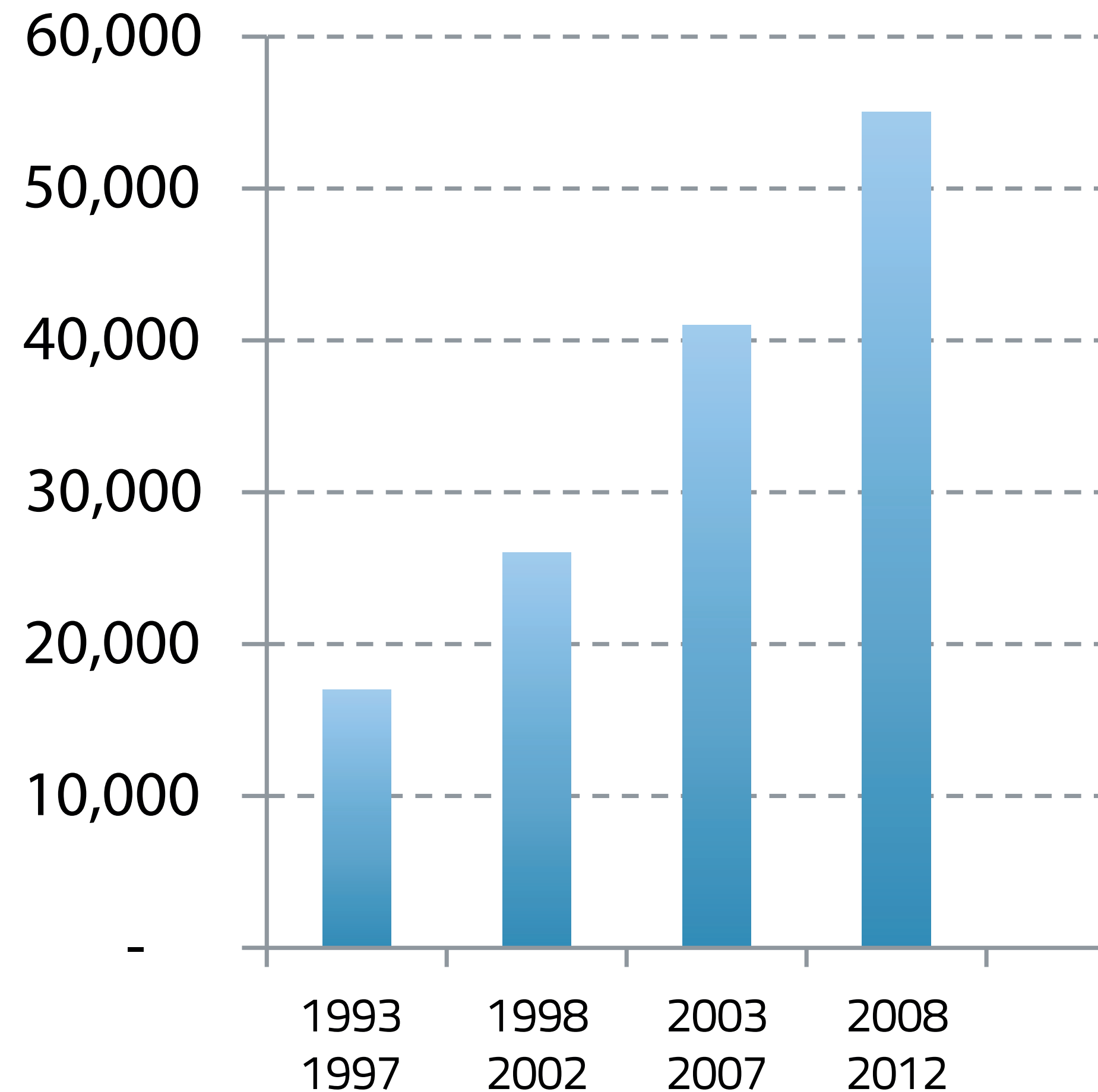
TURNOVER OF MAIN PLAYERS IN ITALY (2015, €M)



* *proforma consolidated data 2015, excluding tv spots*

Source: statements of accounts, management interviews

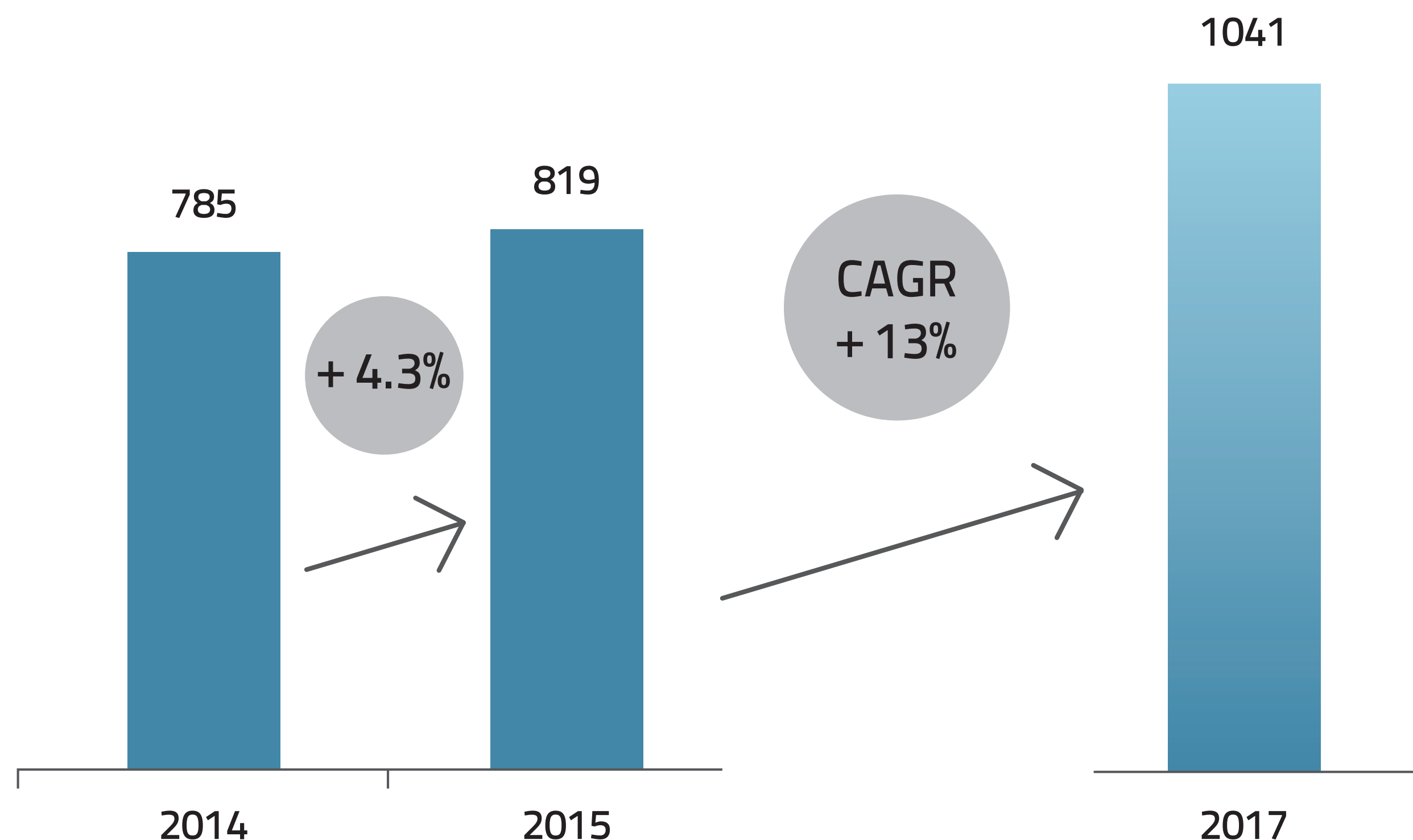
GLOBAL NUMBER OF MEETINGS



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, and during 1998-2002 and 2003-2007 periods, when growth rates over the previous period were 51.4% and 59.9% respectively.

EVENTS MARKET IN ITALY (€M)



- In 2015, 392,000 events took place in Italy (+11.5%) with 35M participants (+15%)
- 81% of 300 surveyed companies are determined to invest in events in the next two years
- The majority (42.1%) of surveyed companies allocate to events more than 20% of their marketing budget



INVESTMENT OPPORTUNITY

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Since the reverse merge the Group has increase the capital for 4,3 M€ and is ready to increase it gain to finance specific acquisitions with the goal of becoming a leading player in innovative video and live communication leveraging digital technologies.

USE OF PROCEEDS

65%	Live Communication: growth by acquisition	<ul style="list-style-type: none"> ● Expansion of the Live Communication BU through select teams/companies acquisitions in Italy and abroad, in major cities, following CDG's international presence. ● Several prospects already targeted.
25%	Digital Communication: growth by acquisition and product development	<ul style="list-style-type: none"> ● Acquisitions in the digital space. ● Development of a breakthrough digital product dedicated to user engagement for brands (evaluation in progress).
10%	Offering and organizational development	<ul style="list-style-type: none"> ● Structure international organization. ● Accelerate growth in new businesses (Cinema & TV).

DEVELOPMENT GUIDELINES

	TERRITORIES	CLIENTS	DIGITAL BREAKTHROUGHS	FICTION AND STORYTELLING
TV SPOTS	Expand current offering in high-growth regions (e.g. Middle East, Latin America, Germany).	Add at least one global preferred supplier agreement with one of the currents multinational clients in consumer goods, prioritizing food & beverage.	Further integration with a virtual reality, 360° filming, augmented reality facility.	Set up the storytelling capabilities as a separate BU. Cinema/TV division co-produced a feature documentary film and developing a web series and a tv series.
EVENTS	Repeat for the Events BU the international development path tested in TV Spot Production, leveraging current network on select opportunities.*	Build at least one preferred partnership starting from the success story experienced in the TV Spot production domain.	Acquisition* of an immersive environment facility for live communication.	Develop a pilot in proprietary events.

* Acquisitions will be performed consistently with the post-merger integration process that has been tested since 2005, allowing for the effective integration of newly acquired businesses.

TV SPOTS and CINEMA

- Joint venture with Shanghai Redhorse Production company in China.
- Possible partnership for a partnership with a production company in UAE.
- Development of the representative office in Mumbai into a real production facility.
- Development of Cinema e TV BU and other.

EVENTS

- Market analysis for the acquisition of come event agencies, with no overlaps with CDE in terms of clients, industries and capabilities.
Recruitment campaign of high profile account managers in the event business, each bringing a portfolio of valuable clients.
- Market analysis for the acquisition of a digital agency specialized in live communication exhibitions.
Development of our new DMC (destination management company) in the events domain to serve the incoming business as well.

- Casta Diva competes 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 the Group has a track record of double digit growth both organic and via acquisitions.
- Its founders and managers have a successful history in the sector and a clear strategy on the Group's 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.

UPGRADING OF CDG STATUS TO INNOVATIVE SMALL-MEDIUM ENTERPRISE

Important tax breaks for investment in an Innovative SME are provided as set forth in the Law Decree no. 179/2012 art. 29 and the Law Decree no. 3/2015 art. 4 c.9.

- Natural person: IRPEF deduction of 30% of the sum invested in capital increase;
The maximum deductible investment in each tax period is Euro 1 million (corresponding to a maximum annual deduction of Euro 300 thousand).
- Legal person: IRES deduction of 30% of the amount invested in capital increase;
The maximum deductible investment in each tax period is Euro 1.8 million (corresponding to a maximum annual tax of Euro 540 thousand).

Company



Global Coordinator e Bookrunner



Financial Advisors



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