

CASTA DIVA GROUP IS THE 13TH INNOVATIVE SME LISTED ON AIM ITALIA

Milan, 13 June 2017

Casta Diva Group (CDG:IM), a multinational company operating in the communication sector listed on AIM Italia, announces that it has obtained the qualification of INNOVATIVE SME from the Chamber of Commerce of Milan.

Luca Oddo and Andrea De Micheli, respectively President and CEO of Casta Diva Group: *"The innovation of products and processes has always been in our entrepreneurial DNA. We are therefore particularly pleased that today we have been recognised that status. We also believe that obtaining the qualification of innovative SME is an important step for those who will choose to invest in our Group to support its development, also with the aim of further strengthening the competitive edge in digital communication".*

Casta Diva Group is the 13th Innovative SME listed on AIM Italia.

The 2017 Stability Law introduced important tax breaks* for investors which, as they can be combined with the benefit of PIR (Individual Savings Plans), make investment in innovative SMEs listed on AIM Italia more attractive:

- natural persons: deduction for the purposes of income tax of 30% of the amount invested; the maximum investment deductible in each tax period is Euro 1 million (corresponding to a maximum annual deduction of Euro 300 thousand);
- legal persons: deduction for the purposes of corporate income tax of 30% of the amount invested; the maximum investment deductible in each tax period of Euro 1.8 million (corresponding to a maximum annual deduction of Euro 540 thousand).

Tax concessions are provided for investments in IPOs and subsequent capital increases (also made through the exercise of warrants and/or convertible bonds); they are not considered in the case of purchasing stock on the market.

The press release can be viewed on the websites www.castadivagroup.com and www.emarketstorage.com

Casta Diva Group (CDG:IM) is a multinational company listed on AIM of Milan operating in the field of communication for the production of branded content, viral videos, digital content, films and corporate events. It has a presence on 4 continents with offices in 13 cities: Milan, Rome, London, Manchester, Prague, Beirut, Istanbul, New York, Los Angeles, Buenos Aires, Montevideo, Cape Town and Mumbai. The brands of the Group are Casta Diva Pictures, Egg Events, Anteprema Video and Blue Note. It represents the most extensive production network of advertising films and events worldwide, created through an active and continuous interaction between the different locations and the experience of its 62 digital communication and live entertainment professionals. It is a talent hub, equally adept at working with Oscar award-winners and global celebrities as at discovering new creative talent, thereby ensuring the highest standards of excellence. Casta Diva Group and its managers have offered innovative and creative communication strategies to over 100 prominent brands reinterpreting conventional communication rules. Since its foundation in 2005, the Group has grown steadily and has been regularly awarded numerous awards; in 2016 alone it received 52 awards including 2 Lions at the Cannes Lions International Festival of Creativity, and 6 EuBEA — European Best Event Awards, including European Best Event Agency, and 4 NC Digital Awards including Best Digital Production Company. It is the owner of Blue Note Milano, a prestigious jazz club and restaurant which opened in 2003 and is part of the international Blue Note network, a

* Pending approval by the European Union

focal point on the world jazz scene, which at the site of via Borsieri, at Isola (just one of the venues) it puts on around 300 shows a year, billing approximately 25% (source: SIAE) of the jazz industry's income in Italy.

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