

ISSUE OF THE FIRST TRANCHE OF THE CONVERTIBLE BOND LOAN APPROVED BY THE BOARD OF DIRECTORS ON JUNE 28, 2017

July 6, 2017

The Casta Diva Group S.p.A. ("CDG" or the "Company") announces today that Bracknor Investment has signed the first tranche of the convertible bond loan (the "Loan") referred to in the contract concluded between CDG and Bracknor Investment, subject of the press release issued on June 28, 2017.

The first tranche consists of 40 bonds for a total equivalent value of Euro 400,000.

83,333 warrants were also issued as part of the first tranche of the Loan which, at a conversion ratio of 1:1, will entitle to subscribe to 83,333 new shares for a unit price equal to Euro 2.40.

Bracknor Capital Ltd is the Bracknor Investment Management platform (an investment vehicle based in Dubai, United Arab Emirates). Bracknor's mandate is to invest globally in SMEs that have unique and competitive advantages and genuine potential, by providing them the operating capital or growth capital needed to promote and launch their expansion. Bracknor, through its President, Mr. Aboudi Gassam, is supported by the Saudi Group - MS Group (Jeddah) and aims to initiate intra-portfolio synergies with the objective to provide significant opportunities and cooperative developments for the companies that form part of the Bracknor portfolio, in particular in the area of the member states of the Persian Gulf Cooperation Council (GCC).

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 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.

Contact

CASTA DIVA GROUP — Issuer

Francesco Merone
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 Milan
T: +39 02 45473884 - www.aimnews.it

INTEGRAE SIM — Nomad

Via Meravigli 13 — 20123 Milan
T: +39 02 87208720
info@integraesim.it

CFO SIM — Specialist

Via dell'annunciata 23 — 20121 Milan
T: +39 02 303431
info@cfosim.it

