

**CASTA DIVA GROUP: WITH REFERENCE TO THE BRACKNOR CONTRACT AND THE ISSUE OF THE FIRST TRANCHE OF THE CBL APPROVED BY THE B OF D ON JUNE 28, 2017, NOTICE IS GIVEN THAT BRACKNOR HAS REQUESTED THE CONVERSION OF 8 BONDS FOR A TOTAL VALUE OF EURO 80,000**

*Milan, 10 July 2017*

The Casta Diva Group (CDG: IM), a multinational company active in the communications sector listed on AIM Italia, announces that it has received from Bracknor Investment ("Bracknor") a request for the conversion of 8 bonds with a nominal unit value of Euro 10,000.00 each, part of the first tranche issued on July 6, 2017 - of the convertible bond loan (the "Loan") referred to in the contract concluded between Casta Diva Group (the "Company" ) And Bracknor (the "Contract") on 28 June 2017.

With reference to the Loan Regulations, please refer to the press release issued on 28 June 2017 and published on the Company's website in the Investor Relations section.

Subsequent to the conversion, within the first tranche, there are still 32 *cum warrant* bonds to be converted for a total value of Euro 320,000.

The number of shares subject to conversion was determined in accordance with the Contract's provisions on the basis of the 95% Daily VWAP of the weighted average price for transaction volumes during the 15-day open stock market period prior to the date of the conversion request. The price, thus determined, was equal to Euro 2.00 per share: as a result, the 8 bonds subject to conversion entitle to subscribe to 40,000 newly issued Casta Diva Group ordinary shares equal to 0.368% of the post-increase in share capital. The nominal value of the share capital will increase by € 20,000 while the residual € 60,000 will be considered share premium.

*The press release can be consulted on the [www.castadivagroup.com](http://www.castadivagroup.com) and [www.emarketstorage.com](http://www.emarketstorage.com) websites*

**Casta Diva Group (CDG:IM)** is a multinational company listed on AIM Italia, active in the field of communication for the production of branded content, viral videos, digital content, films and corporate events. It is present 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 Group's brands include Casta Diva Pictures, Egg Events, Video Preview and Blue Note. It represents the largest production network of commercials and events worldwide, devised through active and continuous interaction between the various offices and the experience of its 62 digital communication and live entertainment professionals. It is a talent hub capable of hiring Oscar winners and celebrities around the world and discovering and attracting new, creative talents that ensure high standards of excellence. The Casta Diva Group and its managers have offered innovative and creative communication strategies to over 100 major brands by reinterpreting the conventional communication rules. Since it was founded in 2005, the group has grown steadily and has consistently received numerous awards; in 2016 alone, it was awarded 52 prizes including 2 Lions at the Cannes Lions International Festival of Creativity and 6 EuBEA - European Best Event Awards including the European Best Event Agency and the 4 NC Digital Awards, as well as Best Digital Production Company. It is the owner of the Blue Note Milano, a jazz club and high-level restaurant established in 2003 and part of the international Blue Note network, leader in the world jazz scene, which in Via Borsieri, Isola district in Milan, (and elsewhere) produces roughly 300 shows a year, invoicing circa 25% (source: Siae) of jazz takings in Italy.

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