

**CASTA DIVA GROUP: with reference to the Bracknor Contract and the release of the first instalment of the POC deliberated by the Board of Directors on 28 June 2017, we hereby announce that Bracknor has requested the conversion of 7 bonds for an overall value of € 70,000**

Milan, 14 September 2017

Casta Diva Group (CDG:IM), a multinational active in the communication sector and AIM listed, announces that it has received a request from Bracknor Investment ("Bracknor") to convert 7 bonds, for a nominal unit value of € 10,000.00 each, part of the first instalment - issued on 6 July 2017 - of the convertible bond loan (the "Loan") under the contract concluded between Casta Diva Group (the "Company") and Bracknor (the "Contract") on June 28, 2017.

For information about the regulations of the Loan, please refer to the press release issued on June 28, 2017 and published on the Company's website under the Investor Relations section.

Following the conversion, covered by the first instalment, there are still 20 convertible *cum warrant bonds*, remaining to be converted, for an overall exchange value of € 200,000.

The number of shares subject to conversion was determined, in accordance with the terms of the Contract, based on 95% of the Daily VWAP for the transaction volumes during the fifteen trading days prior to the date of the conversion request. The price thus determined is equal to € 1.79 per share, consequently the 7 convertible bonds entitle the holder to acquire 39,106 newly issued ordinary shares in Casta Diva Group, the equivalent of 0.32% of the share capital after increase. The nominal value of the share capital will increase by € 19,553.00 while the remaining € 50,447.00 will be surplus. Following today's request for conversion, the total number of the Company's shares will be equal to 12,259,286.

The company also recalls that lock-up agreements have expired concerning no. 9,189,489 of the Issuer in Chief at reload S.r.l.. For further information please refer to the Admission Document, available on the Company website.

The press release can be viewed on the websites [www.castadivagroup.com](http://www.castadivagroup.com) and [www.emarketstorage.com](http://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, Anteprima 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](mailto:investor.relations@castadivagroup.com)  
Via Lomazzo 34, 20154 Milan  
T: +39 02 3450817

**IR TOP CONSULTING**

**Investor Relations** - Maria Antonietta Pireddu  
[m.pireddu@irtop.com](mailto:m.pireddu@irtop.com)  
**Media Relations**  
Domenico Gentile, Antonio Buoizzi  
[ufficiostampa@irtop.com](mailto:ufficiostampa@irtop.com)  
Via C. Cantù 1 - 20123 Milan  
T: +39 02 45473884 - [www.aimnews.it](http://www.aimnews.it)

**INTEGRAE SIM – Nomad**

Via Meravigli 13 – 20123 Milan  
T: +39 02 87208720  
[info@integraesim.it](mailto:info@integraesim.it)

**CFO SIM – Specialist**

Via dell'Annunciata 23 – 20121 Milan  
T: +39 02 303431  
[info@cfosim.it](mailto:info@cfosim.it)