

CASTA DIVA GROUP WIN THREE AWARDS AT *BEST EVENT AWARDS 2017*

Milan, 06 October 2017

Casta Diva Group, multinational company in the communications industry listed in AIM Italia, announces the merger of BN Eventi Srl Milano and Egg Events Srl Milano and the transformation of the latter into **CASTA DIVA EVENTS SRL**.

The new company was announced last night at the 14th edition of the BEA - *Best Event Awards*, the first event in Italy dedicated to the Event Industry, which has awarded the Group with 3 prestigious accolades:

- **Best Event Ambassador**, recognition of the personality who has best demonstrated their understanding of how to promote the cultural and economic value of events, as voted by public opinion and the institutions, awarded to **Luca Oddo e Andrea De Micheli**: *"for their hard work dedicated to transforming the business of events and communications into an industrial sector alongside various other industries. With their listing the group is focussing on some of the biggest areas in the field of communication: advertising, entertainment, cinema with the recent and very fortunate presentation of the documentary film DIVA! at the Venice Film Festival, virtual reality with the agreement with Impersive and events with the re branding of Egg Events as Casta Diva Events. A position which from their stakeholders' point of view makes the events and communications industry original and innovative.*
- **First prize for Best Musical Event** for JazzMi, the festival organised with Ponderosa and The Theatre of Art which from 4th to 15th November 2016 brought Milan to life with more than 120 events (concerts, shows, meetings, workshops, exhibitions): *"the transformation of the city and the analysing and understanding of the potential of its spaces enabled the jazz to be expressed in well-established situations and to completely take over places to create a dynamic city event, constantly moving and looking for surprising new innovations."*
- **Third Prize for Best Convention for the Coca Cola Event organised in collaboration with CWT Meetings & Events**. The magnificent locations included the Cavalieri Waldorf Astoria, The Acquario Romano and Villa Miani, in Rome.

Andrea de Micheli, CEO and Luca Oddo, President: *"We are especially proud of these 3 new accolades which award the work of our team of professionals who have been coming up with ideas and making unforgettable corporate events a reality since 2008 with Egg Events who today have become Casta Diva Events. And we won't stop here: In the coming weeks we are organising and managing several very important events for our clients, leaders in the fields of consumer and medical electronics, tractors and the insurance industry. Behind the name Casta Diva Events a multi-discipline team is working, made up of professionals from more than 10 different nationalities. Our group is characterised by its emphasis on being international, and we believe that in this field our main strength is our ability to connect People and Companies through producing great events and live shows. This diversity embodies the strengths we have in our professionalism, creativity, and our inspiration. Bringing different cultures together, different creative and organisational approaches, allows the whole Casta Diva Events team to ensure that the events entrusted to us by our clients are both successful and memorable. We create exciting and unforgettable experiences by basing our work ethic on 4 fundamental pillars: creativity, technology, reliability and cost effectiveness. We offer logistics management skills and agility owing to our experience in the design and production of entire events: big conventions, road-shows, product launches, exhibition stands, team-building events, festivals, press conferences, web events, celebration events, VIP parties, videomapping."*

Since 2008 the merging partner of Casta Diva Group, Egg Events, today known as Casta Diva Events, has been working in the area of event design and organisation and is well-known for proposing thrilling and unforgettable events founded on the 4 pillars: creativity, technology, reliability and cost effectiveness. It has been honoured over the years with prestigious awards. In 2016 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.

The meeting minutes related to the merger plans of BN Eventi Srl Milano (100% controlled by Egg Events Srl Milano) and Egg Events Srl Milano (in turn 77.79% owned by Casta Diva Group SpA), were approved and authorised this week, with validity in terms of third parties from 2nd November 2017. The civil and fiscal implications will be backdated to 1st January 2017. The aim of this operation is to bring together all business activity that currently takes place at subsidiary companies under one single head, Casta Diva Events, and therefore at the same time streamline the group's corporate structure.

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 active 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, Bin Jip and, thanks to a trade agreement, Adacto. 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 and recognitions including various Lions at the Cannes Lions International Festival of Creativity and the Mobius Award, LIA - London International Awards, EuBEA – European Best Event Awards. 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.

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