

**CASTA DIVA GROUP: with reference to the Bracknor Contract and the release of the first instalment of the POC resolved by the Board of Directors on 28 June 2017, we hereby announce that Bracknor has requested the conversion of 12 bonds for an overall value of € 120,000**

**Information relevant to the acquisition of Treasury Shares**

Milan, 13 October 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 12 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 4 convertible *cum warrant bonds*, remaining to be converted, for an overall exchange value of € 40,000.

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 € 1.43 per share, consequently the 12 convertible bonds entitle the holder to acquire 62,938.00 newly issued ordinary shares in Casta Diva Group, the equivalent of 0.508% of the share capital after increase. The nominal value of the share capital will increase by € 31,469.00 while the remaining € 88,531.00 will be surplus. Subsequent to this request for conversion the share capital of Casta Diva Group is € 5,958,654.50, the total number of Company shares amounts to 12,390,231, Reload S.r.l. holds 74.17%, while the free float is 25.83%. Casta Diva Group has chosen to convert only 75%, while the remainder will be paid by bank wire transfer.

Furthermore, Casta Diva Group noted that within the scope of the treasury share acquisition program approved by the Shareholders' Meeting on 29 April 2016, on the basis of the proxy granted to the directors, the Company acquired on AIM Italy, Monday 9 October, a total of 6,000 treasury shares, equal to 0.05% of the share capital, equivalent to € 8,970.00.

DATE	QUANTITY	AVERAGE WEIGHTED PRICE (Euro)	EQUIVALENT AMOUNT (Euro)
09/10/2017	6,000	1.495	8,970.00

(\*) The weighted average price is calculated as the average daily commodity price weighted for the quantities purchased per day.

Currently the Company directly owns 22,914.00 treasury shares, equal to 0.18% of the share capital.

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 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.

#### Contact

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