

CASTA DIVA GROUP: with reference to the Bracknor Contract and the release of the first and second instalments of the POC approved by the Board of Directors on 28th June 2017, we hereby announce that Bracknor has requested the conversion of 6 respective bonds for an overall value of € 60,000

Information relevant to the acquisition of Treasury Shares

Milan, 20 October 2017

Casta Diva Group (CDG:IM), a multinational company active in the communication sector and AIM listed, announces that it has received a request from Bracknor Investment (“Bracknor”) to convert i) 4 bonds, for a nominal unit value of € 10,000.00 each, part of the first instalment - issued on 6th July 2017 and ii) 2 bonds, for a nominal unit value of € 10,000.00 each, part of the second instalment - issued on 20th September 2017 - of the convertible bond loan (the “Loan”) under the contract concluded between Casta Diva Group (the “Company”) and Bracknor (the “Contract”) on June 28th, 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, we can confirm that the first instalment has been completed whilst with regards to the second instalment, there are still 39 convertible *cum warrant bonds*, remaining to be converted, for an overall exchange value of € 390,000.

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 6 convertible bonds entitle the holder to acquire 31,469 newly issued ordinary shares in Casta Diva Group, the equivalent of 0.003% of the share capital after increase. The nominal value of the share capital will increase by € 15,734.50 while the remaining € 29,266.17 will be surplus. Subsequent to the current request for conversion, the share capital of Casta Diva Group is € 5,974,389.00, the total number of Company shares will amount to 12,421,700, Reload S.r.l. holds 73.98%, while the free float is 25.75%, the treasury shares (detailed below) are 0.27%. Casta Diva Group has chosen to convert only 75% of the value of the 6 bonds, while the remainder will be paid by bank wire transfer.

Furthermore, Casta Diva Group noted that within the scope of the treasury share acquisition plan 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, 18th and 19th October u.s., a total of 11,000 treasury shares, equal to 0.09% of the share capital, equivalent to an overall value of € 17,965.00.

DATE	QUANTITY	AVERAGE WEIGHTED PRICE (Euro)	EQUIVALENT AMOUNT (Euro)
18/10/2017	3,500	1.64	5,740.00
19/10/2017	7,500	1.63	12,225.00

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

Currently the Company directly owns 34,086 treasury shares, equal to 0.27% of the share capital.

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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