
CASTA DIVA GROUP:

**STRATEGIC COLLABORATION AGREEMENT WITH DR & PARTNERS FOR
INTERNATIONAL BUSINESS DEVELOPMENT**

Milan, 23 November 2017

Casta Diva Group (CDG:IM), multinational in the communication sector, quoted on AIM Italia, announces that its subsidiary Casta Diva Events has signed a strategic collaboration agreement with DR & PARTNERS, a company with proven experience and know-how in public and institutional relations, in communication, image development and the management and organisation of complex events.

Through this partnership, which will allow for the gaining of benefits from the great potential of international markets, particularly in Asia, the commercial expansion as planned by Casta Diva Group management continues, following the agreement to found JV Casta Diva China Co., Ltd for the expansion of the business in China and the Asia-Pacific region.

The agreement will allow Casta Diva Group to benefit from the expertise of Dario Rota (founder of DR & PARTNERS). The latter, as "International Business Development, Strategic Advisor", will be in charge of the identification and development of new commercial opportunities and potential customers through the presentation of Casta Diva Events to the biggest organisers of exhibitions, as well as exhibitors in Italy and abroad.

Thanks to its experience of Universal Expositions, and consolidated relationships with the Italian Ministry of Foreign Affairs, DR & Partners will also take care of preliminary contact activities for Dubai World Expo 2020, starting strategic alliances, monitoring the publication of tenders for concept development, stand design and events in the national pavilions.

DR & PARTNERS is guided by the professionalism of Dario Rota, who boasts 15 years' experience in the design, organisation and management of complex projects and events on a national and international level. During his professional career, he has been responsible for the activities of the Fiera Milano group in China and Asia-Pacific for over 10 years, covering various roles such as General Manager of a Fiera Milano JV in China, Project Supervisor for the launch of new exhibition events, Director of the Italian Pavilion at Expo Shanghai 2010 and supervisor of the China Special Project at Expo Milano 2015. Born in Naples in 1971, Dario Rota has a Master in Business Administration (MBA) accredited by ASFOR in collaboration with MIT Boston.

"This agreement represents an opportunity to offer my years of international expertise to the Casta Diva Group. I'm enthusiastic about this new professional experience and would like to thank the CEO De Micheli and President Oddo for their confidence in this collaboration. I find it extremely motivating being able to contribute to the international development of such a dynamic and growing company such as the Casta Diva Group.", Dario Rota declared.

Andrea de Micheli, CEO and Luca Oddo, President: *"Thanks to the know-how of DR & PARTNERS, the Group can further benefit from the development for business relating to events by opening new commercial opportunities. The*

agreement represents a further step in support of the strategic project that foresees the expansion of activity in China, Asia-Pacific and the UAE".

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 four pillars: creativity, technology, reliability and cost effectiveness. It has been honoured over the years with prestigious awards. In 2016 and 2017 it received more than 60 CDG awards, including two Lions at the Cannes Lions International Festival of Creativity, and six EuBEA – European Best Event Awards, including European Best Event Agency, and four NC Digital Awards including Best Digital Production Company.

The press release can be consulted on the internet sites 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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