

CASTA DIVA GROUP: AGREEMENT SIGNED WITH IMPERSIVE SRL FOR FULL BODY STEREOSCOPIC 360-DEGREE (3D) VIDEO TECHNOLOGY IN VIRTUAL REALITY CONTEXTS

Milan, 24th July 2017

Casta Diva Group (CDG:IM), a multinational communications company listed on the AIM Italia stock exchange, announces that it has signed a **commercial collaboration agreement with IMPERSIVE SRL**, a rising company based in Milan, recognised in both the national and international sphere for its unique skills in the production of full body stereoscopic 360-degree 3D videos, setting a benchmark in the industry.

The agreement is an integral part of the growth strategy announced in the 2017-2019 strategic plan, establishing that Casta Diva Group is able to represent and commercialise the exclusive activities and know-how of IMPERSIVE SRL in the territories of its own subsidiaries. The agreement is valid for one year until 31st July 2018.

Andrea de Micheli, Managing Director and Luca Oddo, Chairman of CASTA DIVA GROUP: *"We are pleased to expand our offer of communication tools, which now includes a high-impact technological and narrative innovation, namely full body stereoscopic 360-degree videos for virtual reality. This tool will prove valuable not only for corporate communications, but also for educational, training, cultural and museum initiatives throughout all the territories in which we operate."*

Guido Geminiani, Managing Director of IMPERSIVE: *"The technological research and language developed with Impersive over the years in the virtual reality sector in Italy, has paved the way towards a partnership with Casta Diva Group, representative of the company's natural development in the international scene, creating not only commercial synergies but also creative and productive ones."*

Guidi Geminiani is the producer and creative director behind the "full body 360 3D" productions, for which he personally developed the technology and language. **IMPERSIVE Studio** (www.impersive.com) has developed a unique solution, one of its kind in the world of virtual reality, producing full body stereoscopic 360-degree (3D) experiences (live), through which it has already produced dozens of commercial projects for publishing companies (Sky, Corriere della Sera), brands and agencies (Sky X-Factor, Jaguar, Land Rover, Danone, BMW, Samsung, MEDIOLANUM - Giro d'Italia, Cariparma - Rugby, BPM - AC MILAN, Lavazza, Yamaha, JUVENTUS, Teatro alla Scala, etc...) as well as training programmes in the medical, surgical and aeronautical sectors.

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 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.

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