

## **CASTA DIVA CHINA IS AWARDED A PROJECT WORTH 500,000 DOLLARS, ASSIGNED TO ITS SOUTH AFRICAN BRANCH FOR THE PRODUCTION OF 3 COMMERCIALS**

Milan, 18<sup>th</sup> January 2018

Casta Diva Group (CDG:IM), a multinational communications firm listed on AIM Italia, is proud to communicate that through its South African branch, it has been awarded a project for the production of 3 commercials for the Alibaba Group through Shanghai Red Horse Advertising Media Co., Ltd., which is a partner of the Joint Venture Casta Diva China Co., Ltd.. The commercials will be developed in South Africa, having signed a contract for an overall value of 500,000 dollars.

One of the scripts is based on the story of the Kenyan hockey team, which after training hard in the dusty, unforgiving Kenyan territory, with grit and determination was granted their pass to the Olympics. Another is based on the true story of Henry Pearce, an Australian rower that participated in the Summer Olympics of 1928 in Amsterdam. The third, which is more institutional, is directly related to the Alibaba Group as a partner of the next Winter Olympics, to be held in PyeongChange next February.

Andrea De Micheli (CEO) and Luca Oddo (Chairman) of Casta Diva Group commented: *"we are extremely satisfied to have been awarded this project, which consolidates our relationship with Red Horse, allowing us on one hand to expand on our collaborations with new clients of the highest calibre, such as Alibaba, and on the other hand to reassert our presence in the Chinese market, furthering our business activities in the international market"*.

The press release is available 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 live music entertainment. It is present in 4 continents with offices in 14 cities: Milan, Rome, London, Manchester, Prague, Beirut, Istanbul, New York, Los Angeles, Buenos Aires, Montevideo, Cape Town, Mumbai and Shanghai. Group brands are Casta Diva Pictures, Casta Diva Events, Anteprema Video, Blue Note Milano and Monaco Growth Forums. 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 digital communication and live entertainment professionals. It is a talent hub capable of engaging Oscar winners and celebrities from around the world, and to discover and attract new creative talents that guarantee an extremely high standard 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 establishment in 2005, the Group has grown steadily and has been regularly awarded numerous prizes and awards including several 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 in via Borsieri, at Isola (and not only) it puts on over 300 shows a year, invoicing approximately 25% (source: SIAE) of the jazz industry's income in Italy.

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