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## CASTA DIVA GROUP ENTERS INTO THE TV SERIES BUSINESS

*Casta Diva Pictures Libano participates in the realisation of the family-drama AWAKE with an investment of approximately 250,000 dollars, for 2018 revenues estimated at approximately 580,000 dollars*

Milan, 7 February 2018

Casta Diva Group (CDG:IM), a multinational company active in the field of communication, listed on the AIM Italia stock market, announces that its subsidiary Casta Diva Pictures Libano enters into the world of TV series with an investment of 250,000 dollars. The investment will be borne entirely by the company without intervention from the banking channel, thanks to the production of free cash flow from 2017.

CDP Beirut participates with other local investors in the realisation of a new TV series that provides an overall budget with total costs of 550,000 dollars and revenues just for 2018 of 1.277 million dollars. The commitment, indirect, by CDG (which participates in the share capital of Casta Diva Pictures Libano with a share equal to 50.1%) is therefore equal to about \$ 125,000, the relative expected revenue for CDG just for 2018 is more than double that figure.

The TV series will be realised in the months of April, May and June and it will be aired September, 2018.

The project is called "AWAKE" and it is a frenetic yet elegant family drama, which revolves around the story of the main character, Dana, a thirty-year-old Lebanese woman who awakens after twelve years of coma to find her parents separated, her two sisters who have since become adults, her boyfriend married and the Master thesis that she created with a university companion having become a veritable advertising agency. Soon the secrets surrounding her coma are revealed and she must once again face her past and make difficult choices for her future.

AWAKE is intended for an audience aged between 25 and 60+ and it is estimated that each episode will be seen on the national TV channel by an average of 400,000 people. The plan foresees a first season of 15 episodes and the production and transmission of four/five subsequent seasons, even with the possibility of transforming it into a film.

Casta Diva Pictures Libano has decided to invest in a particularly favourable moment for the television industry in Lebanon: According to Ipsos and Nielsen, in fact, total revenues of advertising linked to world of Lebanese TV have increased by 5.8% in 2016 compared to 2015, going from 1.32 billion dollars to 1.40 billion dollars. More and more people prefer watching movies on-demand, in streaming or Blu-ray and therefore, television networks are producing a greater number of successful programmes that are accessible from home.

*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 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, Antepima 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. As an effect of a merger by incorporation (reverse takeover) of Casta Diva

Group S.r.l. in Blue Note S.p.A. the new company Casta Diva Group S.p.A. was established, listed on the AIM stock market of Milan (CDG:IM) - Alternative Market of Capital organised and managed by Borsa Italiana (code ISIN IT0005003782).

[www.castadivagroup.com](http://www.castadivagroup.com)

**Casta Diva Pictures** is a production company of branded content founded in 2005 by Andrea De Micheli and Luca Oddo. Over the years it has produced more than a thousand videos for over a hundred major brands, including Chevrolet, Citroen, Gillette, Intesa Sanpaolo, L'Oréal, McDonald's, Nestlé, P&G, Pupa, Quilmes, Samsung, Sky and for almost all the major Italian and international agencies. Casta Diva Pictures has won numerous awards in the main festivals of advertising commercials and in events both in Italy and abroad including four Lions at the Cannes Lions International Festival of Creativity. The company was founded with a strong international connotation and alongside the headquarters of Milan are the offices of London, Rome, Manchester, Prague, Istanbul, Cape Town, Mumbai, Buenos Aires, New York, Los Angeles, Beirut, Montevideo and Shanghai. Casta Diva Pictures is part of Casta Diva Group, a company listed on the AIM stock market of Milan, which also controls Casta Diva Events, Anteprima Video, Monaco Growth Forums and the best jazz club in continental Europe: the Blue Note in Milan.

[www.castadivapictures.com](http://www.castadivapictures.com)

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