

## CASTA DIVA GROUP BUYS 70% STAKE OF ANTEPRIMA VIDEO

Milan, 22 December 2016

Today Casta Diva Group (CDG:IM), the AIM-listed multinational that operates in the communications sector, bought a 70% stake of Anteprima Video via its fully owned subsidiary Casta Diva Pictures.

**Anteprima Video**, established in Milan in 1994, is one of Italy's most acclaimed postproduction companies. Postproduction has always played a key role in the creation of audiovisuals, whether they be classical commercials or any of those initiatives that use audio and video: documentaries, musical videos, video-mapping, large-sized videos used in live events, cinematography or web and digital content. In this phase, we process images and sound to create the final product or, using Computer Animation, we create movie sequences or entire films. In addition to this we use video-graphics that supports anything from TV programs to theme songs and the graphical animations of any kind of audiovisual. Anteprima Video forecasts for 2016 a turnover of 2.7 Mln euros, up by about 8% compared to 2015. Thanks to its internal reorganization and to group synergies, the company expects an even larger turnover in 2017 and an EBITDA margin of about 10%.

**Luca Oddo**, Chairman of Casta Diva Group and **Andrea De Micheli**, CEO of Casta Diva Group, declared: *"With this operation Casta Diva has acquired an important link in the production and creative chain that will further enrich its offering, especially in a trend in which video plays an increasingly important role, also thanks to the expansion of digital communication. By joining the Group, Anteprima Video in turn will be able to expand its presence beyond the Italian borders, an operation that it had previously launched when it first started working with Casta Diva Group."*

The Company will be guided, as Sole Director, by one of its founders, Mr. Alfredo Palumbo, a highly esteemed professional in the sector and the person behind the successful positioning of Anteprima Video in the market of reference; Mr. Palumbo will retain the remaining 30% stake in the company.

View this press release at [www.castadivagroup.com](http://www.castadivagroup.com) and [www.emarketstorage.com](http://www.emarketstorage.com)

**Casta Diva Group (CDG:IM)** is a multinational that works in the sector of communication for the production of branded content, viral videos, digital content, films and corporate events. It is present in 4 continents with offices in 13 cities: Milan, Rome, London, Manchester, Prague, Beirut, Istanbul, New York, Los Angeles, Buenos Aires, Montevideo, Cape Town, Mumbai. The Group's brands are Casta Diva Pictures, Egg Events, Bin Jip and, thanks to a commercial agreement, Adacto. It is the world's most extensive production network for advertising films and events and for international events, built up through the active and continuous interaction between its various headquarters and the experience of its 62 digital communication and live entertainment experts. It is a talent hub capable of retaining Oscar winners and celebrities from across the world as well as of attracting new creative talent that guarantee very high standards of excellence. Casta Diva Group and its managers have offered innovative and creative communication strategies to over 100 major brands, reinterpreting the conventional rules of communication. Since its establishment in 2005, the Group has grown constantly and has been regularly awarded a large number of prizes and recognitions, including various Lions at the Cannes Lions International Festival of Creativity, Mobius Awards, LIA - London International Awards, and EuBEA – European Best Event Awards. It owns Blue Note Milano, the jazz club and upscale restaurant opened in 2003 and part of the Blue Note international network, a famous venue for international jazz, that in via Borsieri, in the Isola district, (and not only) holds about 300 concerts a year, with a turnover amounting to about 25% (source: Siae) of all jazz revenues in Italy.

**Contacts**

**CASTA DIVA GROUP – Issuer**

Paolo Perrotta

[investor.relations@castadivagroup.com](mailto:investor.relations@castadivagroup.com)

Via Lomazzo 34, 20154 Milano

T: +39 02 3450817

**IR TOP CONSULTING**

**Investor Relations** - Maria Antonietta Pireddu

[m.pireddu@irtop.com](mailto:m.pireddu@irtop.com)

**Media Relations**

Domenico Gentile, Antonio Buoizzi

[ufficiostampa@irtop.com](mailto:ufficiostampa@irtop.com)

Via C. Cantù, 1 - 20123 Milano

T: +39 02 45473884 - [www.aimnews.it](http://www.aimnews.it)

**INTEGRAE SIM – Nomad**

Via Meravigli 13 – 20123 Milano

T: +39 02 87208720

[info@integraesim.it](mailto:info@integraesim.it)

**CFO SIM – Specialist**

Via dell'Annunciata 23 – 20121 Milano

T: +39 02 303431

[info@cfosim.it](mailto:info@cfosim.it)