

CASTA DIVA GROUP: BoD APPROVES SHARE CAPITAL INCREASE WITHOUT OPTION RIGHT FOR UP TO EUR 868,699.20

***Received the irrevocable commitment to subscribe by White Fleet III - Globes Italy Equity Star
(managed by Patrimony 1873 S.A.) and by the parent company Reload S.r.l.***

Milan, 10 April 2017

Today the Board of Directors of Casta Diva Group (CDG:IM), the AIM-listed multinational that operates in the communications sector, in a meeting with the notary public, as partial exercise of the powers granted by the extraordinary shareholders' meeting on 18 July 2016, has resolved to increase, in tranches and against payment, the share capital by up to EUR 868,699.20, of which Euro 687,720.20 by way of overprice, via the issue, without option right and in favor of existing shareholders, at the price of EUR 2.40 per share, of up to 361,958 new ordinary shares, to be reserved for subscription by the shareholder White Fleet III - Globes Italy Equity Star and by the parent Company Reload S.r.l..

The Board has determined the price of the new shares according to the assessment methods followed in similar procedures, taking into account, as envisaged by art. 2441, §6 of the Italian Civil Code, of the net equity and of the share prices in the previous semester: these procedures have led to the fixing of the price at EUR 2.40 per share, up 7.7% compared to the price average of the Italian Stock Market in the last 6 months.

The aim of the operation is to strengthen the Company's stocks on the market, and consequently to provide the share with greater liquidity and contribute to the reinforcement of the Company's assets and finances.

The new shares shall be subscribed by Patrimony 1873 S.A. (that manages White Fleet III – Globes Italy Equity Star) for up to 208,000 shares (amounting to 1.92% of the share capital after increase) for a countervalue of EUR 499,200.00 via payment in cash, and by Reload S.r.l. (holder of 9,035,540 ordinary shares amounting to 86.27% of the share capital) for up to 153,958 shares (amounting to 1.42% of the share capital after increase) for a countervalue of EUR 369,499.20 via conversion of a guaranteed, liquid and cashable credit linked to a non-profit making shareholders' loan.

The deadline for the subscription of the Capital Increase is 30 April 2017.

The share capital after increase shall be increased, in the event of full subscription of the new shares, by 361,958 shares having the same characteristics of those currently on the market, and Reload S.r.l. shall hold a 84.81% stake of the entire share capital after increase.

The Board of Auditors has given its approval of the congruity of the price of the new shares within the course of the procedure indicated in art. 2441, § 6, of the Italian Civil Code.

The subscription by Reload of the Company's new shares falls under the "Procedura Parti Correlate" (PPC - Procedure for Related and Intragroup Parties) procedure applied by the Company and is pursuant to the provisions "AIM Italia/Mercato Alternativo del Capitale Parti Correlate 2012" of Borsa Italiana S.p.A. (PPC Borsa). As such, it was notified to the equivalent body as per art. 4 of the PPC, that on 7 April 2017 issued its opinion in which: (i) it qualified the subscription of new shares by Reload as "Operazione di Minore Rilevanza" (transaction of minor

significance) since there is no exceeding of the thresholds of relevance indicated in Annex 2 of PPC Borsa; (ii) it did not find elements such as to refute the substantial convenience and correctness of the offer for the subscription of new Company shares by Reload; (iii) it did not find elements such as to refute the interest of the Company in accepting the subscription proposal provided by Reload.

The Company shall publish the statement of change in share capital within the terms established by law once the statement of increase in capital has been filed with the Trade Companies' registry of Milan.

View this press release at www.castadivagroup.com and 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.

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