

CASTA DIVA GROUP: MASSIMILIANO PRATO APPOINTED CHIEF OPERATING OFFICER

Milan, 15 February 2017

Casta Diva Group (CDG:IM), the AIM-listed multinational that operates in the communications sector, announces the addition to the team of Massimiliano Prato as Chief Operating Officer.

Born in Milan in 1975, Massimiliano Prato graduated in communications and immediately afterwards began his career with Clip Television (part of Film Master Group), subsequently moving on to Mediaset, DPR Eventi, Euphon, Poste Italiane, Jakala Events and Alessandro Rosso Group.

*"Last year Casta Diva Group entered a major development phase both nationally and internationally", stated **Andrea De Micheli and Luca Oddo, respectively Chief Executive Officer and Chairman of Casta Diva Group.** "In 2016 we appointed Paolo Perrotta, with long-standing experience in Fox, as Chief Financial Officer and today we complete the team with the addition of Massimiliano Prato as COO. Max has a solid background video production, events and both historically famous and modern venues and is especially capable in creating new formats in the food and beverage sector. These are precisely the three core businesses of our Group, consisting of Casta Diva Pictures and Anteprima Video, on the one side, and Egg Events and Blue Note Milano on the other. His appointment will allow us to dedicate more time and energy to developing key clients and towards acquisitions, while Max will concentrate mainly on optimizing processes and on the efficiency of individual projects."*

*"I am thrilled to have joined Casta Diva Group in this delicate phase in which under the attentive guidance of Andrea De Micheli and Luca Oddo the company is opening its doors to managers who are young but already have a solid professional background. The Company's objective is to discover new talent and to stimulate and implement their skills in bringing continuous innovation to the world of events and entertainment", **Massimiliano Prato** declared.*

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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