

CASTA DIVA GROUP: AWARDED A USD 710,000 CONTRACT FOR A NEW ADVERTISING CAMPAIGN IN THE "FAST MOVING CONSUMER GOODS" SECTOR

Milan, 9 March 2017

Casta Diva Group (CDG:IM), the AIM-listed multinational that operates in the communications sector, states it has won the international bid for tenders for the production of commercials for a client operating in the FMCG (*Fast Moving Consumer Goods*) sector. The commercials will be produced in 2017 for India and the Middle East.

The **USD 710,000** agreement follows on the two-year agreement for USD 3.2 million signed with the same client last week (*cf.* press release dated 2 March 2017) for the production of advertising and digital content for India, Middle East and Africa. Production shall be coordinated by the Group's London office that had previously managed the bidding phase, and shall be produced at the Mumbai and Beirut headquarters.

Andrea De Micheli (CEO) and Luca Oddo (Chairman): *"This is our fourth sole agency assignment of this kind, in recognition of our efforts to run our business at international level and to create global support for large international groups. Our clients acknowledge our capacity to provide them with a competitive edge thanks to our involvement in long-term initiatives."*

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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