

## CASTA DIVA GROUP: TWO-YEAR CONTRACT FOR APPROX. EUR 3 MLN FOR THE PRODUCTION OF COMMERCIALS AND DIGITAL CONTENT

Milan, 2 March 2017

Casta Diva Group (CDG:IM), the AIM-listed multinational that operates in the communications sector, states it has been awarded the two-year sole agency contract, via an international bid for tenders, of **over USD 3 million for the production of commercials and digital content**. The content shall be produced for India, Middle East and Africa through the headquarters of Mumbai, Beirut and Cape Town.

**Andrea De Micheli and Luca Oddo, Chief Executive Officer and Chairman of Casta Diva Group, respectively:**

*"This is our third sole agency assignment of this kind, and is proof of the trust large international clients are placing in our Group's capabilities. We have won an important international competition and we believe that behind this award there is our international positioning founded on a full-range production of content ranging from commercials to digital content. We are convinced that these assets of ours will prove functional to the awarding of other contracts of this kind in the future."*

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.

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