

**CASTA DIVA GROUP AWARDED AT THE
11TH EDITION OF EUBEA (THE EVENTS OSCAR)
"BEST EVENT AGENCY" OF EUROPE**

- **Casta Diva Group participates with 2 events and beats the competition made up of 276 events presented by 112 agencies coming from 22 countries**
- **"Flights": 3 first prizes in the categories *Low Budget Event*, *Educational/Training Event* and in technical excellence *Effectiveness***
- **"One smile is enough to change our world": 1 first prize in the category *Use of Web and Social Media* and 1 second prize in the category *Non-profit/Social Service Event*.**

Milan, 17 October 2016

Casta Diva Group, the AIM-listed multinational that operates in the communications sector, in the course of the prize-awarding ceremony of the 11th *European Best Event Awards* (EuBEA), has beat the competition of 112 agencies coming from 22 countries by winning the prestigious "*Best European Event Agency*", plus 4 firsts and 1 second.

Judging the 276 events participating in EuBEA and coming from 112 agencies of 22 different countries (Casta Diva Group participated with 2 events, "*Flights*" and "*One smile is enough to change our world*"), was a panel of 30 experts, consisting of representatives of the companies that invest in events, of trade unions and of the specialized press, presided by Gerd de Bruycker, Marketing Director Northern Europe and Head of Event Marketing EMEA of Cisco, assisted by Vice Presidents Andrea Fafliková, CEEMEA PR & Event Manager of The LEGO Group, and Luca Favetta, global event marketing expert. The judges assessed the events based on criteria linked to creativity, originality, execution and target involvement.

Flights – Produced by Casta Diva Buenos Aires (the Group's office in Argentina) for El Cronista Comercial, Argentina's leading economy newspaper, it won 3 firsts in the categories *Low Budget Event*, *Educational/Training Event* and in technical excellence *Effectiveness*. The event took place at an airport on the outskirts of Buenos Aires, and involved several FB followers of the newspaper. To explain to them the emotions of those working in the world of finance, they were invited to board an acrobatic plane that reproduced the real graphs of the stock market exchange trends during the 2001 crisis in Argentina, the Greek crisis and the speculative Internet bubble.

One smile is enough to change our world – Produced by Dinamo Istanbul (the Group's Turkish office), for EÇADEM, a non-governmental organization that provides assistance to the families of disabled children, it won 1 first place in the category *Use of Web and Social Media* and 1 second place in the category *Non-profit/Social Service Event*. The video, the aim of which is to change the way people look at and interact with the disabled and to promote the activities of EÇADEM, was shot with hidden cameras and without professional actors, only with the collaboration of the families of several disabled children. The mother of Tufan, the disabled boy starring in the spot, has a letter delivered to bystanders in a public park, who don't know they are being filmed. "Do not look at my son with pity. All he needs is a smile to be happy". The reactions of the people reading the letter are natural, touching but also joyful when they see that their smiles make Tufan happy. The project obtained over 31.8 million views on Facebook and 1.2 million shares. More importantly, the number of EÇADEM volunteers rose by 400% and visits to their website increased by 2400%, vis-à-vis an extremely low production budget made possible also thanks to the voluntary contribution of a large part of the Casta Diva Group team.

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.

Contacts

CASTA DIVA GROUP – Issuer

Paolo Perrotta

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

Media Relations

Domenico Gentile, Antonio Buoizzi

ufficiostampa@irtop.com

Via C. Cantù, 1 - 20123 Milano

T: +39 02 45473884 - www.aimnews.it

INTEGRAE SIM – Nomad

Via Meravigli 13 – 20123 Milano

T: +39 02 87208720

info@integraesim.it

CFO SIM – Specialist

Via dell'Annunciata 23 – 20121 Milano

T: +39 02 303431

info@cfosim.it