

CASTA DIVA GROUP PRESENTS "BLUE NOTE 2.0", THE NEW LIVE ENTERTAINMENT CONCEPT DEDICATED TO A YOUNG AND DYNAMIC AUDIENCE

Milan, 22 November 2016

Casta Diva Group (CDG:IM), the AIM-listed multinational that operates in the communications sector, today will be meeting the financial community at the headquarters of Blue Note in order to illustrate its business model, market of reference dynamics and growth strategies.

Another aim of the event is to present the **new concept of the Blue Note establishment**, that will allow the Group to benefit from the synergies deriving from offering live entertainment, from reinforcing the brand and from the scale economies resulting from the reverse takeover operation.

Casta Diva Group Chairman **Luca Oddo** and its CEO **Andrea De Micheli**: *"Blue Note is an exceptional brand, renowned the world over and a symbol of absolute quality. In Milan, our Jazz Club registers a turnover equivalent to 25% of the overall Jazz turnover in Italy (source: SIAE), every year hosts 300 concerts, selling - mostly online - about 60,000 tickets, and offers companies hundreds of occasions for inviting their clientele to live unique experiences in the fields of live entertainment and of food&beverage. Naturally, all this is a value to be preserved. At the same time, however, we believe it is possible to develop a brand extension of the Blue Note to bring this "temple of Jazz" closer to a larger and more dynamic public via three development lines:*

- 1. By bringing the Blue Note Experience to other locations, outside the walls of our Jazz Club: the first test bench has been JazzMi, the extraordinary Jazz festival organised in cooperation with Teatro dell'Arte and Ponderosa Music&Art, held in Milan from November 4th to the 15th and that has generated 80 concerts with 320 artists, occupying 40 locations and attracting 30,000 spectators;*
- 2. By bringing the Blue Note Experience also to the virtual dimension of Television and the Web: we are studying a TV format for Jazz and the possibility of creating an App that would allow fans to enjoy our music remotely;*
- 3. By renewing our commercial offering, that is mistakenly considered unapproachable by younger audiences, via the assessment of various technological solutions that use dynamic pricing (based on the passenger airlines model) and rewarding for those who act as ambassadors of our brand, also via the use of the social networks."*

Casta Diva Group, whose activity includes the production of branded content videos, live communication and live entertainment, pursues a growth strategy based on four pillars:

1. Development of global partnerships, especially with select food&beverage multinationals;
2. Extension (including geographical expansion) of the "live communication" offering via targeted acquisitions and investments;
3. Expansion via acquisitions in the digital technologies sector so as to protect the consumer/spectator relationship and by building proprietary events with greater profit margin;
4. "Fiction & storytelling", by developing an *ad hoc* division starting from focused investments and from several projects that are already under way and being developed.

In its first 11 years of operation (2005-15), Casta Diva Group has shown constant growth, with an 18% CAGR in terms of returns. The Group's international expansion is supported by an offering with a high added value for its

local partners that has allowed to achieve a 53% external turnover result in 2015.

Casta Diva Group operates in a sector with very high growth potential. It is foreseen that advertising will reach the 600 billion dollar mark in 2016 and almost 700 billion dollars in 2018 (sources: eMarketer, Statista). Digital communication is considered to be the segment with the highest growth rates and capable of attracting the highest share of advertising investment (sources: WARC, MarketingCharts, Statista). The main tool for corporate communication already is (and will increasingly be) the video, that will continue to penetrate more and more the main channels of corporate communication, i.e. television and the Web, desktop and mobile. These media will continue to represent the higher share of the budget dedicated by multinationals to marketing activities, expected to be 71% in 2018 (sources: ZenithOptimedia, Cisco Visual Networking Index).

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