

CASTA DIVA GROUP: THROUGH THE NEW BRAND CASTA DIVA FORUMS, CASTA DIVA FINANCIAL EVENTS PRODUCES 40 SHORTS ON BLOCKCHAIN AND ICOs BROADCAST ON CLASS CNBC, AND PREPARES TWO INTERNATIONAL ROADSHOWS

Milan, 08 May 2018

Casta Diva Group (CDG:IM), a multinational communications firm listed on AIM Italia, announces the signing of an agreement between Casta Diva Financial Events (CDEF) and **CLASS CNBC** and the launch of a new brand, Casta Diva Forums (CDF), which will see 40 shorts broadcast on blockchain and the best ICOs for a total of 240 replications.

The programmes will be developed at the New York Nasdaq and during Forums organised by the company, featuring an educational component on blockchain applications in addition to interviews with the CEOs of Casta Diva Forums clients, who will present their company and the ICO under preparation to investors.

The interviews will be broadcast initially on the Class CNBC Italia channel and subsequently on the CDF Web Blockchain Channel. Casta Diva Group management is working with its branches to expand distribution even in countries where it is currently active such as China, India and South Africa.

The Casta Diva Forums team of multicultural professionals with long-standing experience is headed up by Luca Oddo and Danielle Blackwell as Chief Operating Officer (COO).

"The Casta Diva Forums project is aligned with the 2017-2019 industrial plan, which specifies the need for research into new and innovative business lines, consistent or complementary with existing ones, yet with a greater market media margin," stated **Andrea De Micheli and Luca Oddo**, the respective CEO and Chairman of Casta Diva Group. *"In this case we expect to see CDF grow in line with a strategy already confirmed by the allocation of two roadshows that will shortly be held in ten European and Asian financial capitals, the first Forum scheduled to take place in Zug (Switzerland) and New York, in addition to the above-mentioned agreement with Class CNBC".*

Details of the agreement will be presented today on occasion of **"PMI Capital meets virtuous AIMS"**, the Investor Day organised by **IR Top Consulting, Partner Equity Markets** of Borsa Italiana. CEO Andrea De Micheli will be a speaker, illustrating the 2017 results and growth strategies.

The event can be viewed in *streaming* on PMI Capital, SME Growth Platform AIM Italia: www.pmicapital.it

The presentation is available on the website www.castadivagroup.com, Investor Relations section.

The press release is available on the websites www.castadivagroup.com and www.emarketstorage.com

CASTA DIVA GROUP

Casta Diva Group is a multinational company active in the field of communication for the production of branded content, viral videos, digital content, films and live music entertainment. It is present in 4 continents with offices in 14 cities: Milan, Rome, London, Manchester, Prague, Beirut, Istanbul, New York, Los Angeles, Buenos Aires, Montevideo, Cape Town, Mumbai and Shanghai. Group brands are Casta Diva Pictures, Casta Diva Events, Anteprema Video, Blue Note Milano and Casta Diva Forums. It represents the most extensive production network of advertising films and events worldwide, created through an active and continuous interaction between the different locations and the experience of its digital communication and live entertainment professionals. It is a talent hub capable of engaging Oscar winners and celebrities from around the world, and to discover and attract new creative talents that guarantee an extremely high standard of excellence. Casta Diva Group and its managers have offered innovative and creative communication strategies to over 100 prominent brands reinterpreting conventional communication rules. Since its establishment in 2005, the Group has grown steadily and has been regularly awarded numerous prizes and awards including several Lions at the Cannes Lions International Festival of Creativity and the Mobius Award, LIA - London International Awards, EuBEA – European Best Event Awards. It is the owner of Blue Note Milano, a prestigious jazz club and restaurant which opened in 2003 and is part of the international Blue Note network, a focal point on the world jazz scene, which in via Borsieri, at Isola (and not only) it puts on over 300 shows a year, invoicing approximately 25% (source: SIAE) of the jazz industry's income in Italy. As an effect of a merger by incorporation (reverse takeover) of Casta Diva Group S.r.l. in Blue

Note S.p.A. the new company Casta Diva Group S.p.A. was established, listed on the AIM stock market of Milan (CDG:IM) - Alternative Market of Capital organised and managed by Borsa Italiana (code ISIN IT0005003782).
www.castadivagroup.com