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Investor presentation  
May, 8<sup>th</sup> 2018



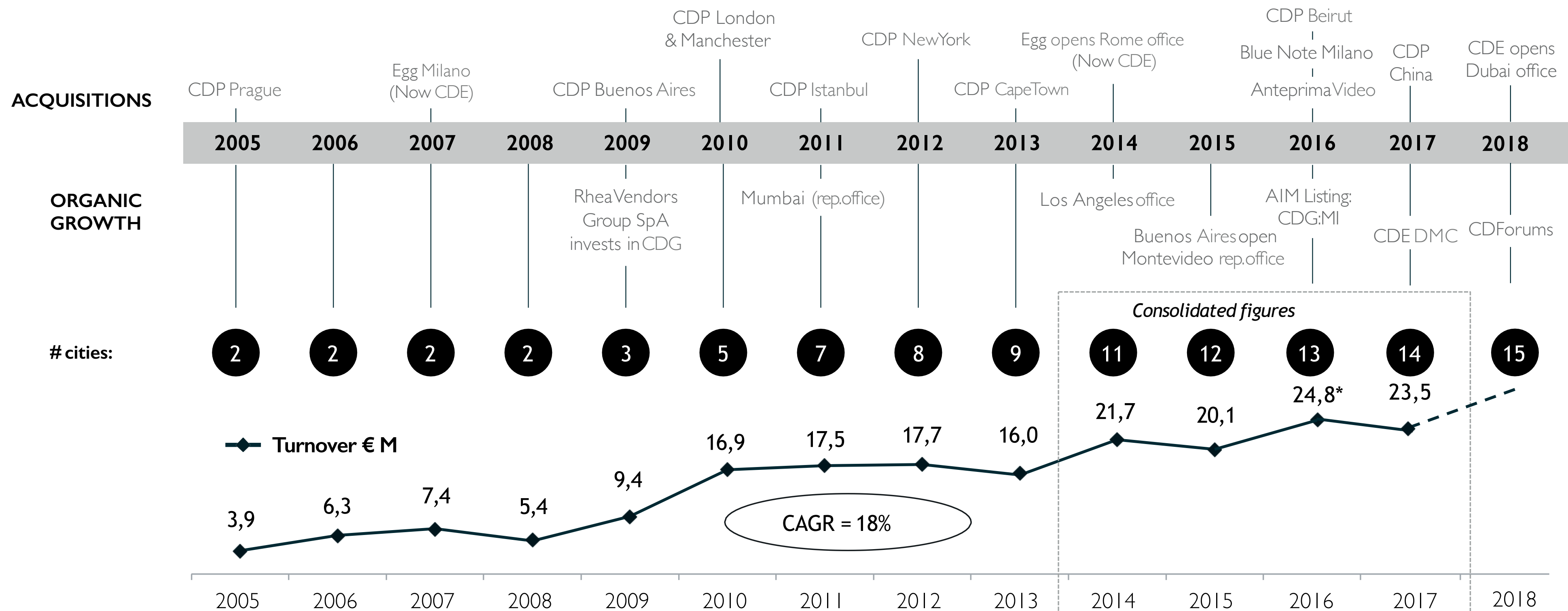
# COMPANY

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2017 TURNOVER	TV SPOTS	EVENTS
	DIGITAL VIDEO CONTENT	LIVE AND DIGITAL COMMUNICATION
TOTAL 23,5 M INTERNATIONAL 43%	63%      Average size 200K	37%      Average size 600K
CLIENTS/BRANDS SELECTION	<div></div>	<div></div>

The Group's expansion has been driven by organic growth and domestic and international acquisitions.



\* First consolidated year including Blue Note and Anteprima Video

## Highlights

- |      |   |
|------|---|
| 2005 | <b>Prague</b> - In the movie industry Prague has the best quality/price ratio and the friendliest administration. It's not by chance that many US blockbusters are shot in Prague. CDG's subsidiary has profited from this environment, developing into a €2m+ unit.  |
| 2007 | <b>Egg Milano</b> (Now Casta Diva Events CDE) - CDG enters the event scene with the acquisition of a 25 years old event agency, whose successful turnaround leads to a profitable €6m+ business in 7 years.   |
| 2008 | <b>Buenos Aires</b> - Argentina, with the most advanced and creative film industry of LatAm, is the opportunity for CDG to address the seasonality issue: it is of paramount importance to have the agility to shoot a summer TV spot in winter and vice versa. Let by this approach, the yearly Group turnover in Buenos Aires now averages €2-3m. |
| 2010 | <b>London &amp; Manchester</b> - CDG felt the need to be in one of the centers of the advertising industry, London, with an additional production studio in Manchester.   |
| 2011 | <b>Istanbul</b> - The door to islamic world and Asia, Istanbul has been a crucial step for the Group from internationality to multiculturalism, accounting now for nearly €2m revenues.   |
| 2011 | <b>Mumbai</b> - Asia is calling. Compared to other countries, CDG had a slower entry process, but eventually, in 2017, CDG will transform this rep. office in a wholly owned operative production entity.   |
| 2012 | <b>New York</b> - The big apple is another key city in the advertising sector. After 4 years CDG's presence in the USA, still small for the market (€3m), has a significant growth potential.   |
| 2013 | <b>Cape Town</b> - A second pillar in the austral hemisphere, compensating Argentina's difficulties, under "presidenta Cristina", in multinationals profit allocation.  |

A unique selling proposition, based on global integration and partnership, has allowed for an initial quick expansion

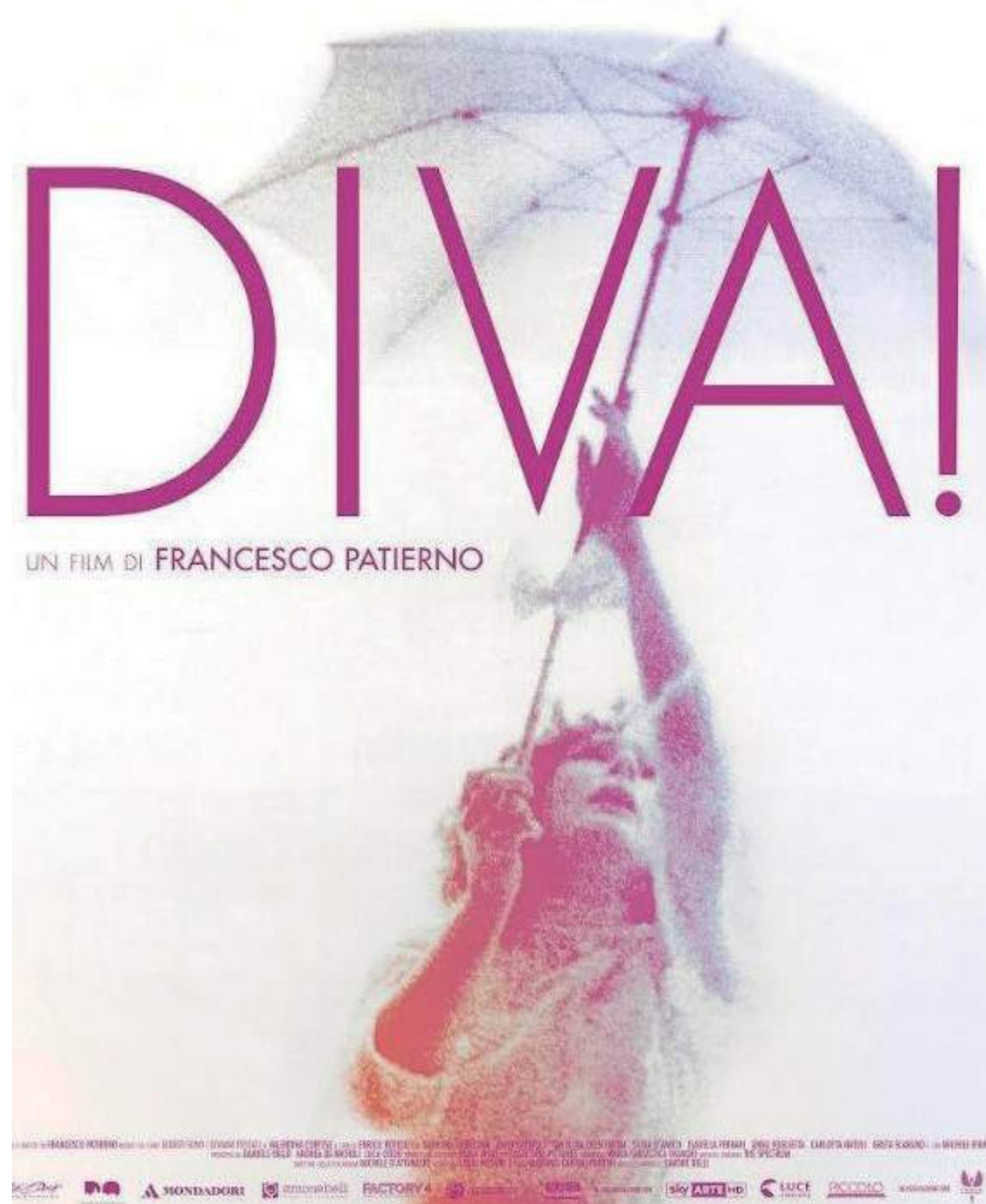
## Highlights

- |      |   |
|------|---|
| 2014 | <b>Egg Rome</b> (Now Casta Diva Events - CDE) - A natural expansion of the event business to the capital, where many large semi-public companies are based.   |
| 2014 | <b>Los Angeles</b> - CDG started shooting in LA in 2007. Now it's time to open for business near the center of the cinema galaxy, under the light of the big stars.   |
| 2015 | <b>Montevideo</b> - A useful rep. office for doing business in Buenos Aires under Argentinian "embargo".  |
| 2016 | <b>Beirut</b> - Having experienced in Istanbul the contact with the Arabic world, CDG opens a rep. office (that now exceeds €1m turnover) to get closer to the region, where the Saudi and Emirates projects are mainly conceived.  |
| 2016 | <b>Blue Note Club &amp; Events</b> - TV spots and events are moving towards "content". It is crucial for CDG to be ready for this new frontier and become a content provider. Blue Note is one of the most beloved music brand in the world and creates more than 300 music events per year.                      |
| 2017 | <b>Shanghai</b> - Joint Venture with Red Horse to create CDP China. First tier of CDG capital increase completed.<br>DIVA! - First CDG feature docu-fiction invited at Venice Film Festival.<br>ICO - Development of ICO launch event format with the acquisition of Monaco Growth Forums (now Casta Diva Forums) |
| 2018 | <b>Dubai</b> - CDE new office with the aim of being present as market leader during the Expo 2020. In the meanwhile Casta Diva Forums developes ICOs all around the world.<br>DIVA! won the "Nastro d'Argento". Starts the production of "AWAKE", a Lebanese TV series.   |

After years of international growth, the Group has developed a consistent acquisition methodology to leverage for further expansion



IELE ORAZI, ANDREA DE MICHELI e LUCA ODDO PRESENTANO



## DIVA!

In early July 2017 **DIVA!**, the first docu-film feature produced by Casta Diva Pictures, directed by Francesco Patierno and based on actress Valentina Cortese's autobiography (published by Mondadori), was invited to participate at the 74<sup>th</sup> Venice Film Festival in the Official Selection, Out of Competition. On 2<sup>nd</sup> September 2017, the film was shown in the Sala Grande and received a ten-minute standing ovation.

The female cast, featuring Barbora Boulova, Anita Caprioli, Carolina Crescentini, Silvia D'Amico, Isabella Ferrari, Anna Foglietta, Carlotta Natoli and Greta Scarano, won the "Starlight Cinema International Award" at the 74<sup>th</sup> Venice Film Festival and the "Nastro d'Argento", one of the most important awards of the Italian cinema business.

**DIVA!** represents a new business line that the group intends to further develop in the coming years.





The **AWAKE** team

(**Mazen Fayad**

Director/Executive  
Producer;

**Nadia Tabbara**

Creator/Head Writer

**Mohamed Fathallah**

Producer;)

has studied and worked  
for many years in UK and  
USA.

## AWAKE

Awake is a fast-paced, stylish family drama Lebanese tv series, that follows the story of the main character, Dana, a 33 year old Lebanese girl who has just woken up from a 12 year coma.

- Season one will consist of 15 episodes.
- Each episode will be 45 minutes long (60 minutes including commercials time).
- Target audience is 25 to 60+
- The expected average number of viewers watching each episode at least once on each TV channel is around 400,000+
- The plan is to produce and broadcast four to five seasons with a potential spinoff and possibly a movie.



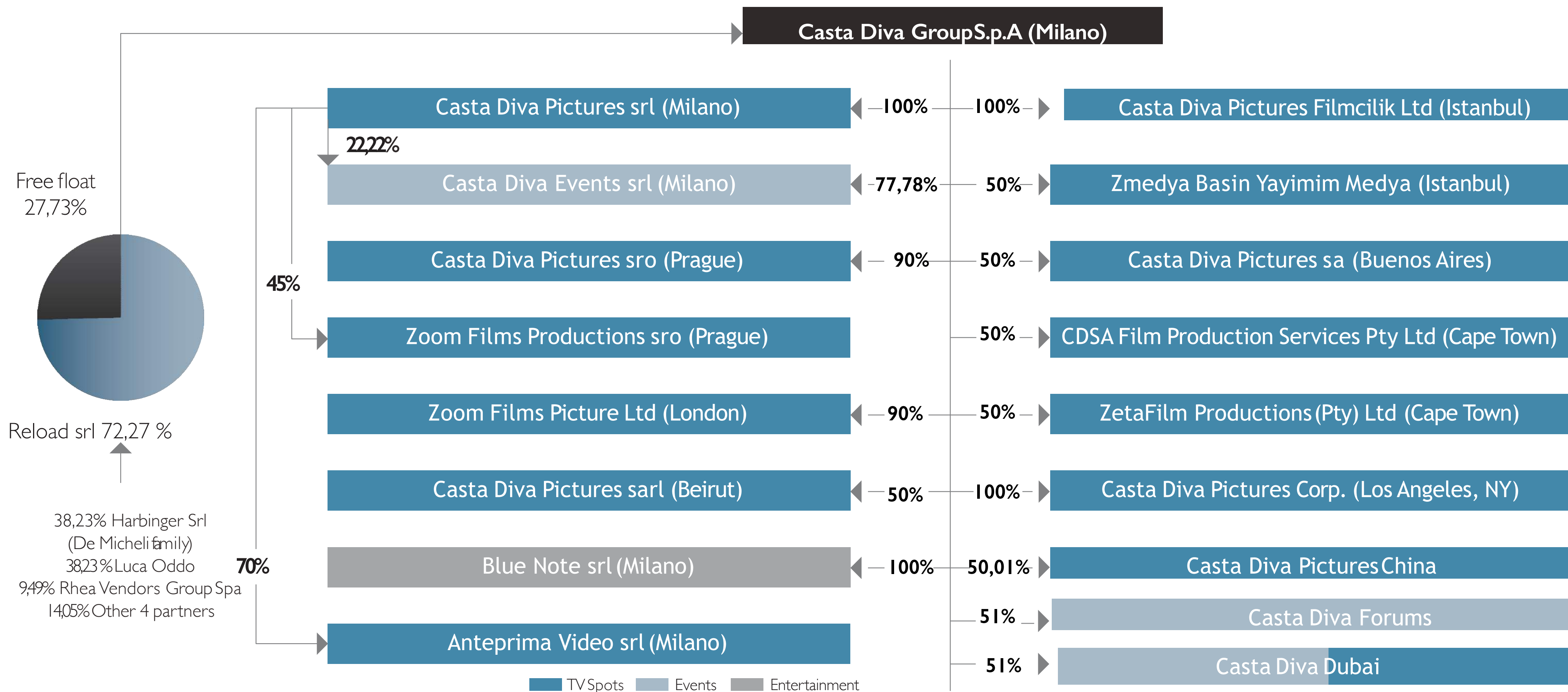


## ICO

For 12 years BU events of Casta Diva Group has been providing communication services for major financial institutions. Now the Group has developed a communication package for companies intending to launch ICOs (Initial Coin Offering), using the Casta Diva Forums.

An ICO launch is a very delicate process that depends greatly on the quality of communication tools: business presentations, videos, web sites, apps, PR, live communication, events.

Casta Diva Forums is able to provide the very best services in this domain in USA, Europe, Middle East and Asia.







Luca Oddo  
Chairman



Andrea De Micheli  
CEO



Francesco Merone  
CFO



Francesco Paolo Conticello  
Head of Communication &  
External Relations



Vanessa Fulvio  
MG CDE



Manuela Micheli  
Client Director CDE



Enis Ozkul  
Partner/Executive Producer  
CDP Istanbul



David Propper  
Partner/Executive Producer  
CDP Prague



Cecilia Felgueras  
Partner/Executive Producer  
CDP Buenos Aires/Montevideo



Daniele Genovese  
Blue Note Concert Office  
Manager





Oliver Hyde  
Executive Producer  
CDP London



Fabio Nesi  
Partner/Executive Producer  
CDP Milan



Alfredo Palumbo  
CEO Anteprima Video



Natascia Galli  
Project Manager  
Casta Diva Forums



Gianluca Mazzaferro  
Art Director



Danae Matakou  
Operation Manager  
Casta Diva Forums



Danielle Blackwell  
COO  
Casta Diva Forums



Flaminia Giacobelli  
Events Producer  
Casta Diva Forums



Francois Normandeau  
Corporate Sales  
Casta Diva Forums



Maricel Sanchez  
Corporate Sales  
Casta Diva Forums



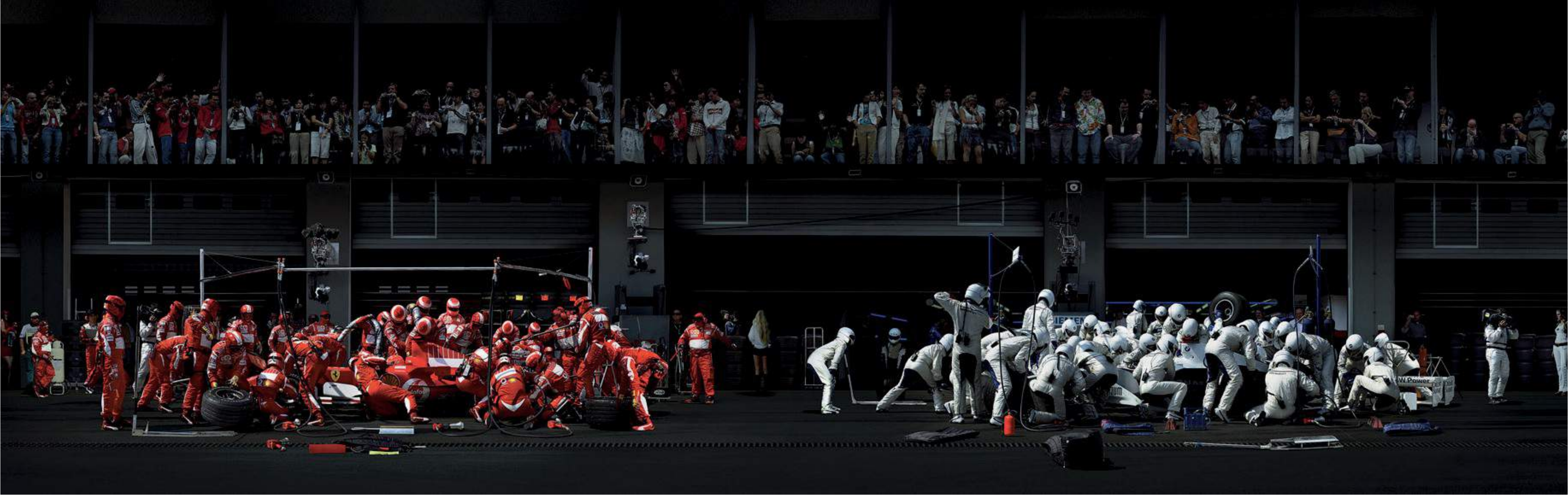
Awards

MORE THAN **100**  
INTERNATIONAL AWARDS  
WON UP TO 2018

IR TOP  
Department for  
International Trade  
«Best IPO Innovative Project»  
Award 2017  
ADM INVESTOR DAY - Tv edizione, Palazzo Mazzanotta  
*Casta Diva*<sup>®</sup>  
CASTADIVA GROUP  
Per «le caratteristiche di eccellenza  
e innovazione del modello di business  
presentato in fase di quotazione»

THE MOBIUS AWARD  
SPECIAL AWARDS  
2018  
SERVICES  
PRODUCTION  
CASTA DIVA PICTURES  
FOR EXCELLENCE IN THE CREATION OF  
AUDIO MEDIA CONTENT





# STRATEGIC PLAN

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## STAND-ALONE BUSINESS PLAN 2017-2019

The goal of the three-years plan is a controlled growth with significant increase of profitability

€M	2017	2019
Revenues	23.5	33.5
Ebitda	1.3	2.5
Ebitda %	5,7%	8% *
NFP (Cash)	(1.8)	(2.6)

- In spite of the fact that 2017 is still a year of post-merger consolidation and investment, with the goal of setting the foundations for future development, we reached an Ebitda margin of 5,7%
- Stand-alone plan is aimed at recovering CDG standard profitability level, while continuing the turnover organic growth trend (10% CAGR)
- NFP will benefit from cash generation of core business

\* 8% Ebitda is CDG standard profitability (see slide 11)



# INVESTMENT OPPORTUNITY

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CASTA DIVA GROUP HAS IDENTIFIED 4 STRATEGIC PILLARS  
FOR DEVELOPMENT TO BE ACHIEVED WITH ADDITIONAL  
FINANCIAL RESOURCES

DEVELOPMENT GUIDELINES

	TERRITORIES	CLIENTS	DIGITAL BREAKTHROUGHS	FICTION AND STORYTELLING
TV SPOTS	Expand current offering in high-growth regions (eg. Middle East, Latin America, Germany).	Add at least one global preferred supplier agreement with one of the current multinational clients in consumer goods, prioritizing food & beverage.	Further integration with a virtual reality, 360° filming, augmented reality facility.	Set up the storytelling capabilities as a separate BU. Cinema/TV division co-produced a feature documentary film and developing a web series and a tv series.
EVENTS	Repeat for the Events BU the international development path tested in TV Spot Production, leveraging current network on select opportunities.*	Build at least one preferred partnership starting from the success story experienced in the TV Spot production domain.	Acquisition* of an immersive environment facility for live communication.	Develop a pilot in proprietary events.

\* Acquisitions will be performed consistently with the post-merger integration process that has been tested since 2005, allowing for the effective integration of newly acquired businesses.

## UPGRADING OF CDG STATUS TO INNOVATIVE SMALL-MEDIUM ENTERPRISE

Important tax breaks for investment in an Innovative SME are provided as set forth in the Law Decree no. 179/2012 art. 29 and the Law Decree no. 3/2015 art. 4 c.9.

- Natural person: IRPEF deduction of 30% of the sum invested in capital increase;  
The maximum deductible investment in each tax period is Euro 1 million (corresponding to a maximum annual deduction of Euro 300 thousand).
- Legal person: IRES deduction of 30% of the amount invested in capital increase;  
The maximum deductible investment in each tax period is Euro 1.8 million (corresponding to a maximum annual tax of Euro 540 thousand).



## Company



## Nomad and Specialist



## Financial Advisors



## Investor Relations

