



## **CASTA DIVA GROUP: THE BOARD APPROVES A LONG TERM INCENTIVE PLAN FOR ADMINISTRATORS, MANAGERS AND EMPLOYEES OF THE HOLDING AND ITS SUBSIDIARIES**

Milan, 12th July 2018

The Board of Casta Diva Group (CDG:IM), Innovative PMI listed on AIM operating internationally in the field of communications, in the meeting taken place today chaired by Andrea De Micheli, has **approved incentive plans** for administrators, managers and employees of Casta Diva Group S.p.A. and its Italian subsidiaries, as appointed by the Board.

These plans include incentives (in shares for the administrators) measured by achieving and overcoming (+15%) the strategic targets in terms of consolidated EBITDA, stated in the "STRATEGIC PLAN 2018-2020" approved by the Board on the 21<sup>st</sup> of June and strategic specific targets in terms of EBITDA and/or Gross Margin ("GM") individually for the Group subsidiaries, established in annual specific budgets for 2018-2020.

**Andrea De Micheli** and **Luca Oddo**, Chairman and CEO of Casta Diva Group: *"Using these incentive tools, we are planning to consolidate within the Group a strong culture of value creation and continuous improvement of the company results, as well as the Group's shares performance. People are our main resource and rewarding all those who will commit with us in the next years with their professionalism and dedication will allow Casta Diva Group and its subsidiaries to grow in the medium-long term and to strengthen and secure their loyalty."*

In relation to the holding Casta Diva Group S.p.A., today four recipients have been appointed (Andrea De Micheli, Chairman; Luca Oddo, CEO; Gianluigi Rossi, Administrator; Francesco Merone, Administrator and Managing Director); premium are in company's shares, at a price equal to the arithmetic mean of the market prices from the last two months, prior to the approval date of the relevant consolidated financial statement, however not less than 2,00 Euro, with a lock-up of 12 months, and the maximum combined total of new issue shares in the three-year-period 2019-2021 could amount to n. 363.796 shares, based on estimated theoretical prices, equal to 2,8% of the total number of the company's circulating shares following the emission of the shares (total number of circulating shares 13.079.673).

For the implementation of the plan the shares, which will have to be issued in case of reaching the determined targets, could be issued by the Board in accordance with the five-year delegation conferred under law 2443 of the Civil Code by the extraordinary general meeting of the company taken place on the 20<sup>th</sup> of July 2016.

The incentive system for managing directors and line managers of the Italian subsidiaries of the Group includes distribution of cash amounts and/or the company's shares, up to a maximum of 5% of the social capital, in case the reached EBITDA in every fiscal year included in specific three-year industrial plans would be equal or higher of the 100% of the expected result, constantly verified by the Group subsidiaries management team.

Strategic Plan 2018-2020, approved by the Board on the 21<sup>st</sup> of June 2018, includes achieving **strategic objectives in terms of consolidated EBITDA equal to 2,1€ M in 2018, 2,6€ M in 2019 and 3,2€ M in 2020**, based on the following guidelines for business areas:

- **ADVERTISING PRODUCTION:** i) growth in relevant countries thanks to the market share consolidation; ii) strategic partnerships with international clients, focusing on China and the Middle East;



- **EVENTS:** diversification of the events business (Casta Diva Forums, specialised in financial and corporate events) and establishment of new subsidiaries abroad (for example Casta Diva Events Dubai, targeting Expo 2020);
- **ENTERTAINMENT:** development of owners' format for the cinema and Tv series industries and B2B events managed with the new brand Blue Note Off.

**Casta Diva Group (CDG:IM)** is a multinational company, which operates in communications and production of branded contents, viral videos, digital contents, film and live music entertainment. It is located in 4 continents with branches in 14 cities: Milan, Rome, London, Manchester, Prague, Beirut, Istanbul, New York, Los Angeles, Buenos Aires, Montevideo, Cape Town, Mumbai and Shanghai. The Group brands are Casta Diva Pictures, Casta Diva Events, Antepima Video, Blue Note Milano and Casta Diva Forums. It represents the biggest production network for advertising and events worldwide, built through an active and continuous interaction among the different branches and the experience of its professionals in digital communications and live entertainment. It's a talent hub able to get Oscar awards and celebrities from all over the world and to discover and attract new creative talents, who deliver standard of excellence. Casta Diva Group and its managers have offered strategies of innovative and creative communications and 100 big brands, reinterpreting the rules of conventional communication. Since its foundation, in 2005, the Group has constantly developed and awarded with the Lions at Cannes Lions International Festival of Creativity, Mobius Award, LIA - London International Awards, EuBEA – European Best Event Awards. It owns Blue Note Milan, jazz club and cuisine restaurant opened in 2003 and part of the international network Blue Note, well renowned in the jazz world, located in via Borsieri, Isola, (not only there) and produces over 300 shows per year, with an income of 25% (fonte: Siae) of the total income of the jazz industry in Italy.

[www.castadivagroup.com](http://www.castadivagroup.com)

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