



**CASTA DIVA GROUP HAS TRIPLED THE VALUE OF THE EVENTS DEPARTMENT  
THANKS TO THE INCORPORATION OF “DISTRICT SRL”**  
*The company is one of the top events agencies in Italy with a revenue of  
approximately 18 Million Euro.*

Milan, 14th November 2018

Casta Diva Group (CDG:IM), Innovative PMI listed on AIM Italia, operating internationally in the field of communications, announced today the incorporation of **DISTRICT S.r.l.**, in which Casta Diva Group S.p.A. has invested 100% of Casta Diva Events S.r.l. (CDE); FIDUCIA S.r.l. (Newco owned by Matteo Valcelli and Ernesto Pellegrini) has invested 100% of G.2 Eventi S.r.l., Mete Travel and Events S.r.l.

This press release refers to what was already announced on the 27<sup>th</sup> of September 2018 at 7:07 pm, in regards to the conditions of the agreement.

DISTRICT S.r.l. is owned by 51% of Casta Diva Group S.p.A. and 49% of FIDUCIA S.r.l., in terms of the invested companies value and capital increase, approved by the Parties, through compensation of credits transfer.

The Governance of DISTRICT has Matteo Valcelli as the Chairman, Ernesto De Pellegrini as Advisor and Francesco Merone as Advisor. This agreement also includes call clauses to CDG's benefit regarding the totality of shares of DISTRICT, drag-alongs to CDG's benefit and way-outs to FIDUCIA's benefit, from 2022, to be applied through conversion in shares of the controlling entity CDG, or in cash.

The Board of Casta Diva Group, on the 13<sup>th</sup> November 2018, has defined the approval date of the Industrial Plan 2019/2021 of District by the 30<sup>th</sup> November 2018 and the convocation of the next Board meeting to approve the Industrial Plan of the Group on the 12<sup>th</sup> December 2018.

Andrea De Micheli and Luca Oddo, Chairman and CEO of Casta Diva Group, from one side, Matteo Valcelli and Ernesto De Pellegrini, Chairman and Advisor of FIDUCIA, from the other side, stated: “We are proud to strengthen our presence on the events market in a more structured and dynamic way, with a competitive company on the international market”.

The three companies, over the years, have worked with well-known clients such as A2A, Alitalia, AllianzBank, Banco BPM, Ferrovie dello Stato, Gruppo Allianz, Gruppo AON, Gruppo CREVAL, Gruppo Marazzi, Gruppo Mediaset, Huawei, Intesa Sanpaolo, Mazda Group, MINI, just to mention a few.

**CASTA DIVA GROUP (Casta Diva Group (CDG:IM - ISIN IT0005003782))** 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, Anteprima 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% (by: Siae) of the total income of the jazz industry in Italy.

Press release available on [www.castadivagroup.com](http://www.castadivagroup.com) and [www.emarketstorage.com](http://www.emarketstorage.com)

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