



CASTA DIVA GROUP ANNOUNCES 1M EURO FUNDING FROM SACE SIMEST FOR CASTA DIVA EVENTS

PARTIAL WARRANTY EQUAL TO 52% OF THE VALUE BY CONFIDI SYSTEMA

Milan, 2 April 2019

Casta Diva Group (CDG:IM), Innovative PMI listed on AIM Italia, operating internationally in the communications sector, announces that its subsidiary Casta Diva Events Srl has obtained 988 thousand Euro funding for Casta Diva Dubai by SIMEST, company that together with SACE represents the point for export and internationalisation of *Gruppo Cassa*, deposits and loans.

The SIMEST funding includes a 2 year pre-amortisation period of time, allowing to pay the debt back over the following 48 months. Casta Diva Events has also obtained by Confidi Systema partial warranty equal to approximately 52% of the value of the whole amount provided by SIMEST. The financial cost of this operation is lower than 1% per year.

This plan includes hiring new employees for the local branch, in addition to investments in Marketing and Promotion, both in Dubai and the UAE area. Important training support will be given by the main office in Italy, together with collaborations with international professionals in the area.

Casta Diva Dubai was formed in 2018 and in a few months has reached profit equal to approximately 500 thousand Euro, with adjusted Ebitda of approximately 138 thousand Euro, whose margin is higher than 27%.

"I am very proud of the performance of our subsidiary in the UAE" stated **Francesco Merone**, CFO of the Group and Director of Casta Diva Dubai. Together with the General Manager Marwan Nicolas, they have managed all the start-up activities and declared: *"Casta Diva Dubai is the first subsidiary of the Group, located abroad, that already operates in all business areas mentioned in the Industrial Plan 2018-2021: VIDEO CONTENT PRODUCTION (production of spots, digital videos, corporate & events videos, documentaries,, Films and TV), LIVE COMMUNICATION & ENTERTAINMENT (planning and creation of corporate events, B2B and incentive for companies, public and private Institutions, Live shows and Entertainment), COMMUNICATION STRATEGY & DIGITAL (strategic communication plans, creativity production and implementation of communications assets). This funding will allow us to develop our business by facilitating our growth process."*

CASTA DIVA GROUP (Casta Diva Group (CDG:IM - ISIN IT0005003782)) is a multinational company, which operates in communications, also producing 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, Anteprema 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 on www.castadivagroup.com and www.emarketstorage.com

CONTACTS

ISSUER

Castadiva Group | Francesco Merone | investor.relations@castadivagroup.com | T +39023450817 | Via Lomazzo, 34 Milano

INVESTOR RELATIONS

IR Top Consulting | Maria Antonietta Pireddu | m.pireddu@irtop.com | T +390245473884 | Via C. Cantù, 1 Milano

FINANCIAL MEDIA RELATIONS

IR Top Consulting | Domenico Gentile | d.gentile@irtop.com | T: +390245473884 | Via C. Cantù, 1 Milano

NOMAD AND SPECIALIST

Banca Finnat Euramerica | T +390669933219 | Piazza del Gesù, 49 Roma