



PRESS RELEASE

CASTA DIVA GROUP: BLUE NOTE SIGNED AN AGREEMENT WITH DON LISANDER RESTAURANT UNIFYING THEIR PURCHASE DEPARTMENTS MANAGEMENT

The agreement will double food & beverage purchases, with economies of scale up to 10-15% and an impact on consolidated Ebitda up to 100 thousand euros per year.

Milan, 27th November 2019 - Casta Diva Group (CDG: IM), a multinational company listed on the AIM Italia, operating in the communication sector for branded content production, commercials, digital content, films and live music entertainment, announced that it signed an agreement with the well-known Don Lisander restaurant in Milan, for unified management with the Blue Note Milano food and beverage purchase department. The Club is one of the most renowned jazz clubs in Europe, owned by the Group.

The agreement will allow the purchase of goods for a total of double the number of seats compared to those individually managed by Blue Note and by Don Lisander restaurant that, before the agreement, managed independently about 25,000 meals a year. With this agreement, the unified purchase department will be able to buy raw materials for a double volume of around 50 thousand seats, with savings up to 10-15% and a positive impact on the consolidated EBITDA of Casta Diva Group, up to 100 thousand euros per year on the next few years.

In addition to these financial benefits, the agreement with Don Lisander, a restaurant that has offered the most traditional dishes of the Milanese tradition since 1947, allows Blue Note to develop its culinary innovation, merging music with good food: four new dishes by Don Lisander could be added to the Blue Note Milano menu from 10th January 2020. Thanks to the collaboration between Federico Tronci, chef of Blue Note Milano, and Filippo Cavallera, chef of Don Lisander, the New York-inspired restaurant will take root even more in the city, creating an imaginary bridge between the United States, home of jazz, and Milan, a city with excellent food and restaurants. There is also cross communication between the two venues that have high spending guests, with similar socio-economic profile.

Andrea de Micheli, President and CEO of Casta Diva Group, stated *"We are very satisfied with this agreement, which will allow us to keep offering to the Blue Note audience the combination of excellent music and good food, expressed in our motto: "Live Music, Quiet Dinner, Fine Drinks". We will also have important savings for the Group, with a consequent increase in profitability, without affecting the quality of the offer, but rather increasing it thanks to the collaboration with an excellent restaurant"*.

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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, 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% (by: Siae) of the total income of the jazz industry in Italy.



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Press release on www.castadivagroup.com and www.emarketstorage.com

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