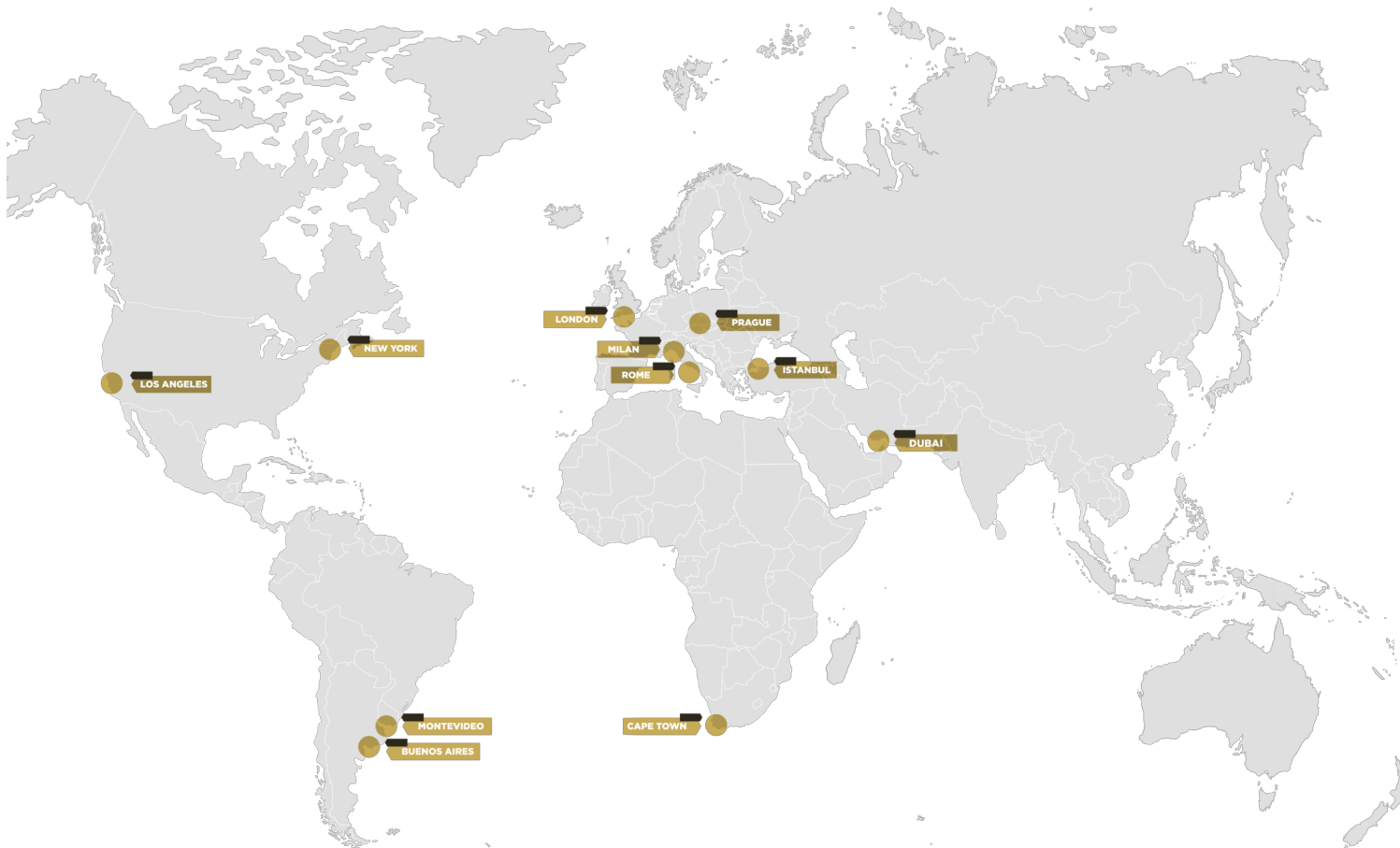




INDUSTRIAL PLAN 2020 - 2022



Casta Diva Group is a **COMMUNICATION COMPANY** listed on the **AIM OF MILAN** operating in corporate and consumer events - digital contents - spot, tv and film productions - live music shows

A pocket-sized multinational with a presence in **ELEVEN CITIES ACROSS FOUR CONTINENTS**

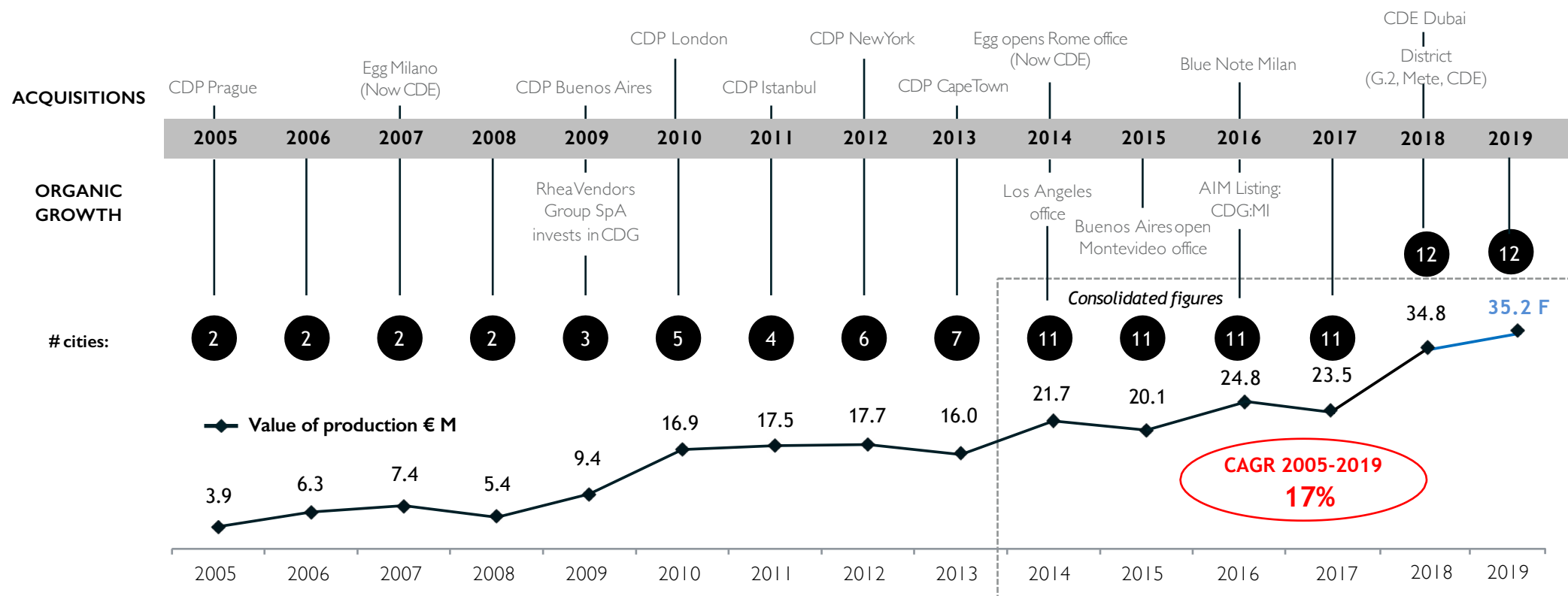
Casta Diva Group team has worked successfully with over 100 of the world's top brands

Over the years the Group has grown steadily in terms of turnover and has garnered numerous **AWARDS WORLDWIDE**

VALUE OF PROD 2019: 35 M€	SPOTS: 39 %	EVENTS: 61 %
INTERNATIONAL: 27 %		
CLIENTS / BRAND SELECTIONS	                	               



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



2005
Casta Diva Pictures
Prague



2005
Egg Milan (CDE)



2008
Casta Diva Pictures
Buenos Aires



2010
Casta Diva Pictures
London



2011
Casta Diva Pictures
Istanbul



2012
Casta Diva Pictures
New York



2013
Casta Diva Pictures
Cape Town



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

2014
Egg Rome
(Casta Diva Events)



2014
Casta Diva Pictures
Los Angeles



2015
Casta Diva Pictures
Montevideo



2016
Blue Note
Jazz Club & Events



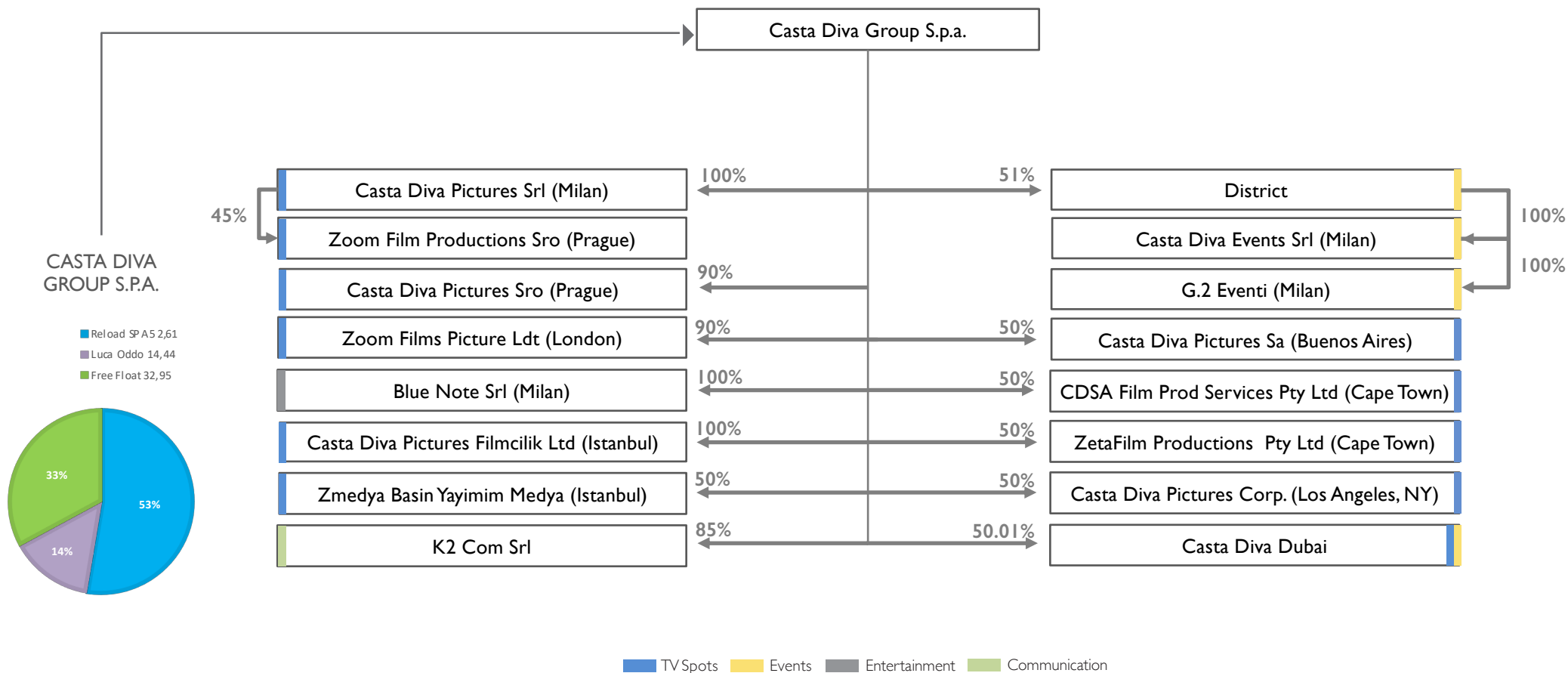
2018
Casta Diva Events
Dubai



2018
G.2 Eventi - Mete



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





A growing stock uptrend propelled forward by relevant new awards/contracts



Starting from the Q4 of the year, the stock price stopped the downtrend pattern, exhibiting a considerable increase at the end of FY (+48% in December). In combination with the announcement of the award of two significant contracts, CDG experienced a good performance in price and trading volumes. The average day volumes grew from 15,000 stocks per day in the first semester to 260,000 stocks per day in the first half of February 2020.

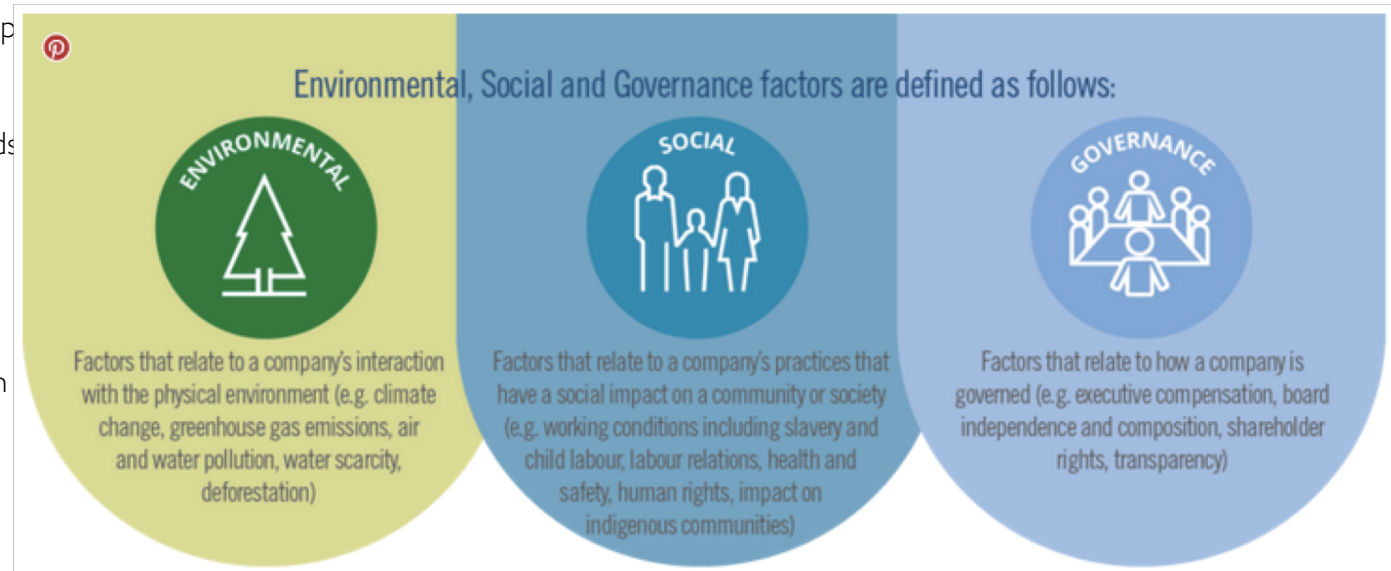
According to a recent AIM market research focused on 2019 FY, Casta Diva Group is ranked #2 most undervalued stock in the market, in terms of upside potential vs. average target prices. On early 2020 we experienced an established uptrend in price; in the same period, further AD budget allocation occurred from top tier clients.

We are really caring

Pursuing a sustainability agenda on ESG issues is top of mind for us and it informs our overall strategy. ESG stands for "environmental, social and governance" and our aim is to translate these words into action.

A shift in focus on these issues pushed us not to address every conceivable ESG issue, identifying what is material for our industry stating that "one size fits all" approach doesn't work at all. So we aim to give priority to action on energy management, water and wastewater management, recycling and waste management, data security and customer privacy, diversity and inclusion, but also fair labor practices, anti-bribery policies and adoption of Codes of Conduct for listed companies.

The stakes clearly justify our commitment:
"Delivering financial performance, reducing our footprint and creating long-term value for society as a whole"





Andrea De Micheli
Group Chairman & CEO



Guido Palladini
Group CFO



Fabio Nesi
CEO CDP Milan
& Intl Network Director

Matteo Valcelli
CEO District



Ernesto De Pellegrini
Chairman District



Francesco Paolo Conticello
Chief Creative Officer





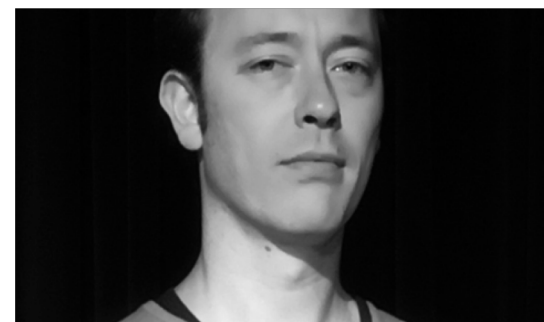
Nico Marchesi
Group Creative Director



Cecilia Felgueras
CEO CDP Buenos Aires / Montevideo



David Propper
CEO CDP Prague



Daniele Genovese
CEO Blue Note Milano



Daniela Fumagalli
GM District



Nicole Rovere
Business Manager District



Vanessa Fulvio
Commercial Director District



Manuela Micheli
Commercial Manager District



INDUSTRIAL PLAN 2020 - 2022

Castiva
castadiva group

BUSINESS PLAN 2020 - 2022

The goal of the 3-year plan: substantial growth with significant increase of profitability

CASTA DIVA GROUP	Consolidated figures				
€M / %	2018A	2019 F	2020 E	2021 E	2022 E
Value of production	34,8	35,2	35,6	42,8	49,1
Ebitda (adjusted)	0,8	0,7	2,5	3,8	4,8
Ebitda % (adjusted)	6,7%	2,0%	7,0%	8,9%	9,8%
Ebit (adjusted)	0,6	0,5	1,3	2,0	3,3
NFP (Cash)	0,8	1,9	0,7	-0,1	-0,6
Value of prod CAGR '19-'22	12%				

- In the 1st half of 2019 the Company endured a disagreement between the founders over the strategy. This caused a deep decrease of the share value and a distraction for the management. In spite of that, the Company's value of production increased, but the profitability of all BUs suffered

- In the 2nd half of the year (and beyond) a new governance was appointed with 3 Independent Directors out of 5
- A new strategy was implemented through the termination of the «Communication Strategy» BU (€M 0,2 @ July 2019), a €M 2+ capital increase (Oct 2019), the employment of a new line of managers (Dec 2019-Jan 2020), the project of merging CDE in G.2 and reverse merging District in G.2, renaming it as Casta Diva Live (Mar 2020)
- The Company has now a clear path towards a substantial growth (organic and through M&A) to become a «top of mind» supplier of spots and events for first tier Clients.
- The 2020 estimated takes into account the foreseeable damages caused by the coronavirus situation
- It is not possible to compare the split figures of the BUs due to the termination of one of them

INDUSTRIAL PLAN 2020 - 2022 vs INDUSTRIAL PLAN 2019 - 2021

CASTA DIVA GROUP	Consolidated figures							
	2018A	2019 F	2019 E old plan	2020 E	2020 E old plan	2021 E	2021 E old plan	2022 E
Value of production	34,8	35,2	35,9	35,6	39	42,8	43,2	49,1
Ebitda	0,8	0,2	1,9	2,5	2,8	3,8	3,5	4,8
Ebitda (adjusted)	2,3	0,7	2,2	2,5	2,8	3,8	3,5	4,8
Ebitda % (adjusted)	6,7%	2,0%	6,1%	7,0%	7,2%	8,9%	8,1%	9,8%
Ebit (adjusted)	0,6	0,5	1,3	1,3	1,2	2,0	1,7	3,3
NFP (Cash)	0,8	1,9	2,5	0,7	1,5	-0,1	1,0	-0,6

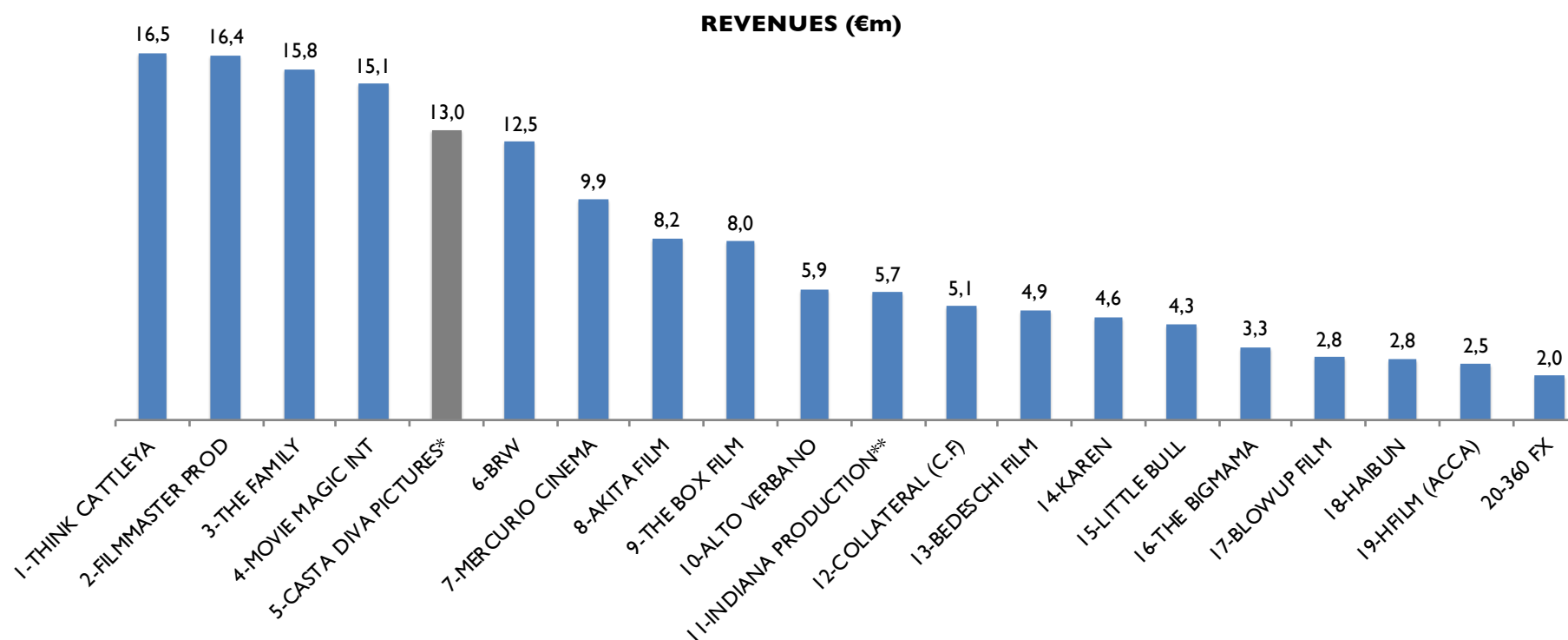
- In 2019 CDG basically achieved the goal of the value of production and registered a better NFP, but it suffered in terms of profitability
- In 2020 the estimate takes into account the foreseeable damages of the coronavirus situation. The NFP is still better.
- In 2021 the new estimate basically correspond to the old one. The NFP is better by €M 1,1.
- The old plan did not estimate the year 2022.















MARKET

Castadiva
castadiva group

Casta Diva ranks 5th in the Italian video advertising sector

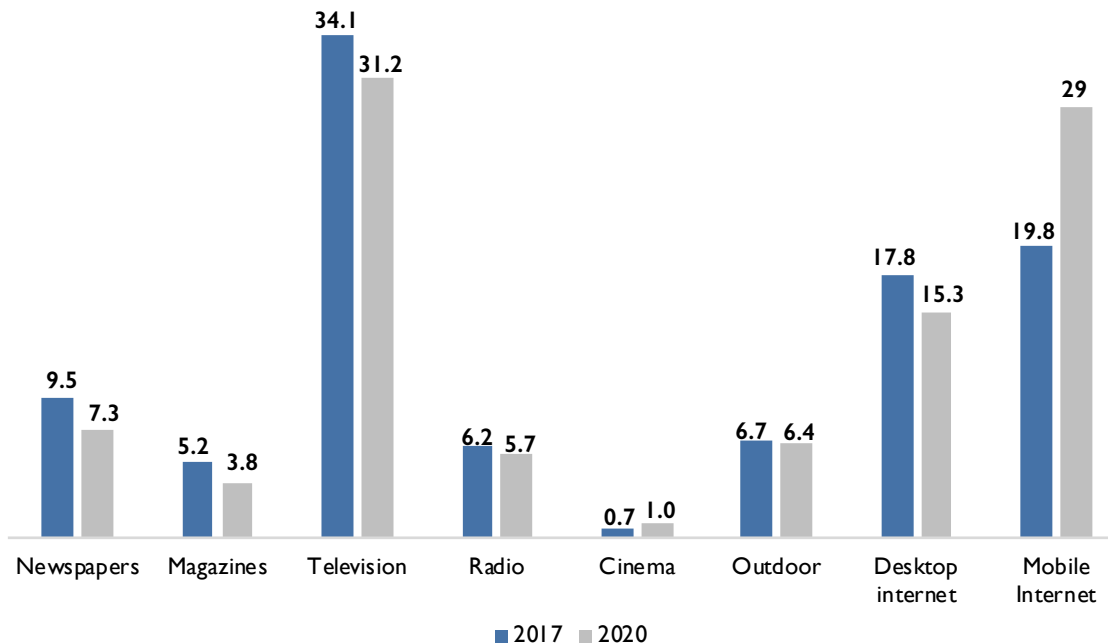


Few competitors match Casta Diva's broad offering and integration capability

	OFFERING				POSITIONING	
	Production	Directors	Post Production	Live and digital communication	International presence	Digital knowledge
BRW	✓	✓	✓			
Casta Diva	✓	✓	✓	✓		
Film Master	✓	✓		✓		
Indiana	✓	✓				
Mercurio	✓	✓				
Movie Magic	✓	✓				

Video-related media will continue to get the largest share of marketing budgets

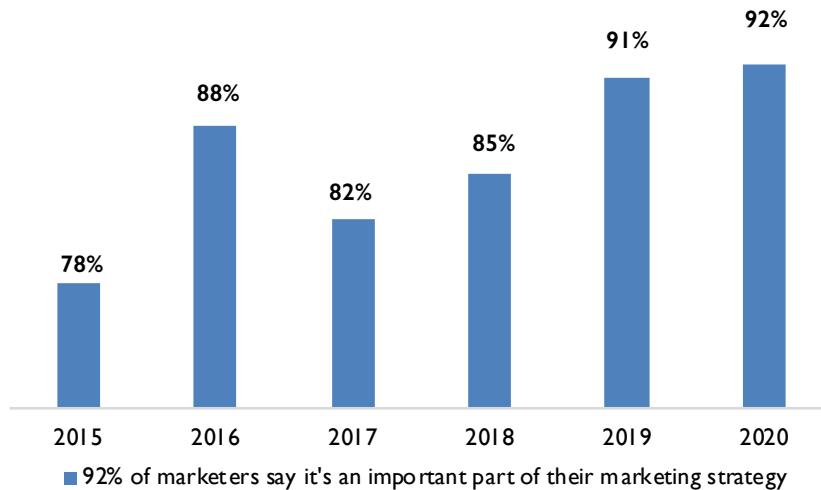
SHARE OF GLOBAL ADSPEND BY MEDIUM (%)



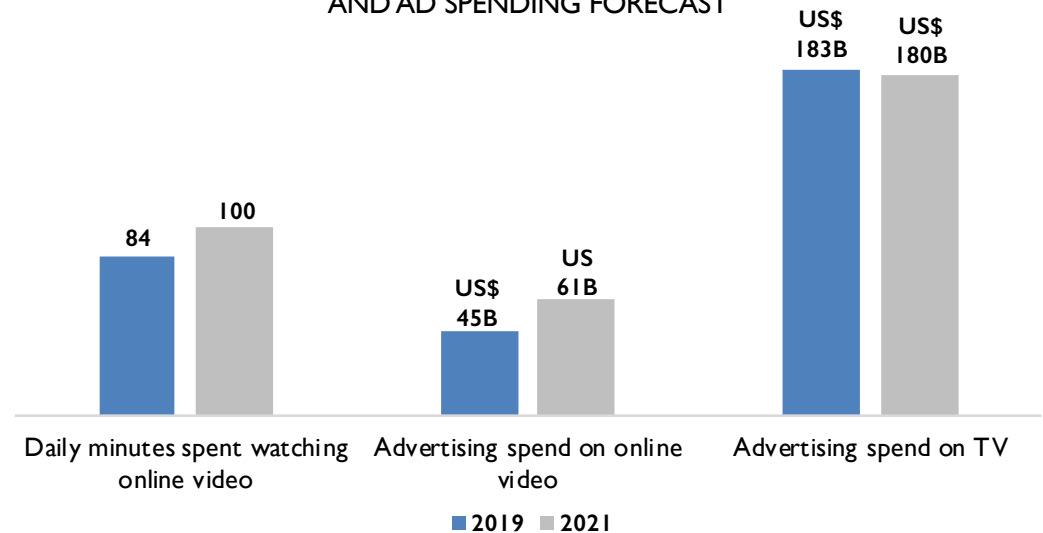
- If we consider audiovisual advertising as a whole – television plus online video – we see that it is maintaining its dominant share of display advertising
- We estimate that audiovisual advertising accounted for 47.9% in 2018, up from 43.5% in 2010, and expect its share to rise to 48.1% in 2021
- Video will account for 82% of all internet traffic by 2022, Cisco says (compared to 64% in 2014)

People will spend 100 minutes a day watching online videos in 2021

IS VIDEO AN IMPORTANT PART OF YOUR MARKETING STRATEGY?



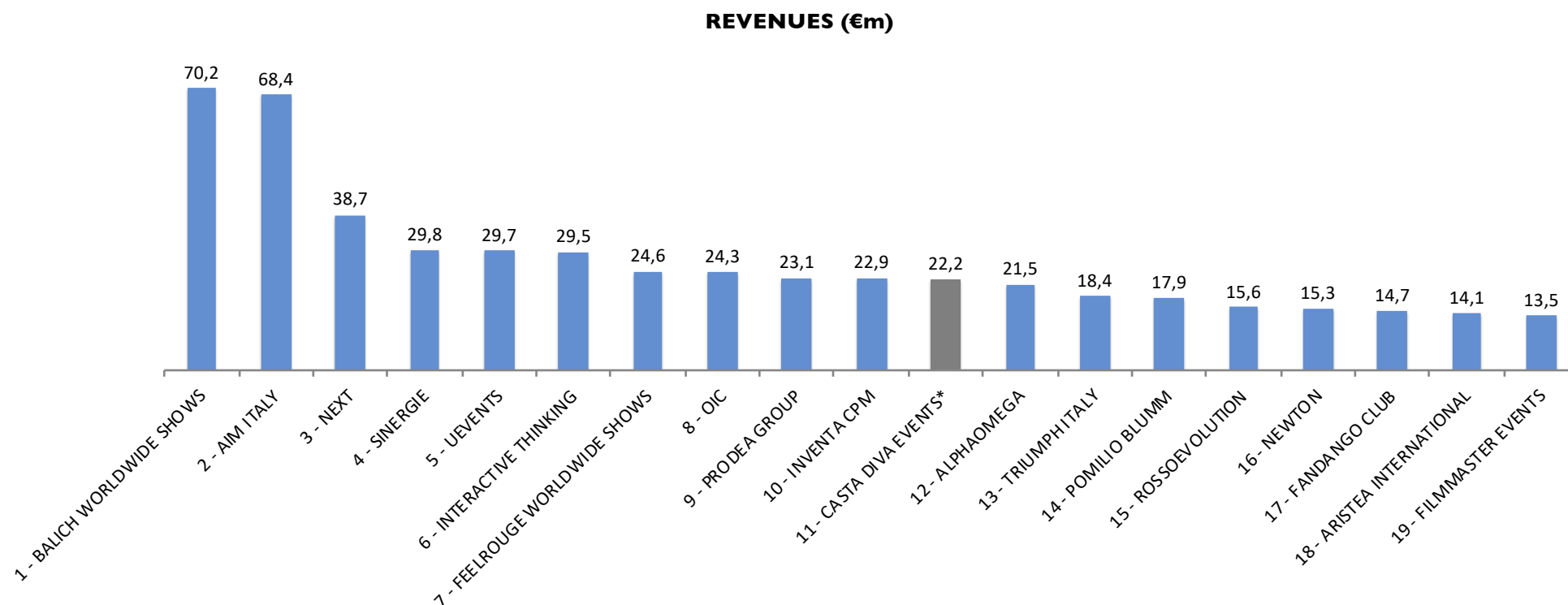
GLOBAL ONLINE VIDEO VIEWING AND AD SPENDING FORECAST



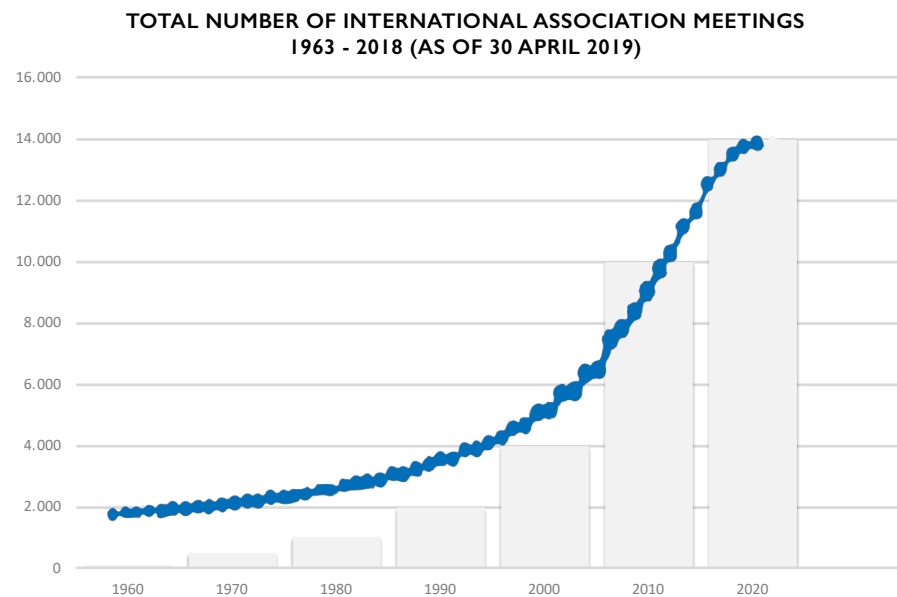
Published on MarketingCharts.com in October 2019 | Data Source: Zenith

Based on a Zenith forecast covering 51 key markets. Online video refers to "all video content viewed over an internet connection, including broadcaster owned platforms such as Hulu, over-the-top subscription services like Netflix, video-sharing sites like YouTube, and videos viewed on social media"

Casta Diva ranks 11th in the italian events sector (approximately 250 competitors)

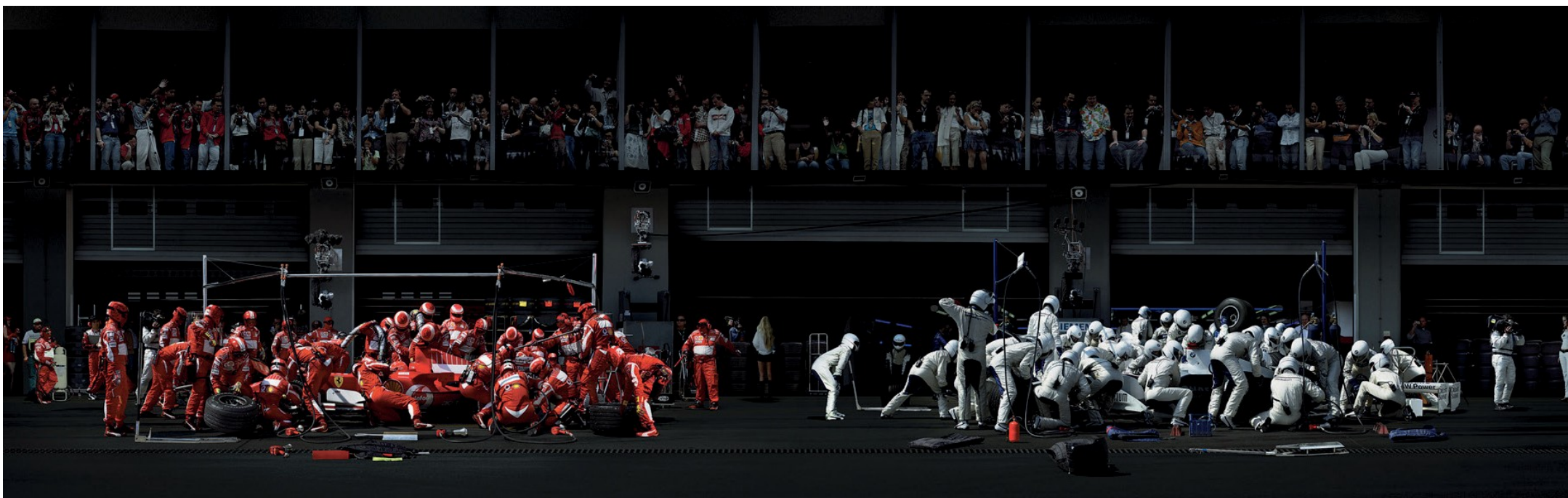


Global activities in mice industry has continued to grow in spite of recessions



Please note that these numbers represent a snapshot from the ICCA Association Database, as taken on 30 April 2019. ICCA's Research department will continue to identify more meetings which took place in the most recent 1-3 period; therefore, the number of meetings taking place in the years 2017 and 2018 (and before) will have grown in next year's report.

- According to a report published by Allied Market Research, the global MICE industry generated US \$752B in 2016 and is expected to attain US \$1,245B by 2023, growing at a CAGR of 7.5% during the forecast period, 2017-2023
- Based on event type, the meetings segment held the major market share in 2017, accounting for more than three-fifths of the total share
- On the other hand, the incentives segment is expected to register the highest growth rate, with a CAGR of 8.1% from 2018 to 2025



THANK YOU FOR LISTENING
(WE GO BACK TO WORK)

Castal Diva
castadiva_group



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