



**CASTA DIVA GROUP APPROVED THE NEW INDUSTRIAL PLAN  
TARGET 2022: PRODUCTION VALUE 49 MILLION, EBITDA 4,8 MILLION (9,8%)**

Approved the 2020 Budget and appointment of the Investor Relator.

Milan, 28th February 2020

The Board of Directors of Casta Diva Group (CDG: IM), Innovative SME listed on the AIM Italia, operating internationally in the communication sector, met on 27<sup>th</sup> February 2020 under the chairmanship of Andrea de Micheli and approved the new 2020-2022 industrial plan ("**2020-2022 Plan**" or "**Plan**"), the 2020 Budget and the appointment of Investor Relator.

**Industrial Plan 2020-2022.**

The 2020-2022 Plan forecasts a 49 million target in production value and 4.8 million Ebitda by the end of 2022. The Plan takes into account the effects of the measures taken by the Authorities against the spread of Coronavirus COVID-19, with an impact on some events already confirmed for the beginning of 2020. Blue Note has been closed for a week. These events have already been rescheduled for first half of 2020 and the Blue Note events and shows postponed to the first week of June. Therefore, this extraordinary event should not have a major impact on the 2020 trend.

The Plan foresees opportunities of expansion, in 2020, into new business areas not yet explored by its subsidiaries. The Plan does not take into account future acquisitions that could possibly speed up the Group's growth even beyond what has been mentioned.

Considering the changes that occurred in 2019 to the operational organization following the closure of the "Communication Strategy" BU (July 2019) and to the re-allocation of its activities for the other Business Units, it has been decided to present the figures in the following chart for comparison.

These figures refer to the 2020-2022 business plan. This chart will be available on the company website, in the "Investor Relator" / "Presentations" section.

CASTA DIVA GROUP			Consolidated figures					
€M / %	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
<i>Ebitda % (adjusted)</i>	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



The main points of the 2020-2022 Business Plan are the following: revenue should increase by 39.5%, from Euro 35.2 million in 2019 to Euro 49.1 million in 2022, increasing Adjusted EBITDA from Euro 0.7 million to Euro 4.8 million and, as a percentage of revenue, from 2.0% in the 2019 financial year to 9.8% in the 2022 financial year. The net financial position, equal to Euro 1.9 million in 2019, will be positive for -0.6 million euros in 2022.

The differences with the plan approved in 2018 are also highlighted, with production value of 35.9 million (vs. current 35.2 million) in 2019 and adjusted EBITDA of 2.2 million (vs. current 0, 7 m).

In relation to the comparison between the forecast in 2019 and the actual figures from 2018, there was an increase in production value equal to Euro 0.3 million, from Euro 34.8 million to Euro 35.2 million, while adjusted EBIT forecast in 2019 was substantially the same as the figures from 2018.

The Board of Directors also approved the general guidelines of the 2020 Budget proposed to the CEOs of the Group and represented in the first year of the Plan.

The President explained how, on the methodological level, the development of the Plan and Budget was "bottom-up", starting from a shared analysis with the company managers regarding our main clients, turnover and estimated margin, recurring orders over time, new and existing bids and operational costs. The Group subsidiaries' total value following the intercompany elimination process, taking into account the intercompany trading and financial costs and revenues and service fees.

#### **Investor Relator.**

The Board of Directors appointed Dr. Guido Palladini as the nre Investor Relator.

Guido Palladini began his professional career in Coopers & Lybrand and subsequently joined Birra Peroni. He joined Einstein Multimedia Group in 2006 as AFC manager. From 2013 to 2018 he was group financial director for Fandango and later, with the same role, he joined Lucisano Media Group, a company listed on the Aim Italia.

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

#### **CONTACTS**



ISSUER

**Casta Diva Group** | [investor.relations@castadivagroup.com](mailto:investor.relations@castadivagroup.com) | T +39023450817 | Via Lomazzo, 34 Milano

FINANCIAL MEDIA RELATIONS

**Close to Media** | Luca Manzato | [luca.manzato@closetomedia.it](mailto:luca.manzato@closetomedia.it) | T: +390270006237 | Via Caradosso, 8 Milano

NOMAD AND SPECIALIST

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