



**CASTA DIVA GROUP: NEW CONTRACTS FOR 11.5 MILLION FOLLOWING THE RENTAL OF THE EVENTS  
DEPARTMENT OF OVER SEAS SRL, WITH PURCHASE OPTION**

*This is a three-year agreement that includes contracts, long-term ones, with important Italian and international clients.*

**Milan, 1st July 2020 - Casta Diva Group**, an innovative SME listed on the AIM Italia and active internationally in the communication and entertainment sector, announced that it signed a binding agreement for the rental of the "Events Branch of the Company" (**EBC**) of **Over Seas Srl**, part of HDRÀ Group.

This is a three-year agreement, and includes some with leading Italian and international clients, for events planning and management.

Similar contracts in the year 2019 reached turnover of nine million euros for Over Seas.

The operation focuses on CDG's strengthening strategy for the corporate events area, with numerous acquisitions over the past few years.

*"We are very happy for having signed an agreement with HDRÀ's friend," - said **Andrea De Micheli, president and CEO of Casta Diva Group** - "and we are convinced that we will continue to fulfil their clients' needs, who are already our clients, with the managers of the rented business unit and with their suppliers. This agreement, together with other initiatives that we are working on, will allow us to overcome this period efficiently and demonstrates, among other things, CDG's ability to react to the lockdown due to Covid-19".*

**Mauro Luchetti, President of the HDRÀ Group** commented: *"In order to deliver the best service to our clients in the events industry and strengthen our structure, we took the opportunity to collaborate with CDG, among of the leaders of this specific sector, which will allow us to reinforce our role and, at the same time, keep focusing more and more on other HDRÀ businesses such as the HDV and Institutional Relations".*

Over Seas has a specific market segment in Rome, with popular Italian companies listed and participated by the public hand.

CDG already has a presence in the capital, thanks to its branch **Casta Diva Events**, which, thanks to this operation, will become more competitive against other companies in the area.

The EBC rental fee will be calculated with a percentage between 3.5% and 5% in relation to the revenue, and a minimum of 120,000 euros per year.

Casta Diva Group has the possibility of withdrawing *ad nutum* from the contract within the first 18 months from the effective date.

The date of the contract is set at the date of fulfilment of certain conditions, prior to this, until 1<sup>st</sup> October 2020, the date on which the partial blocking of activities relating to events should cease, due to the Covid-19 emergency.



The contract will be finalized if:

- No client within this company will exercise the right of withdrawal by the legal deadline;
- There will be no negative tax for Over Seas by the effective date;
- Some contractual agreements will be signed with some collaborators and suppliers and redefine the conditions for CDG;
- There will be no extension on the limitations of activities related to the events after 31-12-20 (any extension between 30-9-20 and 31-12-20 will cause delay, for a period equal to the duration of the extension).

Casta Diva Group could however waive any suspension clause.

It may also exercise the purchase option between the effective date of the contract and the 30th month. The purchase price is provisionally € 1.5 million if EBC reaches the turnover of or higher than € 15 million, between the effective date and the 24th month, of or higher than € 15 million and will decrease proportionally if the turnover will be lower than € 15 million, with a minimum price limit not less than 500,000 euros.

From this price, calculated in this way, the rent already paid and any emerged liabilities must be deducted, up to the possible zeroing of the price, which cannot however be negative.

The positive effects of this transaction were not included in the forecast shared with the market.

From a financial point of view, the transaction is clearly self-liquidating, and the guaranteed minimum is in any case insured by the funds from the last capital increase made by CDG in October 2019.

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**CASTA DIVA GROUP** (CDG: IM - ISIN IT0005003782) is a multinational company, active in the communication sector, for the production of branded content, viral videos, digital content, films and live music entertainment. It is located in 4 continents with offices in 15 cities: Milan, Rome, London, Manchester, Prague, Beirut, Istanbul, New York, Los Angeles, Buenos Aires, Montevideo, Cape Town, Dubai, Mumbai and Shanghai. The Group's brands are Casta Diva Pictures, District, Casta Diva Events, G.2 Events, Casta Diva Financial Events, K2 Com, Blue Note Milano and Blue Note Off. It represents the largest network of advertising, films and events production worldwide, built through an active and continuous interaction between the different offices and the experience of its professionals in digital communication and live entertainment. It is a talent hub capable of winning Oscar awards and engaging with celebrities from all over the world as well as of discovering and attracting new creative talents that deliver very high standards of excellence. Casta Diva Group and its managers have offered innovative and creative communication strategies to over 100 major brands, reinterpreting conventional communication rules. Since been founded in 2005, the group has grown and has won more than 120 international awards, including numerous Lions at the Cannes Lions International Festival of Creativity, Mobius Award, LIA - London International Awards, EuBEA - European Best Event Awards.

The Group owns Blue Note Milano, the best known jazz club and restaurant in continental Europe, opened in 2003 producing over 300 shows a year, invoicing about 25% (source: Siae) of the jazz collection 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 Rome