



**CASTA DIVA GROUP: A NEW ENTERTAINMENT BUSINESS LINE FOR TELEVISION HAS BEEN
CREATED.**

**ESTIMATED ANNUAL TURNOVER BETWEEN 3 AND 5 MILLION EUROS INCLUDED IN THE PLAN
TARGETS**

**MASSIMO RIGHINI, AUTHOR AND TV PRODUCER, JOINS THE GROUP TO DEVELOP THE NEW
BUSINESS BRANCH AND CONTENT PROVIDER ACTIVITIES**

Milan, 25th January 2020

Casta Diva Group (CDG: IM), Innovative SME listed on the AIM Italia, operating internationally in the communication sector, announced the creation of **Casta Diva Entertainment**, the new business line of the Creative content production business unit, for the television industry and part of Casta Diva Pictures.

At the same time, **Massimo Righini** joins the Group to develop the activities of this new business line as the *Chief Creative Officer*.

Massimo has a long experience in television as a director, curator and creative producer having worked on 83 different shows so far. He has broadcast 18 foreign formats in Italy, including the first two editions of Il collegio for **Rai 2**, Matrimonio a prima vista for **Real Time**, 7 year switch for **Fox**, La Talpa for **Italia 1**, Bake off for Real Time, This Time Next Year for **Discovery** and Guess my age. He collaborated to create dozens of original formats such as Singing in the car for **SkyUno**, Camionisti in trattoria, *Turisti* for **Dmax** and Cortesie per l'auto for Discovery, Me contro Te show for **Disney** and Celebration for **Rai 1**.

In 2019, thanks to Discovery, he was the first Italian producer to take care of the creation of an original entertainment format together with 6 other European producers, broadcast simultaneously on **D-Max** channels.

So far, with his productions, Righini has reached 93% of the Italian audience, working in high-budget productions with figures that exceed 10 million per show.



"The Group has always collaborated with the television industry", **Fabio Nesi** says, CEO of Casta Diva Pictures, "with Massimo Righini, we want to establish ourselves as an excellent Italian quality content provider. Nesi states, "Our expertise, our speed of execution and our talent to propose international production solutions have distinguished us. Thanks to Righini's experience, we will accelerate this path and we estimate, in the first year of collaboration, to achieve 3-5 million Euros turnover, and for the following years of the Plan".

Andrea De Micheli, president and CEO of Casta Diva Group, stated: "Casta Diva Group keeps developing by following the guidelines outlined in the 2021-2023 Business Plan, shared last December, which, in addition to the consolidation of its business, is expected to expand on complementary communication market segments, not negatively impacted by the pandemic. Nowadays, we believe the television industry, always open to new content and ideas, can offer important opportunities for our Group, which has clear skills and experience in creative production".

The Entertainment business line was created with the aim of creating new original formats, in addition to finding the best existing formats, which will be presented to Italian and foreign broadcasters and to international OTT platforms. The formats and shows that CDP is considering include reality shows and TV series, as well as docu-series. Thanks to some first-level collaborations, the Group will also follow scripted formats production, recruiting first-rate and proven successful screenwriters and directors.

With a smooth, modern structure shared with the various foreign offices, the Group will work with national players to help enrich Italian production, thanks to the professionalism of the advertising world developed within the company.

In CDP, the Entertainment department will work together with the production department that creates branded content and commercials, already developed since the establishment of the Company, merging the activity of the Creative Content Production BU. This new line is part of the strategies in the Business Plan and it is estimated to generate between 3 and 5 million euros turnover, which contributes to achieving the plan targets.



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.

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