



**CASTA DIVA GROUP S.P.A. - THE EXTRAORDINARY SHAREHOLDERS 'MEETING
APPROVES THE AMENDMENT OF BYLAWS FOR THE INTRODUCTION OF PLURY VOTE
SHARES**

***Goal: to incentivize medium-long term investment in CDG and the
stability of the shareholding as part of the growth strategy based on
new acquisitions and on the enhancement of our stock***

Milan 19th May 2021 - CASTA DIVA GROUP S.p.A. (CDG: IM), Innovative SME listed on the AIM Italia, active internationally in the communication sector ("**CDG**" or "**Company**"), announced that the shareholders' extraordinary meeting was held today on first call and approved the amendment of articles 5 and 14 of the current Articles of Association and the introduction of articles 5-bis and 5-ter, aimed at allowing the Company to exercise the right to issue multiple voting shares.

"The measure, approved today by the extraordinary assembly of CDG", states the President Andrea De Micheli, "supports, in the interest of all shareholders, the pursuit of the development of the Company by external lines, according to the Group tradition, already consolidated, which has led to annual growth average by 18% from 2005 to 2019. The pandemic, weakening the market for Live Communication, paradoxically, made the consolidation happen, and has placed Casta Diva in a position of strength to access the capital market. Multiple voting will also allow the use of its listed financial tools, as currency exchange for further acquisitions, while preserving the protection of those stable/non-speculative shareholders, who have been able to implement its strategic lines. Multiple voting is now adopted by a growing number of companies, also listed on AIM and MTA, and will allow also to CDG to implement ambitious medium-long term strategic plans, al in order to increase the overall value of the Company and therefore the course of the share, in the overriding interest of all shareholders".

Please note that within the fifteenth day of registration in the register of companies of the resolution of the Extraordinary Shareholders' Meeting, each shareholder (if he intends to join) he must make a request to the Company for the purposes registration in a list of those entitled to conversion, for all or part of the ordinary shares held, in Multiple Voting Shares Requests, to which it will have to be accompanied by a certificate from the requesting shareholder about uninterrupted possession of the shares for the period starting from 10 May 2021

(which must be from the certification of the relevant intermediaries), must be carried out, in accordance with the provisions of art. 5-ter of the Articles of Association, even before the occurrence of the suspensive condition indicated below, while also remaining conditional on the fact that the Maximum Withdrawal Payout a charged to the Company does not exceed the total amount of Euro100,000.00 (one hundred thousand), as described below.

For more information on the amendments to the Articles of Association, please refer to explanatory report prepared by the Board of Directors available at the Company's registered office, as well as on the Company's website www.castadivagroup.com ("Investor Relations" section).

It is also recalled that the resolution to amend the Articles of Association aimed at allow the Company to exercise the right to issue voting shares plurimo configures a modification of the Statute concerning voting rights or participation pursuant to art. 2437, paragraph 1, lett. g), civ. code. Consequently, to the shareholders of Casta Diva Group who do not have participation in the resolution approving the new statute will have the right of withdrawal pursuant to article 2437, lett. g), civ. code to shareholders who have exercised this right, a cash consideration equal to Euro will be recognized 0.465 for each share, determined pursuant to art. 2437-ter, paragraph 2, civ. code.

The statutory amendments relating to the introduction of multiple voting are conditional on the fact that the Maximum Withdrawal Payout a charged to the Company does not exceed the total amount of Euro 100,000.00, it being understood that the declarations of withdrawal made pursuant to of the art. 2437, paragraph 1, letter g), civ. code, in turn, will only be effective in the event that the Maximum Withdrawal Outlay does not exceed the total value settlement of Euro 100,000 (one hundred thousand). The Maximum Withdrawal Outlay it will be calculated net of the amounts payable by the shareholders who exercise own option and pre-emption rights pursuant to article 2437-quater, civ. code as well as any third parties, as part of the liquidation procedure, except waiver of the suspensive condition by the Board of Directors starting from the deadline for exercising the right of withdrawal pursuant to art. 2437-bis civ. code and within 30 (thirty) days from the verification of the failure fulfillment of the condition.

The terms and conditions to exercise the right of withdrawal and carrying out the liquidation procedure pursuant to art. 2437-quater of the Italian Civil Code, they will be disclosed by means of a specific press release issued pursuant to applicable legislation following registration with the competent register of the companies of the shareholders' resolution that legitimizes it.

For more information on the right of withdrawal, please refer to the report on the liquidation value prepared by the Board of Administration, available, together with the opinions expressed by the Board Statutory Auditors and by the auditing company BDO Italia S.p.A., at the registered office of the Company, as well as on the Company's website www.castadivagroup.com ("Investor Relations" section).

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 and www.emarketstorage.com

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