



**CASTA DIVA GROUP: NEW INDUSTRIAL PLAN 2021-2023 HAS BEEN APPROVED.  
2023 TARGET: PRODUCTION VALUE 49.8 MILLION, EBITDA 4.7 MILLION (9.5%).  
THE COMPANY IS LOOKING FOR POSSIBLE ACQUISITIONS TO GAIN LEADERSHIP ON  
THE ITALIAN MARKET**

**Milan, 2<sup>nd</sup> December 2020**

The Board of Directors of Casta Diva Group (CDG: IM), an Innovative SME listed on the AIM Italia, active internationally in the communication sector, met on the 2nd of December 2020 under the presidency of Andrea de Micheli and approved the new plan 2021-2023 ("2021-2023 Plan" or "Plan") and the Last Estimate 2020.

**2021-2023 Industrial Plan**

The 2021-2023 Plan estimates a target of Euro 49.8 million in production value and Euro 4.7 million EBITDA at the end of 2023.

The Company states that the Covid-19 emergency has been faced, by coordinating efforts in two directions: on one hand, in a "defensive" way, through the several DPCMs that are extremely effective and fast: such as the *of the Salary Integration Fund (SIF)* and / or the Redundancy Fund in Exemption (RFIN), the suspension of some taxes, non-repayable disbursements or subsidized loans, etc. and on the other hand facing the crisis in a more "aggressive" way, with opportunities that each crisis has for those who know how to take advantage of them, and, in particular, the ongoing development process of the communication sector in general and Live Com specifically.

We signed a lease for OverSeas, on the 13th October (see press release dated 4th November 2020) as follows, like other potential M&A transactions that the Board is evaluating and that have the objective to conquer the market leadership in their area of expertise.

In relation to the Plan itself, on which we started working in 2021, whose potential has been carefully developed based on indications of each head of the company and taking into account, the orders and the Framework Agreements with multinational clients, big companies and institutional clients for contracts already awarded, which accounts for approximately 60% of total expected.

Even in the context of the current market uncertainty, the restrictions due to Covid-19 are progressively decreasing and this situation may improve - as the Company defines it as "the new normal" - after Q3 in 2021.  
Every head of the company has subsequently obtained the Plan's objectives, also in relation to the expected work pipeline, currently in progress.

The temporary reshaping of some works and events, which had already been confirmed in the first months of 2020, will allow, gradually, to re-start our activities in the second half of 2021.

Finally, it is important to say that in 2020 we fully worked only in the first two months, and then, gradually decreasing in September and the first half of October, despite this it is expected to produce production value of almost Euro 14 million. In 2021, according to the

forecasts, at least six months of full activity and / or at least the hybrid one should be taking place.

On one hand, the Plan directs the Group towards consolidating its business, on the other hand to reach, with its activities, segments of the communication industry that are complementary to the current ones, in order to offer better solutions to the clients. Forecasts, however, do not include the effect of any M&A transaction with third economies, possible and likely to happen, not yet defined.

The main estimated data, relating to the 2021-2023 industrial plan, which will be available in the "Investor Relator" and in the "Presentations" section on the company website.

Casta Diva Group	CONSOLIDATED							
Values in € mio	2019 ACT	2020 F NEW PLAN	2020 E OLD PLAN	2021 E NEW PLAN	2021 E OLD PLAN	2022 E NEW PLAN	2022 E OLD PLAN	2023 E NEW PLAN
Total Production Value	35,1	13,8	35,6	30,7	42,8	37,4	49,1	49,8
EBITDA (adjusted)	0,8	(2,9)	2,5	1,4	3,8	2,7	4,8	4,7
% EBITDA (adjusted)	3,8%	-21,0%	7,0%	4,6%	8,9%	7,1%	9,8%	9,5%
EBIT (adjusted)	0,1	(3,5)	1,3	0,5	2,0	1,6	3,3	2,8
NFP (cash)	1,6	1,5	0,7	0,5	(0,1)	(0,3)	(0,6)	(0,5)

The main points of the 2021-2023 Business Plan are: production value, in 2021, is estimated to reach Euro 30.7 million value, balancing out with the previous pre-Covid years, and expected to increase gradually, up to Euro 49.8 million in 2023, with Adjusted EBITDA from Euro 1.4 million to Euro 4.7 million and, percentage on revenue, from 7.0% in 2021 to 9.5% in 2023. Net financial position, equal to Euro 1.5 million in 2020, is positive in 2023, Euro (0.5) million.

The Covid emergency had an impact on the estimated results in 2020 and the plan takes into account the differences in relation to what was previously approved, with production value in 2020 of Euro 35.6 million (vs. current Euro 13.8 million) and Adjusted EBITDA 2020 of Euro 2.5 million (vs. current Euro -2.9 million).

Comparing 2020 forecast data and actual data in 2019, there was a decrease of production value from Euro 35.1 million to Euro 13.8 million, with a consequent decrease of adjusted Ebitda, from Euro 0.8 million in 2019 to Euro (2.9) million in the 2020 forecast.

The Chairman pointed out that the method used when preparing the Industrial Plan and the Budget has resulted in a timely verification of the estimates made for individual **legal entity** in terms of commercial potential for single jobs over time and relative profitability. From aggregated data of the individual economic components, the consolidated figures was reached by eliminating the **intercompany** jobs.

It is also noted that the independent directors proposed, during today's Board meeting, a repayment plan for the sums mentioned in the press release on November 4<sup>th</sup>; the Chairman and Vice President have accepted this plan. The repayment plan, with instalments for the amounts to be paid through recurring payments, has already been implemented.

In order to develop the international network in an area where the Group is already present, on a market complementary to the traditional one, the Board has

established the Turkish company "CDPT PRODUKSIYON ANONIMSIRKETI ", giving a mandate to the local representative to proceed with the legal formalities.

The share capital of the new legal entity will be equal to 50,000.00 TL, partly subscribed by the company for 25,500 TL, corresponding to a participation fee corresponding to 51% (fifty-one percent) of the share capital itself.

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

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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.

## CONTACTS

### ISSUER

**Casta Diva Group** | **Guido Palladini** | [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: +39 02.70006237 | Via Caradosso, 8 Milano

### NOMAD AND SPECIALIST

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