



CASTA DIVA GROUP: THE BOARD ANNOUNCED THE SUBSCRIPTION OF 500,000€ IN CAPITAL INCREASE, DIRECTLY AND INDIRECTLY, BY THE COMPANY MANAGER.

A 2,810,000€ INVITALIA BOND LOAN APPROVED.

MICHELE COSTANTINO APPOINTED AS THE GENERAL DIRECTOR OF THE GROUP.

The issue of a 2,810,000.00€ non-convertible bond loan will be subject to approval by Invitalia as per request for access.

Milan 22nd June 2021 - **CASTA DIVA GROUP S.p.A.** (CDG: IM), an Innovative SME listed on the AIM Italia, active internationally in the communication sector ("CDG" or "Company"), announced that, today, the **Chairman Andrea De Micheli** informed the Board of Directors of the Company of the subscription by the new General Director Michele Costantino and the President of G2 Eventi Srl, Matteo Valcelli (the latter through the company Fiducia Srl) of 1,000,000 (one million) of new ordinary shares, whose unit price is € 0.50 (zero point fifty), for a total of € 500,000.00 (five hundred thousand). Today's capital increase covers part of the unexercised capital increase related to capital increase approved on the 6th of August and partially signed in September 2020. The Board of Directors also extended the terms for the subscription of the remainder to the 31st of December 2021 part of the unexercised previously set on the 30th June 2021, equal to Euro 319,515.00 and corresponding to 639,030 ordinary shares. The subscription of capital increase already approved, will allow the Company to strengthen its assets and at the same time to evaluate the opportunities provided by the emergency decree.

Changes in share capital, in accordance with art. 2444 civ. code, will be shared with the market in accordance with the law.

Furthermore, the Board of Directors, after having canceled the previous resolution on the 28th of December 2020 (see press release issued on the same date for more information), has approved the issue of a non-convertible bond up to Euro 2,810,000.00 with the issue of no. 281 bonds ("Bonds"), whose nominal value is € 10,000.00, intended for subscription by the Agency National for the attraction of investments and business development S.p.A. ("Invitalia"), the terms, procedures and conditions (including the interest rate and conditions pursuant to the regulations of the bond loan) in accordance with art. 26

d. L. 19 May 2020, n. 34, converted into l. 17th July 2020, n. 77, and from Decree of the Minister of Economy and Finance in accordance with the Minister of Economic Development on the 11th of August 2020. The issue of the loan is for costs of personnel, investments or working capital for production and business activities located in Italy.

The bond issue is subject to application for access approval of Invitalia, presented by the Company. The Bonds, which will not be subject to listing on a regulated market or for trading on a multilateral system of negotiation, will be issued in exemption from the obligation to publication of an offer prospectus, pursuant to art. 1, paragraph 4, of Regulation (EU) 2017/1129 and art. 100 of the Consolidated Law on Finance.

Finally, the Board of Directors appointed Michele Costantino as the Group's General Director who, on the date of appointment, owned no. 600,000 Casta Diva ordinary shares equal to 3.13% of the Company share capital. The Director has a long experience as a Managing Director, and / or Chief Executive Officer in various companies in this sector.

He co-founded the Abaco S.p.A Group active in the field of city billboards, for engineering and land planning. As CEO of the Group, he successfully signed several M&A deals, and managed, together with the Advent International Private Equity Fund, the acquisition of Avip Group S.p.A, being appointed as General Manager and CEO.

In 2013, he joined Prodea Group; in 2015, he was appointed as Managing Director / CFO and subsequently Chairman of some subsidiaries; within a short time, Prodea Group reached, also through M&A transactions, revenue of approximately € 55 million and ranked among the leading operators in the sector, in Italy.

In 2020 he joined Casta Diva Group as a management consultant, was appointed as the Chief Executive Officer of G2 Eventi in 2021 and today General Director of the Group.

Dr. Michele Costantino's Curriculum Vitae will be available on the Company's website, in the "Investor Relator" 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 i 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

CONTACTS

ISSUER

Casta Diva Group | Guido Palladini | investor.relations@castadivagroup.com | T +39023450817 | Via Lomazzo, 34 Milano

FINANCIAL MEDIA RELATIONS

Close to Media | Luca Manzato | luca.manzato@closetomedia.it | T: +390270006237 | Via Caradosso, 8 Milano

CORPORATE MEDIA RELATIONS

ABG PR | Alessia Bianchi | alessia@abgpr.com | T: +39 031.6871940/ M. +39 338.4840662 | Via Mosè Bianchi, 24 Milano

Alessia Segantin | s_alessia@abgpr.com | T: +39 031.6871940/ M. +39 338.4840662 | Via Mosè Bianchi, 24 Milano

NOMAD AND SPECIALIST

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