



**CASTA DIVA GROUP PRODUCING FOR THE SCRIPT MARKET:
CASTA DIVA ENTERTAINMENT AND ELISIR 27 SIGN A BIOPIC ON MILVA'S LIFE**

The two production companies will work side by side to make a new TV program that will focus on the most important steps of the singer's life and career

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Casta Diva Group S.p.A. ("**CDG**" or the "**Company**"), an Innovative SME listed on the AIM Italy, active internationally in the communication sector, starts working in the scripted production market, a high potential strategic segment.

Casta Diva Entertainment, a new Casta Diva Group business unit dedicated to the world of television, together with **Elisir 27**, **Elide Melli**'s production company, owner of the rights, have started a collaboration on a new television drama that will talk about **Milva's** life and her famous career.

The two production companies are known for having signed some interesting projects.

Casta Diva Entertainment's projects, on air on Discovery, are *Fare Detailing with Marcello Mereu and Tarabaralla - Finché c'è dolce c'è speranza*, hosted by Damiano Carrara.

Elide Melli, on the other hand, is responsible for the production of fictions such as Rita Levi Montalcini and Volare – The story of Domenico Modugno and films such as Vallanzasca - The Angels of Evil and Maradona, the Hand of God.

Casta Diva Entertainment and Elisir 27 want to combine their skills, thanks to the precious help and memory of **Martina Corgnati** - Milva's daughter - they propose to take the audience on a journey to discover the moments that made the singer famous and loved throughout Italy and beyond.

Milva, born **Maria Ilva Biolcati**, has been able to enchant audiences for decades thanks to her unmistakable voice and her ability to range between different registers and timbres: **173 albums recorded, 80 million records sold worldwide and 55 years of uninterrupted career** have made the singer a beacon in Italian music and an emblem of art far beyond the borders of our country. The new docu-fiction is a tribute to an all-round artist a few months after her death and a reminder to all those who listened to her and loved her.

"We are very satisfied to have been able to field this project together with Elisir 27", say **Fabio Nesi** and **Massimo Righini**, respectively **Managing Director of Casta Diva Pictures and Chief Creative Officer of Casta Diva Entertainment**. "Our business unit dedicated to the world of television was created less than a year ago and can already boast several productions to its credit: the biopic on Milva's life, made with Elide Melli, will be the last in a successful series of successes and we hope it will be the first, fundamental step towards the creation of other similar projects in the future".

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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