

CASTA DIVA GROUP: NEW 2023-2025 INDUSTRIAL PLAN APPROVED.

2025 GOALS: PRODUCTION VALUE € 105 MILLION, EBITDA (ADJ) € 11.1 MILLION (EBITDA MARGIN 10.5%), EBIT (ADJ) € 9 MILLION, POSITIVE NFP (CASH) € -4.5 MILLION. DIVIDEND DISTRIBUTION OF NO LESS THAN € 3 MILLION IS EXPECTED OVER THE PLAN PERIOD

Milan, April 3rd, 2023

The Board of Directors of Casta Diva Group (CDG:IM) ("**Company**" or "**CDG**"), a company listed on EGM Italia and active internationally in the communication sector, meeting on April 3rd, 2023 under the chairmanship of Andrea de Micheli, approved the new 2023-2025 industrial plan ("**2023-2025 Plan**" or "**Plan**"), compared to the one approved on November 9th, 2022.

Industrial Plan 2023-2025

In the comparison between the results of 2021 and those consolidated - but not yet audited - of 2022, the Company increased its Production Value by 179%, from €29.7m to €82.8m; Ebitda by 300%, from €1.5m to €6.0m; NFP by 269%, from a debt of €1.6m to a cash position of €2.7m.

The absolute values of these parameters are between 2 and 7 times higher than those of 2019, before the crisis triggered by Covid (VdP €36.8m, Ebitda €0.8m, NFP debt of €1.6m).

It should be noted that the unaudited data for 2022 are to be considered preliminary, as they have not yet been examined by the auditing firm and the draft financial statements and consolidated financial statements have not yet been approved.

To complete the overview of what happened to the company between 2021 and 2022, it should also be noted that the share price in 2022 increased by 99%, from €0.346 to €0.688, compared to a drop in the EGM index of 19%. The 2023-2025 Plan envisages a target at the end of 2025 of €105.1 million in Production Value, €11.1 million in adjusted Ebitda (Ebitda margin 10.5%), €9 million in adjusted Ebit, €-4.5 million in Net Financial Position (Cash)."

Below are the strategic pillars that have enabled this growth and on which the expected growth for the next three years is based:

- aggregating the Live Communication market in Italy;
- simplifying the company structure, digitizing processes, reducing costs;
- making activities sustainable and achieving ambitious ESG goals;
- expanding the diversification of the offer and international reach through M&A, in both segments of activity;
- monitoring and integrating technological innovations;
- valuing the stock;
- remunerating shareholders. In view of the fragmentation of the reference market, Casta Diva can aggregate it thanks to its unique characteristics: strong diversification of the offer, wide international reach and easy access to the capital market. The goal is to create a national champion, with €200-300 million in turnover, that can compete with the major European players.

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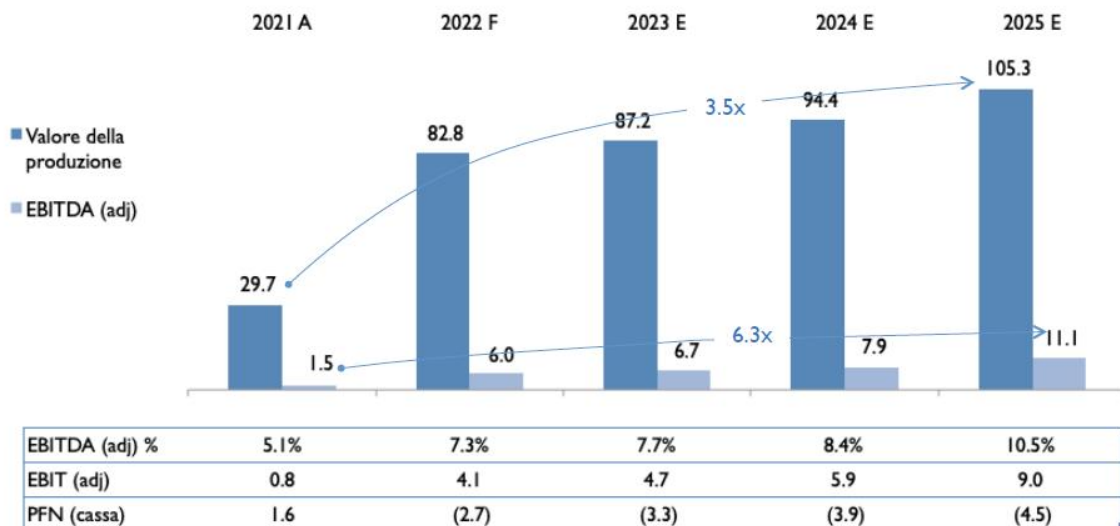
The Plan envisages that the Group will move in two different but complementary directions: on one hand, consolidating its core business by increasing the number of top clients and expanding volumes from historical ones; on the other hand, expanding towards complementary market segments and through vertical specialization by industry.

The Plan's numbers prudently do not include any significant contributions due to acquisitions, which are nevertheless a possible driver for further improvement of the Plan.

Over the course of the Plan, dividend distribution of no less than €3 million is expected.

Below are the main forecast data for the 2023-2025 industrial plan, a copy of which is available in the *Investor Relator* area in the *Events and Presentations* section on the Company's website.

Indicatori principali (€m, %)



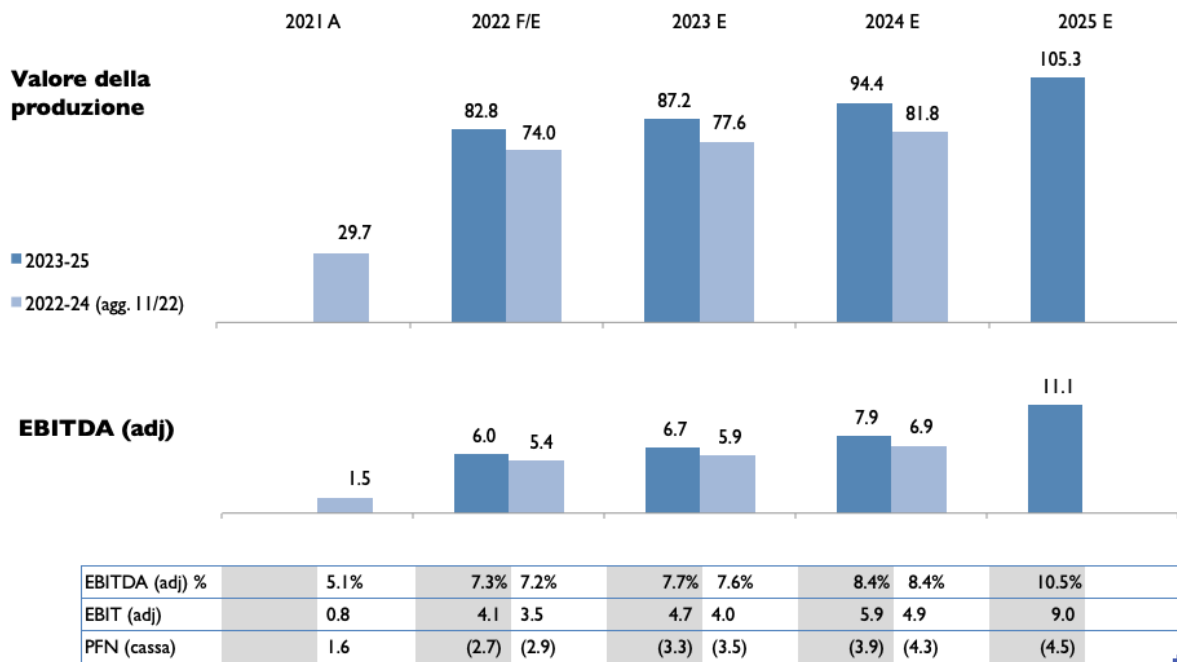
The main points of the 2023-2025 Industrial Plan are as follows: Production Value is expected to reach a value of €87.2 million in 2023 and then grow progressively to €105.3 million in 2025, bringing Adjusted EBITDA from €6.7 million to €11.1 million and, as a percentage of revenues, from 7.7% in 2023 to 10.5% in 2025. The net financial position, already cash positive in 2022 for €2.7 million, grows to €4.5 million in cash in 2025.

The method used in preparing the 2023-2025 Industrial Plan is based on a verification of the estimates of each individual legal entity in terms of the commercial potential of orders over time and their relative profitability. From the aggregated definition of economic components, we then arrived at the consolidated data by eliminating intercompany items.

Below are the data from the 2023-2025 Industrial Plan compared to the data from the update of the 2022-2024 plan published last November. Both the estimated data from the 2022-2024 plan and the unaudited preliminary data for 2022 are reported.

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For more information on the development guidelines of the 2023-2025 Industrial Plan, please refer to the document available in the *Investor Relator* area in the *Events and Presentations* section on the Company's website.

CASTA DIVA GROUP (CDG:IM - ISIN IT0005003782) is a multinational company listed on Euronext Growth Milan active in the communication sector for the production of branded content, viral videos, digital content, films and live music entertainment. It is active on 4 continents with offices in 13 cities: Milan, Rome, Modena, London, Prague, Beirut, Istanbul, New York, Los Angeles, Buenos Aires, Montevideo, Cape Town and Dubai. The Group's brands are Casta Diva Ideas, Casta Diva Pictures, G.2 Eventi, Genius Progetti, We Are Live and Blue Note Milano. It represents the largest network of advertising film and event production worldwide, built through active and continuous interaction between different locations and the experience of its professionals in digital communication and live entertainment. It is a talent hub capable of engaging Oscar winners and celebrities from all over the world and discovering and attracting new creative talents that guarantee very high standards of excellence. Casta Diva Group and its managers have offered innovative and creative communication strategies to over 100 major brands, reinterpreting the rules of conventional communication. Since its foundation in 2005, the group has grown steadily and has been awarded more than 120 international awards, including Mobius Award, LIA - London International Awards, EuBEA – European Best Event Awards and numerous Lions at the Cannes Lions International Festival of Creativity. It owns Blue Note Milano (part of an international network), the most famous jazz club in continental Europe, opened in 2003, which produces over 300 shows a year at its Via Borsieri location (and not only), generates about 26% of jazz revenue in Italy (source: Siae) and constitutes a leading reality in the world jazz scene.

Press release available on www.castadivagroup.com and www.emarketstorage.com

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