

CASTADIVAGROUP

We Make Things Happen

INVESTOR PRESENTATION | FEB. 2025





Casta Diva Group is a Benefit company, listed since 2014 on the Italian Stock Exchange, market leader in the **Live Communication and Video Production** sectors.

≈123 €M REVENUES (FY2024)

130+ INTERNATIONAL AWARDS

150 ACTIVE CLIENTS

280 PEOPLE

16 LOCATION

THE **SUMMARY**

THE EQUITY STORY

THE GROUP OVERVIEW

THE FUTURE STRATEGIES

ANNEX

THE EQUITY STORY

01.

LEADING PLAYER IN A **GROWING** MARKET

02.

ONE-STOP-SHOP FOR **TOP-TIER CLIENTS**

03.

UNIQUE PLATFORM **AGGREGATOR** IN A HIGHLY
FRAGMENTED ENVIRONMENT

04.

ORGANIZATIONAL FOCUS ON **TWO BUSINESS UNITS**
CENTRALLY COORDINATED

05.

INNOVATION, ESG AND '**GEN Z**' AT CORE

06.

IMPRESSIVE GROWTH TRACK RECORD AND
SIGNIFICANT **CASH GENERATION**

Every brand runs in its racing track.

THE GROUP



LIVE COMMUNICATION

A market segment focused on the conception and organisation of corporate events, product launches, roadshows, trade fair stands, etc. aimed both at companies (B2B) and individuals (B2C)



G2EVENTI

PEOPLE: 70

LOCATIONS: Milan, Rome, Bergamo

JOINED THE GROUP IN: 2018



GENIUSPROGETTI

PEOPLE: 25

LOCATIONS: Milan, Sassuolo

JOINED THE GROUP IN: 2022



BLUENOTEMILANO

PEOPLE: 30

LOCATIONS: Milan

JOINED THE GROUP IN: 2016

LIVE COMMUNICATION

A market segment focused on the conception and organisation of corporate events, product launches, roadshows, trade fair stands, etc. aimed both at companies (B2B) and individuals (B2C)



CASTADIVAART&SHOW

PEOPLE: 8

LOCATIONS: Milan, Rome

JOINED THE GROUP IN: 2024



FIRSTCLASS

PEOPLE: 24

LOCATIONS: Milan, Livorno

JOINED THE GROUP IN: 2024

VIDEO PRODUCTION

A market segment specialized in the production of commercials, digital videos, television programs, documentaries and films



CASTADIVA

PEOPLE: 45

LOCATIONS: Milan

JOINED THE GROUP IN: 2016



AKITAFILM

PEOPLE: 15

LOCATIONS: Milan

JOINED THE GROUP IN: 2023



E-MOTION

PEOPLE: 20

LOCATIONS: Genoa

JOINED THE GROUP IN: 2024



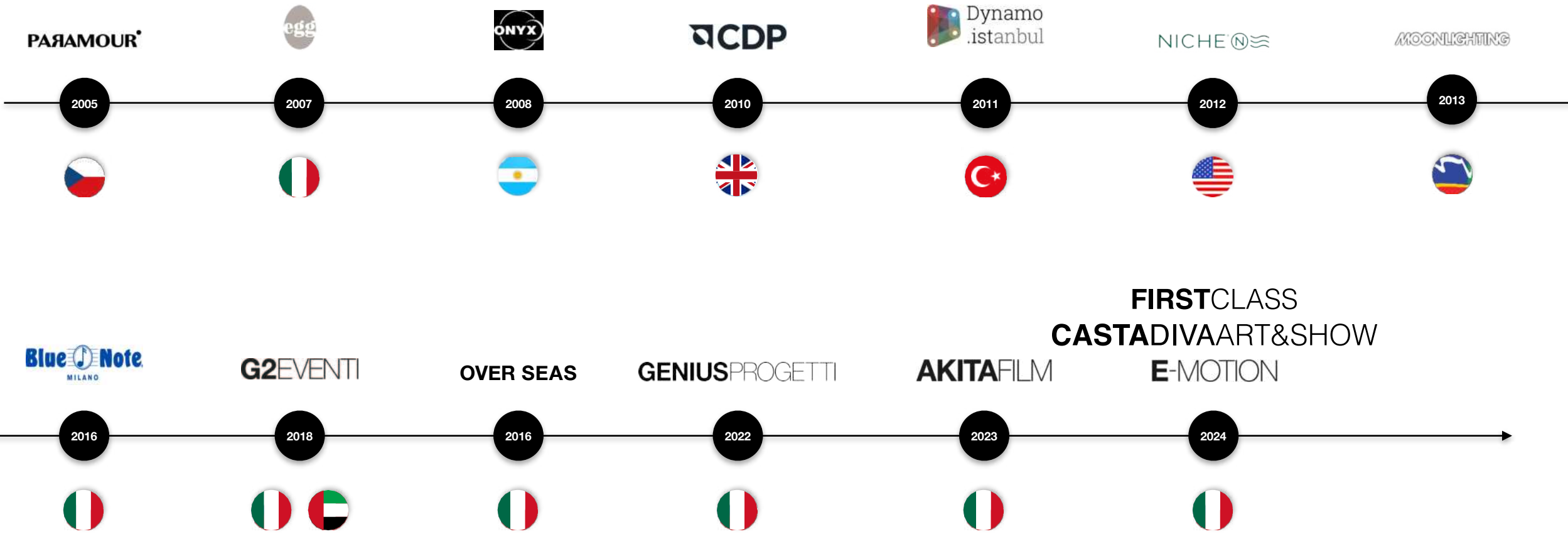
THE ITALIAN MULTINATIONAL IN COMMUNICATION

MILANO | ROMA | LONDRA | PRAGA | BEIRUT | ISTANBUL | BUENOS AIRES | MONTEVIDEO | CAPE TOWN |
DUBAI | LOS ANGELES | NEW YORK | MODENA | GENOVA | SHANGHAI | RIYADH | LIVORNO

PROVEN TRACK **RECORD** OF INORGANIC **GROWTH** PRODUCTION

The group has the unique ability to attract brilliant key competitors and identify new market niches where is not currently present.

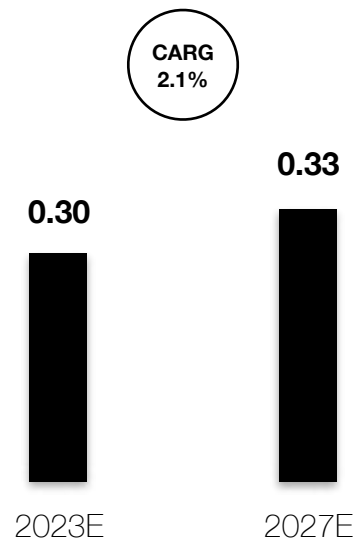
15 ACQUISITIONS IN 20 YEARS



PLAYING A **LEADERSHIP POSITION** IN A **RESILIENT AND GROWING** MARKET

CREATIVE CONTENT PRODUCTION

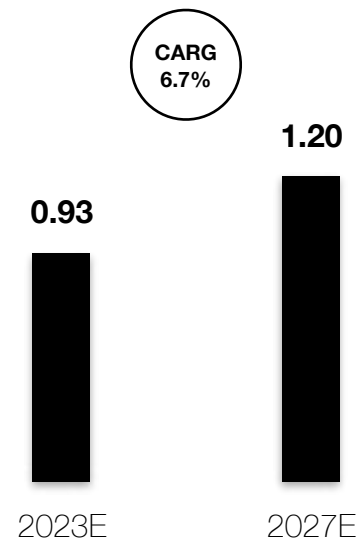
Spot | Video production spending in Italy (Billion €)



8,6%
Group's market share

LIVE COMMUNICATION

Live communication market in Italy (Billion €)



9,1%
Group's market share

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades. The buildings are arranged in a way that they appear to converge towards the top center of the frame, creating a strong sense of height and perspective. The sky is a clear, pale blue. The overall aesthetic is clean, modern, and professional.

THE FUTURE STRATEGIES

KEY STRATEGIC PILLARS

LIVE COMMUNICATION

1

Casta Diva Group as unique platform aggregator in a **highly fragmented environment**.

Live Communication market will be driven by the post-pandemic resumption of in-person events, **technological innovation, sustainability** and **internationalization strategies**.

CREATIVE CONTENT PRODUCTION

2

Casta Diva Group as **talent hub** capable of discovering and **attracting new creative talents worldwide**, that ensure the highest standards of **excellence**.

The Company will consolidate itself as the largest network for the production of **advertising films**, built through **active and continuous interaction** among its various offices and the expertise of its **professionals in digital communication**.

NEW INTERESTING NICHES IN THE MARKET

3

Additional M&A
Acquisition of specific know-how
Cross selling between BU

KEY ENABLERS

Generational turnover of skilled personnel to maintain **high level of know-how** and **avoid sudden knowledge gaps**

Investments in ERP and CRM shared between companies in the group to leverage even more on **data granularity**

Significant growth in size to become **the true Italian Champion** and **compete more and more in Europe**

INCREASE IN REVENUES AND BETTER MARGINS

2023 A

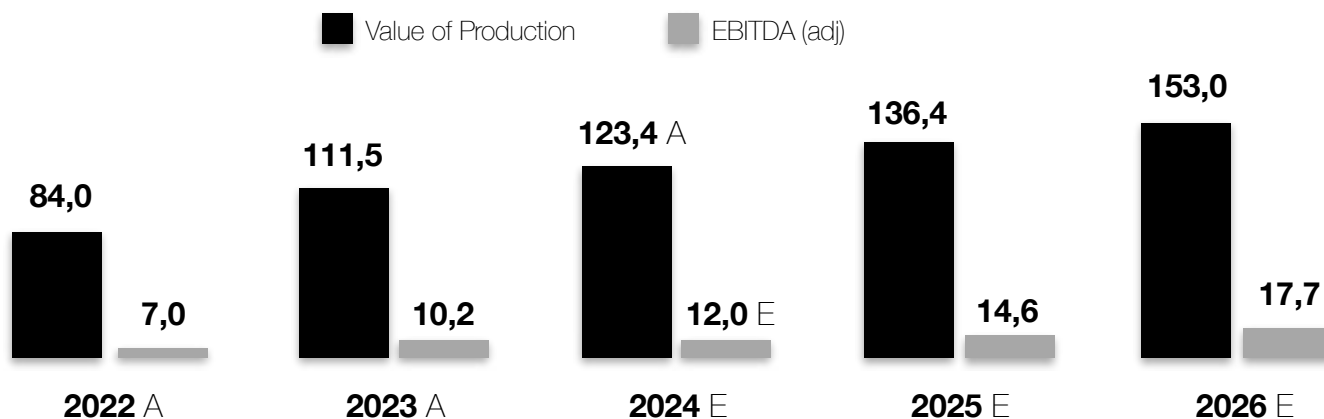
- **Value of Production:** €112 M
- **EBITDA adj:** €10 M
- **EBITDA margin:** 9.2%
- **NFP adj (Cash & cash equivalents):** €5.6 M

- **Value of Production:** +41M (1.4x)
- **EBITDA adj:** +10.7 M (1.8x)
- **EBITDA margin:** +27%
- **NFP adj (Cash & cash equivalents):** (€12.0 M)



2026 E

- **Value of Production:** €153 M
- **EBITDA adj:** €17.7 M
- **EBITDA margin:** 11.6%
- **NFP adj (Cash & cash equivalents):** (€6.4 M)



+c.16% 2005A-2023A VoP CAGR

+c.26% 2005A-2023A EBITDA adj CAGR

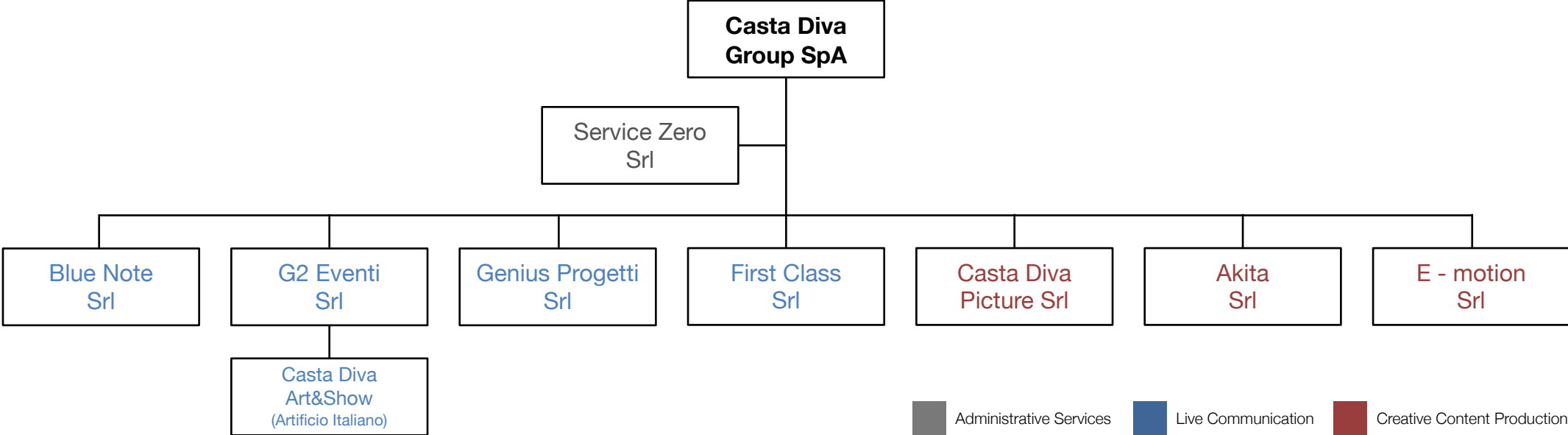
	2022 A	2023 A	2024 E	2025 E	2026 E
EBITDA adj % on VoP	8.3%	9.2%	9.7%	10.7%	11.6%
EBIT adj	4.6	7.1	8.0	10.7	13.6
NFP adj	(2.8)	5.6	0.4	(3.3)	(6.4)

DISCLAIMER

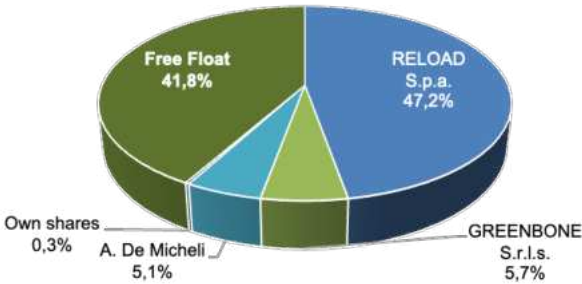
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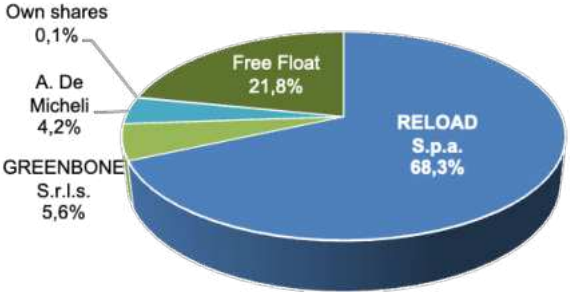
GROUP STRUCTURE AND SHAREHOLDING



Ordinary and Multiple Voting Shares



Voting Rights



Long **Lasting** Relationship With **Top-Tier Clients**

		Adecco		Agos			Allianz 	amazon
	a e	AON	AQUAZZURA			BANCO BPM	BANCOMAT <small>SpA</small>	

 HOGARTH	 Howden	 HUAWEI	HUMANITAS	 Iccrea Banca	 istituto italiano di tecnologia	 intel	 iren
 iris <i>Ceramica</i>	 GANASSINI CORPORATE	 AIRWAYS	IVECO • GROUP	 KFC	KOHLER	 LeasePlan	 GROUP
 LEONARDO	 LINDT & SPRÜNGLI	 LOMBARDINI <small>A KOHLER COMPANY</small>	 M&C M&SAATCHI	 MAGROUP	MARAZZI	MARCA CORONA <small>CERAMICHE DAL 1741</small>	 Maserati
mazars	 mazda	McCANN WORLDGROUP	 McDonald's	 MEDIOBANCA	 mpb.com	 Mercedes-Benz	METRO
 MONCLER	 MOTOROLA	 müller	 NADLER	NESPRESSO	 Nestlé	 NET INSURANCE	 NEW HOLLAND AGRICULTURE

PANERAI	PANDORA	PARMIGIANO REGGIANO		poltronesofà	Pomellato	PONTI DAL 1887	Posteitaliane
PRELIOS 	prima	P&G	PROMETEON	 PUBLICIS GROUPE	GRUPPO MEDIASET PUBLITALIA '80	Rai	RACINGFORCEGROUP
REALE MUTUA	REPLAY	REVO	RICHARD MILLE	RIO mare	ROBILANTASSOCIATI Brand Advisory & Strategic Design	SAATCHI & SAATCHI	SECTOR ALARM 
SERVIER 	SILVERSEA	simest" gruppo cdp	 Sisal	sky	STELLANTIS	TBWA	Telepass
TIGOTA belli, puliti, profumati	TIM	UniCredit	Unipol GRUPPO	vodafone	WARNER BROS. DISCOVERY	ZEGNA	ZURICH

CASTADIVAGROUP

We Make Things Happen

THANKS FOR THE ATTENTION

ANDREA DE MICHELI | *Chairman*

GUIDO PALLADINI | *Cfo*

