



CASTA DIVA GROUP: A CONDITIONAL PURCHASE PROPOSAL HAS BEEN SIGNED OF THE EVENTS BUSINESS UNIT OF PRODEA GROUP S.P.A.

Milan, 8 September 2025

Casta Diva Group (CDG:IM) ("CDG"), company listed on Euronext Growth Milan and operating internationally in the field of communication and creative content production, announces that it has submitted a **proposal to acquire the business unit active in the events sector** ("Business Unit") **of Prodea Group S.p.A.** ("Prodea"), a company that has been on the market for over 30 years, currently involved in a negotiated crisis settlement procedure.

Prodea, today, presented the purchase proposal to the Court of Turin which, in accordance with the principles of transparency and protection of creditors dictated by the procedure, will arrange for its publication in accordance with the procedures provided for by the legislation.

The proposal is subject to certain conditions precedent, including (i) the approval and authorization by the Court of Turin of the possible transaction within the framework of the negotiated composition of Prodea, (ii) the approval of the possible transaction by the Board of Directors of CDG.

The possible transaction is part of **Casta Diva Group's development strategy**, which would allow the Company to strengthen its presence in the *live communication* market and consolidate the company's positioning.

Casta Diva Group will announce any subsequent developments of the potential transaction.

The press release is available at www.castadivagroup.com and www.emarketstorage.com

CASTA DIVA GROUP (CDG:IM – ISIN IT0005003782) is a multinational company listed on Euronext Growth Milan, operating in the communication industry with a focus on branded content production, viral videos, digital content, films, and live music entertainment. The Group is present across four continents, with offices in 14 cities: Milan, Rome, Modena, London, Prague, Beirut, Istanbul, New York, Los Angeles, Buenos Aires, Montevideo, Cape Town, Dubai, and Riyadh. The Group's brands include Casta Diva Pictures, Akita Film, E-Motion, G2 Eventi, Genius Progetti, and Blue Note Milano. It represents the world's most extensive network for the production of advertising films and events, built through a continuous and dynamic interaction between its locations and the expertise of its professionals in digital communication and live entertainment. Casta Diva Group is a talent hub capable of engaging Oscar-winning professionals and global celebrities, while also discovering and attracting new creative talents to ensure the highest standards of excellence. The Group and its management have delivered innovative and creative communication strategies to over 150 leading brands, reshaping the conventions of traditional communication. Since its founding in 2005, the Group has achieved continuous growth and has received more than 130 international awards, including Mobius Award, LIA – London International Awards, EuBEA – European Best Event Awards, and multiple Cannes Lions at the Cannes Lions International Festival of

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Creativity. Casta Diva Group also owns Blue Note Milano (part of an international network), the most renowned jazz club in continental Europe. Opened in 2003 and located in Via Borsieri, it produces over 300 shows annually, generates approximately 26% of Italy's total jazz box office revenue (source: SIAE), and stands as a global benchmark in the jazz music scene.

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