

AGENDA

Group Overview

Financial Results

Key strategic pillars

Competitive advantages

Annex

GROUP OVERVIEW







MILAN | ROME | BERGAMO | PRAGUE | ISTANBUL | BUENOS AIRES | MONTEVIDEO | CAPE TOWN | LOS ANGELES | MODENA | GENOA | SHANGHAI | RIYADH





G2EVENTI

G2 Events designs unforgettable events and makes them happen through its advanced hub dedicated to live and digital communication. It creates every type of event: conventions, roadshows, exhibitions, immersive experiences, team building, exhibition stands, incentives, sporting events, hospitality and innovative formats. Recently, it has integrated a unit dedicated to the creation and organization of events for fashion and luxury brands such as Moncler, Fendi, Pomellato and Bulgari.

G2 Events designs unique experiences based on four pillars: creativity, technology, reliability and cost-effectiveness.



GENIUSPROGETTI

Genius Progetti is an agency based in Sassuolo, specialized in the creation and organization of events for top luxury brands. It designs tailor-made experiences that reflect the uniqueness of the world's most prestigious brands, such as Ferrari and Maserati. It combines the Italian style with an international approach to manage any aspect of a project.



BLUENOTEMILANO

Blue Note is a jazz club and restaurant, opened in 2003 and part of the worldwide Blue Note network, together with the historic Blue Note Jazz Club in Greenwich Village in New York. Open six days a week, every year the club hosts about 350 shows and 60 private and corporate events. It is visited by more then 80.000 customers, serves 30.000 dinners and it is considered one of the most important and famous showcases for jazz music in Europe and beyond.















CASTADIVAPICTURES

Casta Diva Pictures deals with branded content: TV shows, advertising productions, movies and video content.

The company has numerous branches across the world and is one of the largest advertising production networks. In recent years, it has developed Casta Diva Entertainment, a new business unit that creates TV formats and produces hundreds of hours of TV programming for clients such as Amazon, Netflix, RAI, Warner Bros. Discovery.

Its producers have successfully worked with over 100 of the world's best brands.



AKITAFILM

Akita Film produces and organizes corporate video and commercials for major brands around the world. It stands out for its skills in the search for talent such as directors, photographers and video makers, both in Italy and abroad.

2024 ACQUISITIONS

LIVE COMMUNICATION

VIDEO PRODUCTION

CASTADIVAART&SHOW S.R.L. (previously Artificio Italiano)

FIRSTCLASS S.R.L.

E-MOTION S.R.L.



CASTADIVA ART&SHOW

Casta Diva Art & Show is the division of Casta Diva Group devoted to the creation and production of major events, celebratory ceremonies, and artistic performances in Italy and worldwide. With an approach that blends art, performance, and innovation, it transforms creative ideas into unforgettable experiences. Through proprietary formats and a seamless integration of artistic vision and operational expertise, the division celebrates the beauty and value of the fusion between tradition and modernity, establishing itself as a benchmark for globally significant events.

















FIRSTCLASS

First Class specializes in designing and organizing congresses, meetings, and training events, with a particular focus on the medical-scientific field. It is a company built on the talent and expertise of its staff, gained through years of experience at both national and international levels. First Class remains at the forefront of the latest technologies and industry trends, reinterpreting them in an innovative way while maintaining a strong connection to tradition. A comprehensive partner with outstanding planning and communication skills.



E-MOTION

E-motion is a production company based in Genoa, specialized in corporate, product and event video. It is among the first in the world to have adopted the shooting system based on Red Digital Cinema technology, and today it has accumulated a unique experience in using this system. It offers integrated solutions without compromising on quality, thanks to its creative, technical and logistical capabilities.

FINANCIAL RESULTS

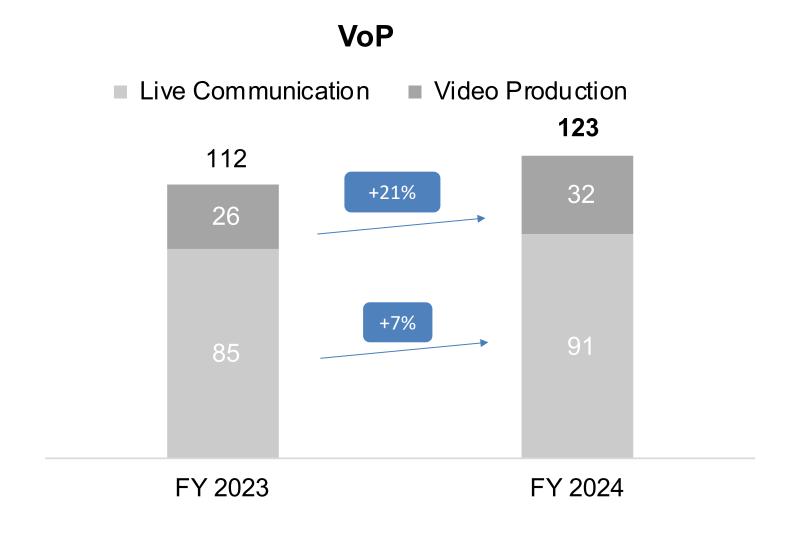
€123.1M Value of Production (+10.4% vs. €111.5M in FY23)

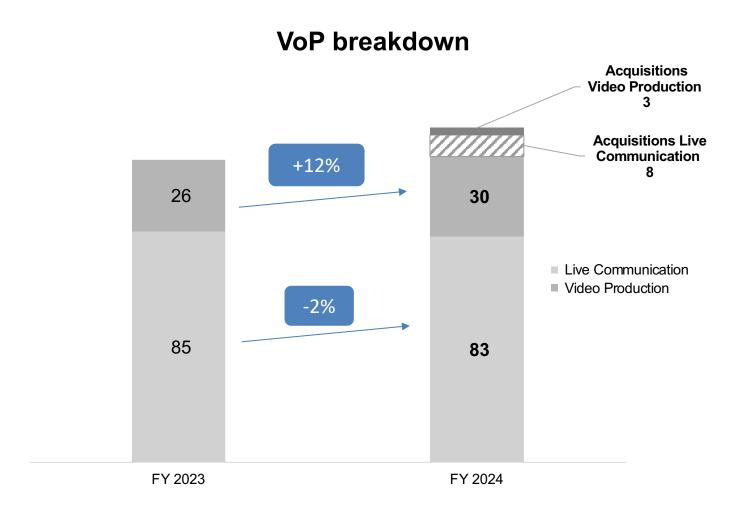
€121.9M Revenues (+10.0% vs. €110.8M in FY23)

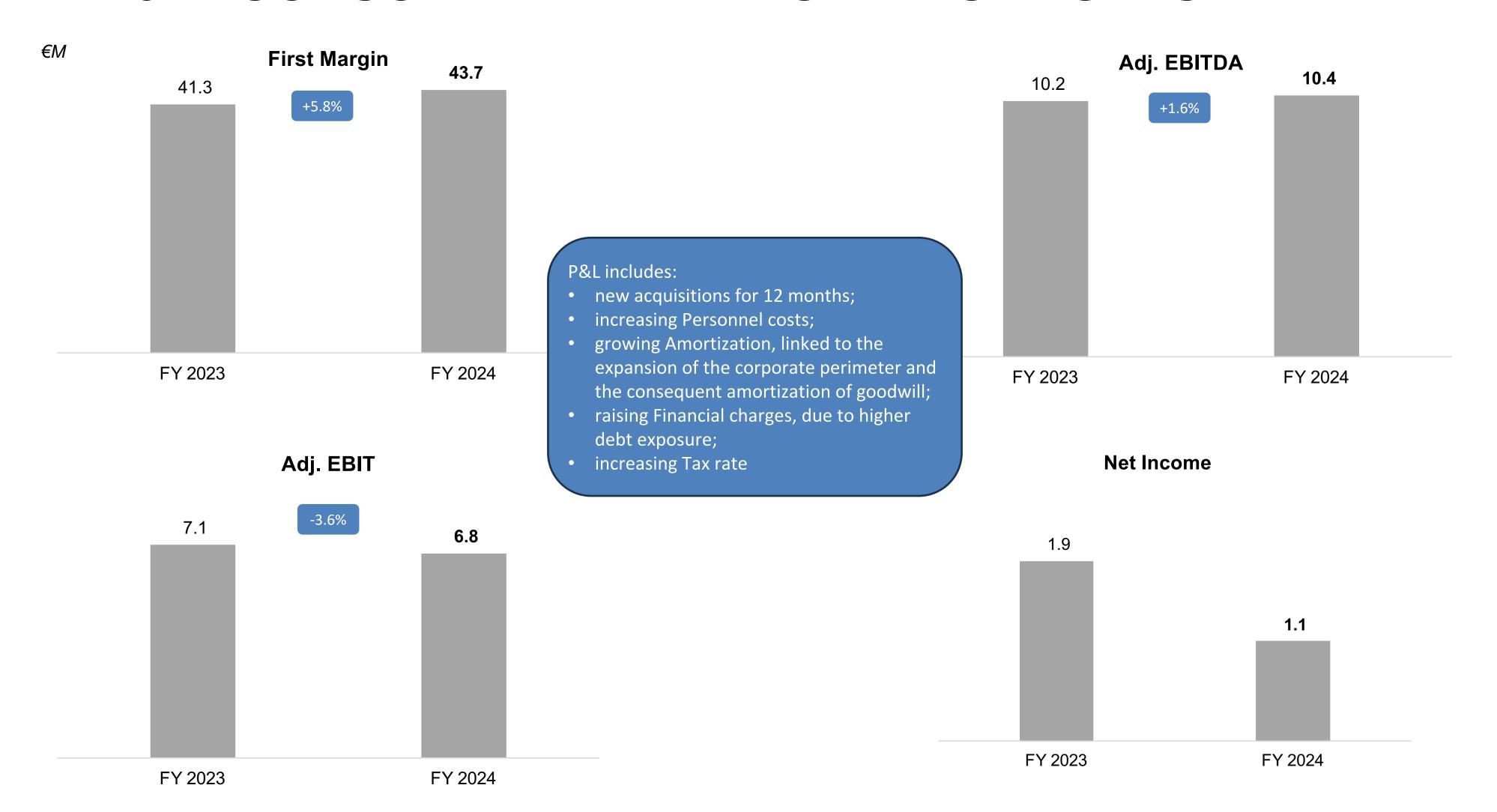
€10.4M Adjusted EBITDA* (+1.6% vs. €10.2M in FY23)

€-9.5M Net Financial Debt (vs. €-5.7M at 31st Dec. 2023)

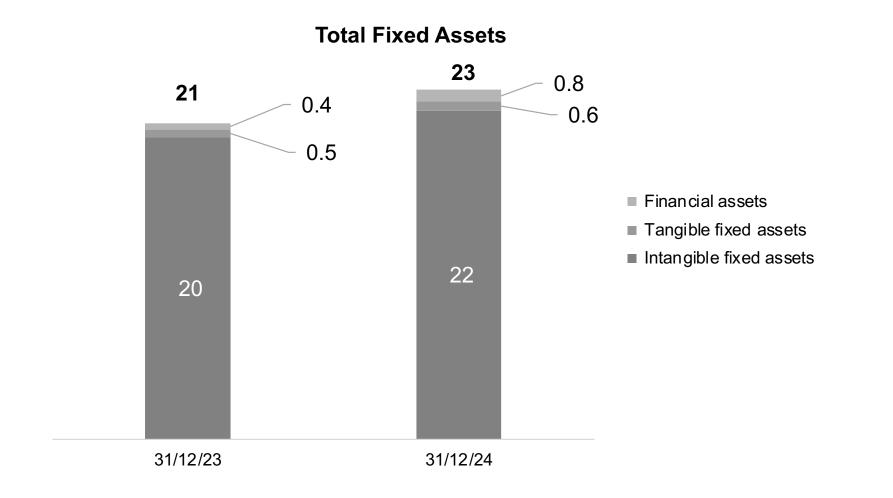
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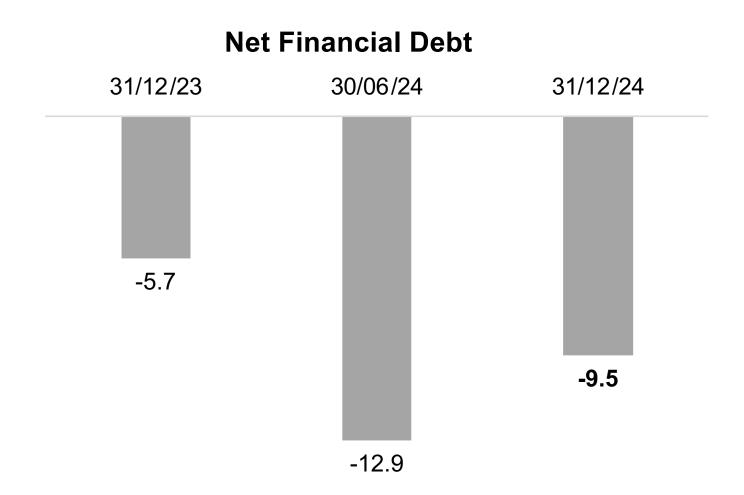






€М





- Acquisition-related disbursements of €6.7M (E-Motion, Artificio Italiano, First Class and Akita, relating to the outstanding tranche)
- Cash distribution of dividends of €0.7M

KEY STRATEGIC PILLARS

GROWTH STRATEGIES BY BUSINESS UNITS

LIVECOMMUNICATION

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.

VIDEOPRODUCTION

Casta Diva Group as talent hub capable of discovering and attracting new creative talent worldwide, and new skills in the domain of Al generated video

production, 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



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

STRATEGIC 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

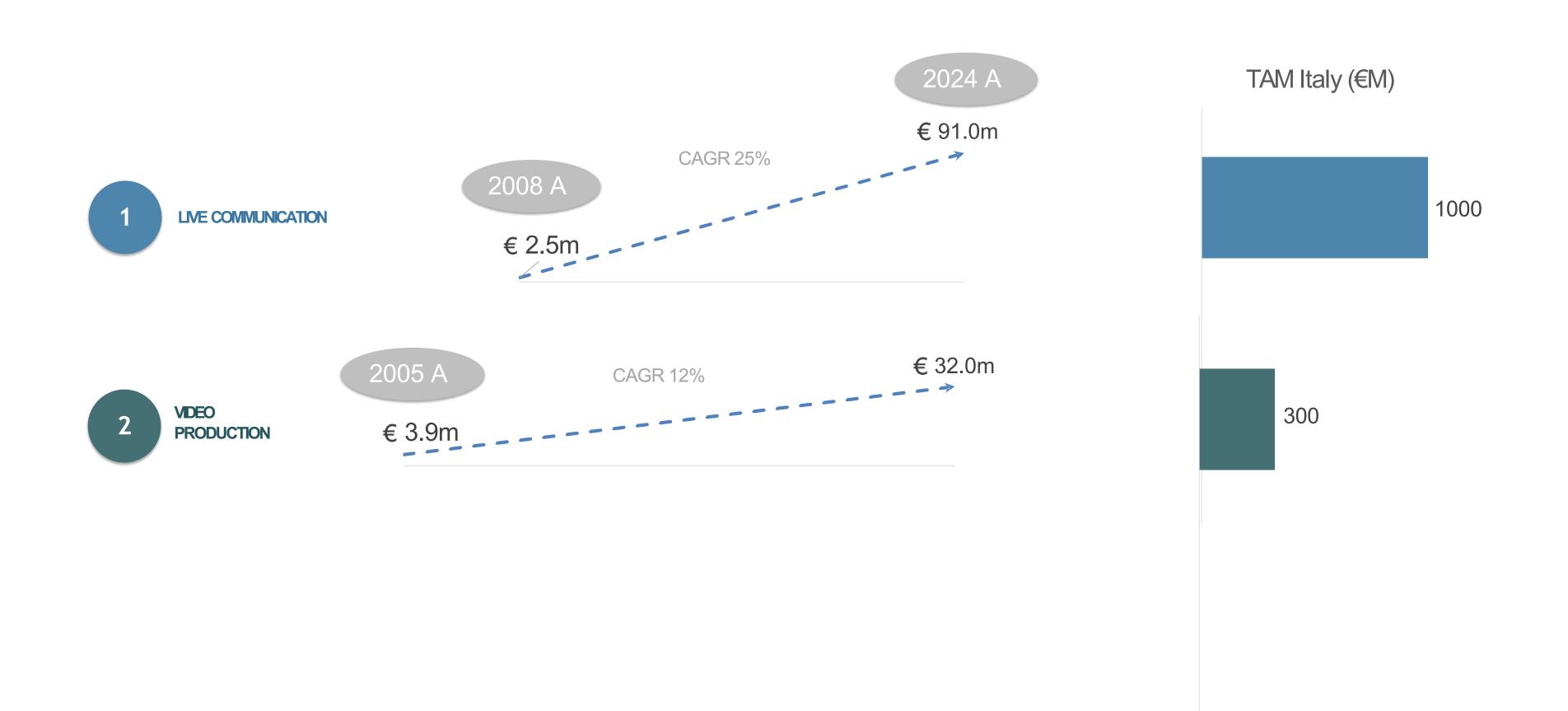
COMPETITIVE ADVANTAGES

KEY STRENGHTS

LEADING PLAYER IN A GROWING MARKET UNIQUE PLATFORM AGGREGATOR IN A HIGHLY FRAGMENTED ENVIRONMENT IMPRESSIVE GROWTH TRACK RECORD INNOVATION, ESG AND 'GEN Z' AT CORE ONE-STOP-SHOP FOR TOP-TIER CLIENTS

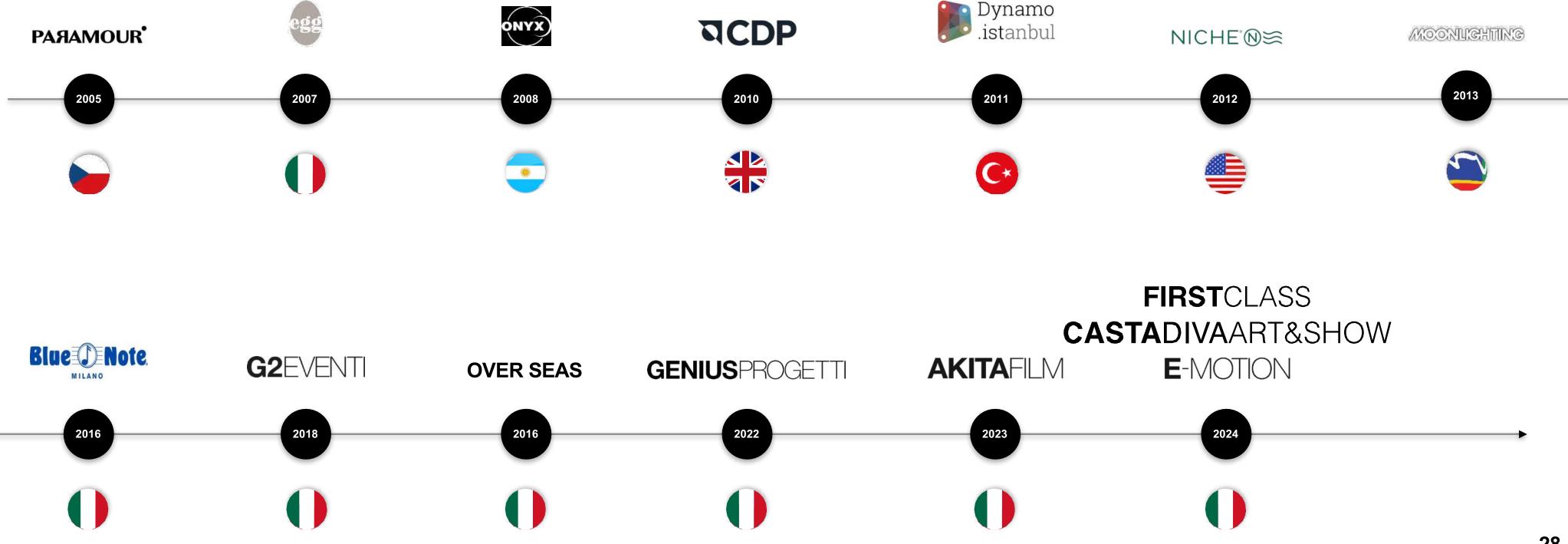
1. LEADING PLAYER IN A GROWING MARKET

Casta Diva has acquired national leadership in strategic market segments over time.



2. UNIQUE PLATFORM AGGREGATOR IN A HIGHLY FRAGMENTED ENVIRONMENT

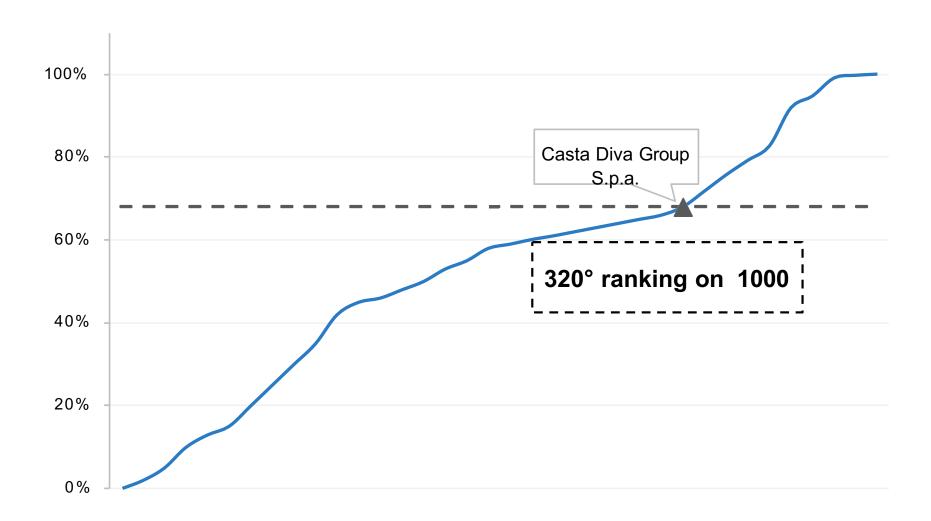
The group has the unique ability to attract brilliant key competitors and identify new market niches where it is not currently present: 15 acquisitions in 20 years



3. IMPRESSIVE GROWTH TRACK RECORD

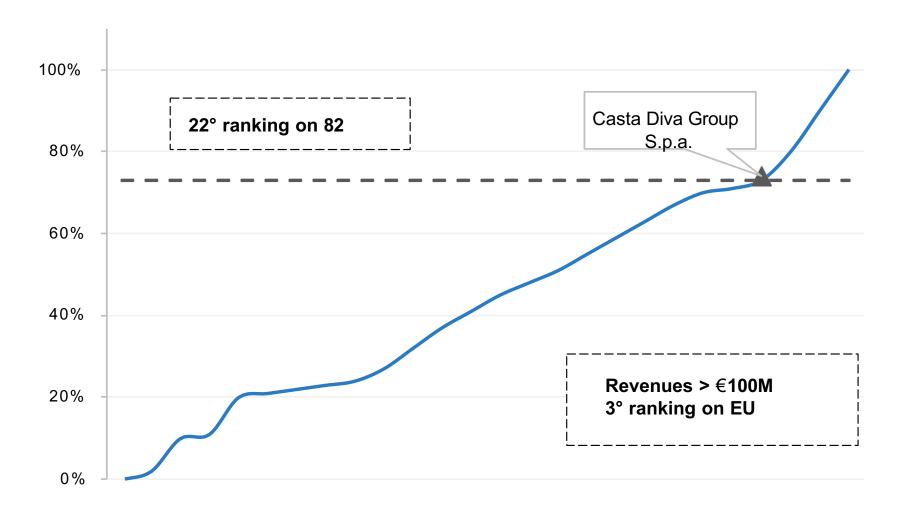
Casta Diva Group has been included in the **FT 1000 – Europe's Fastest Growing Companies 2025**, the ranking compiled by the Financial Times in collaboration with Statista, which celebrates European companies with the highest growth rate over the past three years.

Absolute Percentile Ranking



In the overall ranking, Casta Diva Group is positioned 320th out of 1,000, placing it in the top 32% of European companies by percentage growth.

Percentile in the "Advertising & Marketing" sector



In the "Advertising & Marketing" sector, which includes 82 European companies within the ranking, Casta Diva Group ranks 22nd in growth rate, placing it above the 73rd percentile in the industry.



The communication campaigns of CASTA DIVA GROUP

гергезепt the **stages** of a conceptual journey

іп constant evolution.

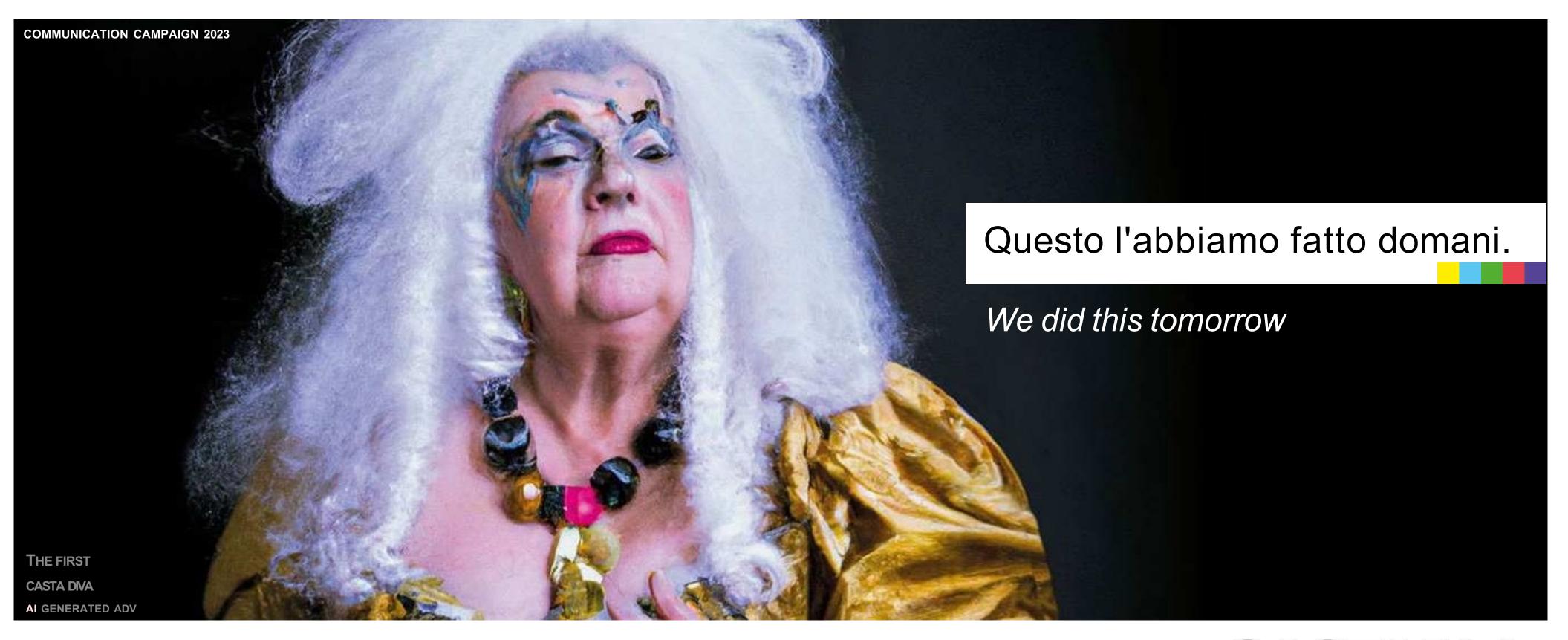
Everything begins with "Questo lo abbiamo fatto domani" - We did this tomorrow -, the first campaign entirely generated with artificial intelligence, where Al becomes a tool of vision and promise: designing the future today, with creativity and technology at the service of the client. But the machine alone is not enough: it is the team's experience that gives shape and meaning to the outcome.

With "Dov'è l'onda?" - Where is the wave? - , the reflection deepens. Artificial intelligence broadens horizons, but it is imagination—Open Imagination—that brings back emotion and meaning. The absence of the fishermen in Hokusai's famous Wave becomes a metaphor for a soulless future, unless guided by a creative and human vision.

Finally, "DO NOT WORK" opens a new perspective: that of the new generations. A visual manifesto that breaks with traditional models and asserts human potential as a driver of change. Not a rejection of work, but the ambition to redefine it in terms of freedom, expression, and growth.

Three campaigns, one single narrative:

that of a Group that believes in the future, embraces innovation, and entrusts human talent with the responsibility of generating meaning.



Artificial intelligence will change the world of communication

And yet, without experience and teamwork, it cannot work.

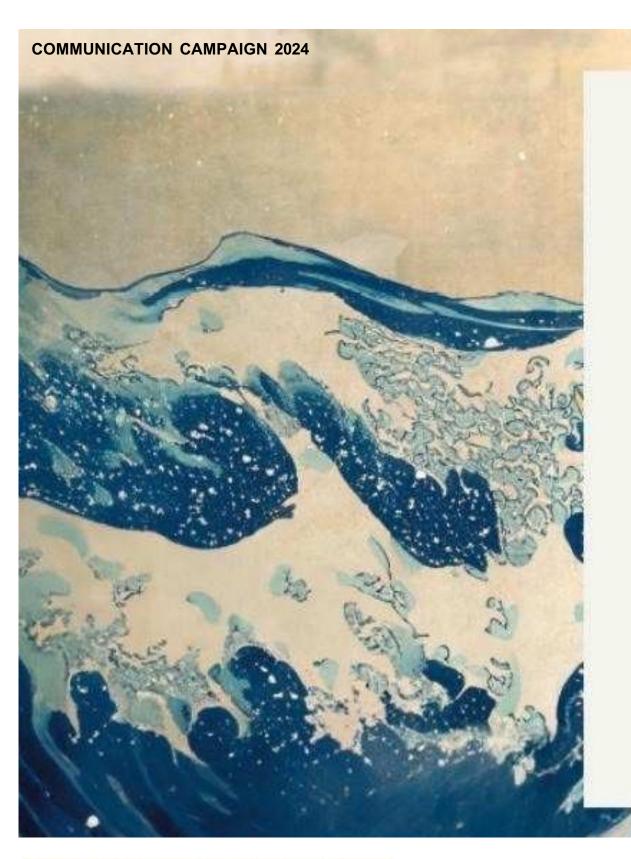
This image was created by entering the words Casta Diva into an OpenAl software capable of generating images from words, but it was us who refined and selected the results.

Because that's what we do with our clients: we use technology, but we don't let it use us. We interpret the present to invent the future together.

CASTADIVA

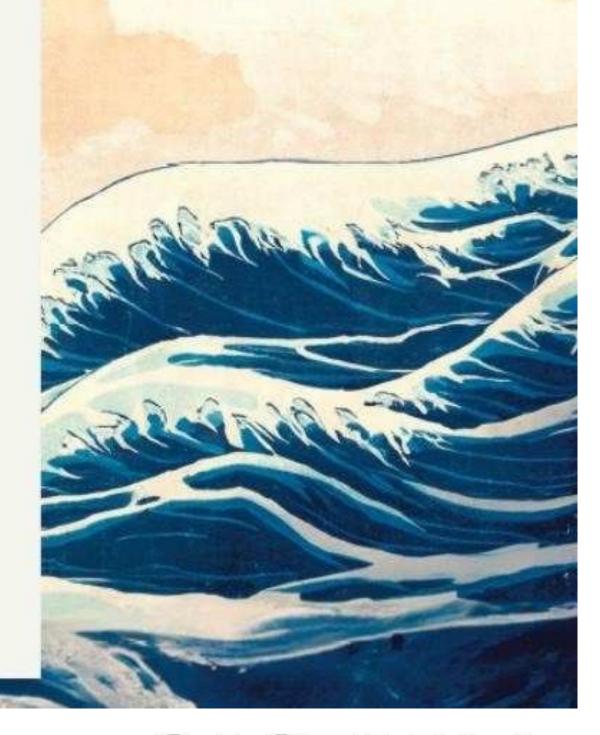
DIGITAL AND LIVE COMMUNICATION COMMERCIALS | TV PROGRAMS BRANDED CONTENTS | ENTERTAINMENT MUSIC | ART | CULTURE

castadivagroup.com



Dov'è l'onda?

Where is the wave?





Al is in every device we use every day. It allows us to expand the world around us by reconstructing off-frame contexts, imagining new geometries, and unlocking untapped potential. But what would The Great Wave off Kanagawa by Hokusai be without the fishermen overwhelmed by the storm? Just an expanse of blue water—a sea like any other—not the iconic, vibrant masterpiece it has been for two centuries. The wave we seek is the one that stirs emotions. Because that's how we want to use Al: to unleash our imagination. At Casta Diva, we call it Ol Open Imagination.

CASTADIVA

DIGITAL AND LIVE COMMUNICATION COMMERCIALS | TV PROGRAMS BRANDED CONTENTS | ENTERTAINMENT MUSIC | ART | CULTURE

castadivagroup.com



DON'T JUST WORK: rewrite the present and imagine the future.

At **Casta Diva**, we're learning this from the Generations who have only just begun to build tomorrow alongside us.

No preconceptions: every boundary becomes a springboard toward the future.

Because that's how, for **twenty years**, we've been turning limits into momentum and vision into reality.



DIGITAL AND LIVE COMMUNICATION
COMMERCIALS | TV PROGRAMS
BRANDED CONTENTS | ENTERTAINMENT
MUSIC | ART | CULTURE

castadivagroup.com



CASTA DIVA HAS INTRODUCED A SERIES OF INITIATIVES KNOWN AS THE "ESG PACT" AND BECAME A BENEFIT CORPORATION IN 2023.

THESE INITIATIVES INCLUDE COURSES FOR OUR EMPLOYEES AND STAKEHOLDERS, CORPORATE WELFARE PROJECTS, ENVIRONMENTAL PROTECTION, AND THE PROMOTION OF GENDER EQUALITY AND HUMAN RIGHTS.

BENEFIT COMPANIES INTEGRATE IN THEIR CORPORATE PURPOSE, IN ADDITION TO PROFIT OBJECTIVES, THE AIM OF HAVING A POSITIVE IMPACT ON SOCIETY AND THE BIOSPHERE. THESE TYPES OF COMPANIES ARE A LEGAL TOOL THAT CREATES A SOLID FOUNDATION FOR LONG-TERM MISSION ALIGNMENT AND THE CREATION OF SHARED VALUE.



It's a "Sustainable Company"
It's a "Società Benefit"
It has approved a "Relazione d'Impatto"

31% of total 9% of total 9% of total

Osservatorio ECM, 2023



CASTA DIVA'S Generational PACT

The **GENZPACT** division understands the **languages**, **trends**, and **communication channels** of young people because it is made up of young people. It is an essential partner for advertisers who want to become attractive and in tune with new generations, creating authentic connections with their younger customers and collaborators.

Casta Diva has established a structure for researching and analyzing generational dynamics.

We conduct in-depth studies on the behaviour, values, and preferences of new generations, providing clients with valuable insights to create events, commercials, and video formats aligned with emerging trends.

The **GENZPACT** division develops **communication strategies** that align with the **consumption** habits, **technology** use, and social interactions of new generations. With **GENZPACT**, you anticipate the **expectations** of your younger audience and stay one step ahead of the competition.

WEB3 ALLANCE

THE FUTURE IS NOW

In 2022, the Web 3 Alliance consortium was established, and Casta Diva CEO was elected president.

This association comprises companies engaged in Web 3.0-enabled technologies, encompassing Artificial Intelligence, blockchain, virtual and augmented reality,

NFTs, the Internet Of Things, and more.

With Web3, Casta Diva organizes conferences, refresher courses, and webinars on these topics.

The consortium now includes about **30 associates**, ranging from giants like **Invesco** or **Adobe**, to listed companies like Casta Diva, and innovative startups.

5. ONE-STOP-SHOP FOR TOP-TIER CLIENTS

a2a	ABARTH	Abbott	Adecco	SPETTACOL.	Aggs	ALD Automotive	AstraZeneca Rare Disease
ARONE SERVICE	Allianz (ll)	amazon	Angelini Pharma	ale	Aon	AQUAZZURA	ASCENSIA Diabetes Care
**astellas	AXA	BANCO BPM	BANCOMAT SpA	B A BAYER E R	Roma Roma	⊠ BeiGene	Benelli
Po M de	BOLTON	BOROTALCO	BVLGARI	CAMPARI	cdp	CheBanca!	C hiesi
Città di Palermo	CLARINS	Clerici.	CNHINDUSTRIAL	CONFERENZA EPISCOPALE ITALIANA	Conserve IItalia	Copan	Costa

















































































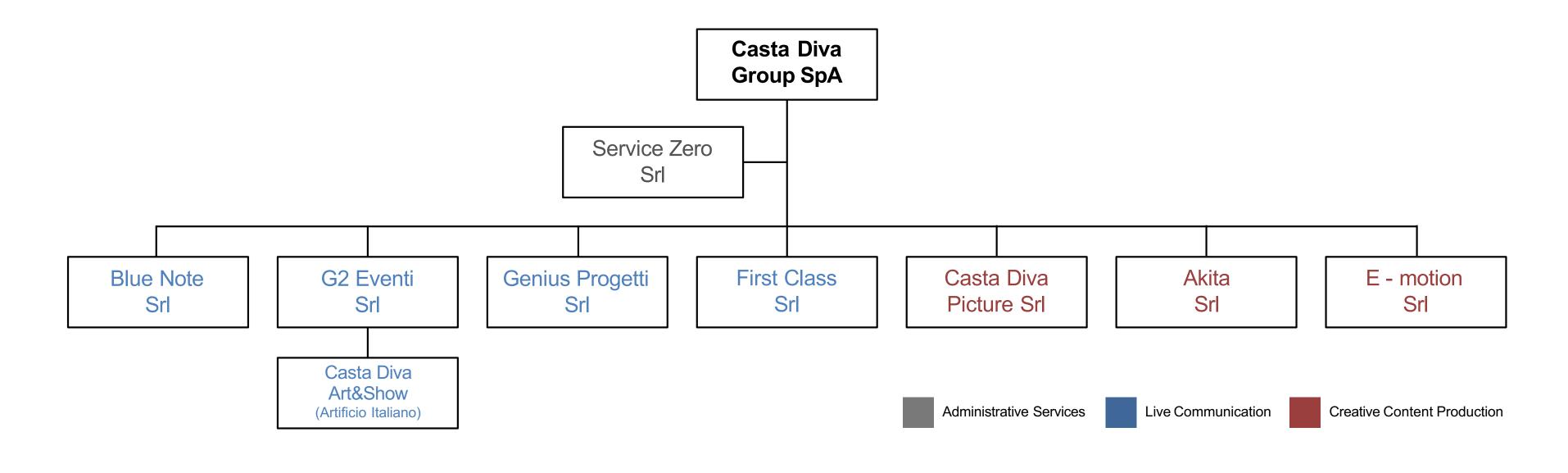


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ROBILANTASSOCIATI Brand Advisory & Strategic Design	Roche	ROMA 🗒	SAATCHI & SAATCHI	sanofi	SECTOR ALARM•)))	SERVIER*	\$SILVERSEA*
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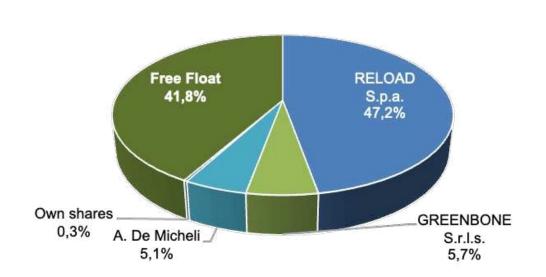
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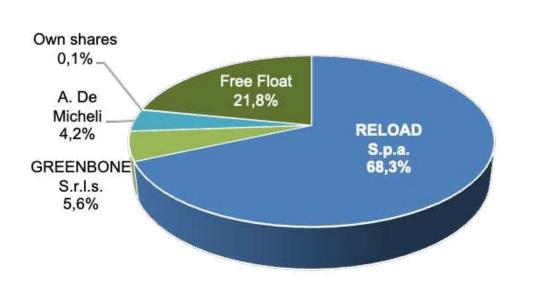
GROUP STRUCTURE AND SHAREHOLDING



Ordinary and Multiple Voting Shares



Voting Rights



PROFIT & LOSS

	FY 2023	% on VoP	FY 2024	% on VoP	Δ%
Revenues	110.8		121.9		10%
Change of work in progress	0.1		0.2		169%
Other revenues	0.6		1.1		78%
Value of Production	111.5	100.0%	123.1	100.0%	10%
Cost of materials	- 1.5	-	- 1.4		-7%
Cost of services	- 88.0	-	95.2		8%
Cost for third party assets	- 3.5	-	2.9		-18%
Personnel costs	- 8.9	-	- 13.2		50%
Adjusted EBITDA	10.2	9.2%	10.4	8.5%	2%
Other management costs (extraord. and non-recurring items)	- 1.6	-	- 1.6		-2%
EBITDA	8.6	7.7%	8.9	7.2%	3%
D&A	- 3.2	-	- 3.6		15%
EBIT	5.5	4.9%	5.3	4.3%	-4%
Financial income/(charges)	- 1.0	-	- 1.5		45%
Result Before Taxes	4.5		3.8		-15%
Taxes	- 2.6	-	- 2.7		6%
Net Income	1.9	1.7%	1.1	0.9%	-43%

BALANCE SHEET

Total fixed assets		21	23
Net Working Capital	-	1	6
Severance pay and other funds (Provisions for risks and charges)	-	2 -	3
Capital employed		19	27
Net Equity		9	10
Net Financial Debt	-	9 -	17
Total sources		19	27

31/12/23

31/12/24

NET FINANCIAL DEBT

	31/12/23	31/12/24
Cash and cash equivalents	11.4	14.7
Financial assets	1.5	6.7
Financial indebtness	- 18.6	- 31.0
Net Financial Debt	-5.7	-9.5

CASTADIVAGROUP

We Make Things Happen

THANKS FOR YOUR ATTENTION

ANDREA DE MICHELI | Chairman GUIDO PALLADINI | CFO

