



**Communication of Material Change in Significant Shareholdings pursuant to Art. 17  
of the Euronext Growth Milan Issuers' Regulation**

**CASTA DIVA GROUP ANNOUNCES THE ENTRY OF TWO MAJOR INSTITUTIONAL  
INVESTORS INTO ITS SHARE CAPITAL, ALKEMIA CAPITAL and HOOP CLUB**

Milan, 17 november 2025

Casta Diva Group (CDG:IM) ("CDG"), a company listed on Euronext Growth Milan and active internationally in the communication and creative content production sector, announces—pursuant to Art. 17 of the Euronext Growth Milan Issuers' Regulation—that it has received today the following notifications of material changes in shareholdings, occurring today, in accordance with the provisions of the Company's By-Laws:

- **Reload S.p.A.**, the majority shareholder, following the conversion of **3,005,069 multiple-voting shares** into ordinary shares, has notified that today its voting rights have fallen **below the significant threshold of 66.6%**, decreasing from **68.33% to 54.16%**. Specifically, as of today, Reload S.p.A. holds **6,364,626 shares**, all with multiple voting rights, corresponding to **31.75%** of the share capital and **54.16%** of the voting rights.

- **Alkemia Capital**, on behalf of the "PIPE" fund, has notified that it has exceeded the **significant threshold of 10%** of the Company's share capital, having acquired ordinary shares from the majority shareholder. Specifically, as of today, Alkemia Capital holds **2,018,018 ordinary shares**, corresponding to **10.07%** of the share capital and **5.72%** of the voting rights.

At the same time, **Hoop Club S.p.A.**, an investment holding company specialising in transactions involving listed companies through an active approach, notified the purchase by its subsidiary **Astra S.r.l.** of **966,000 ordinary shares**, corresponding to **4.82%** of the share capital and **2.74%** of the voting rights.

Lastly, shareholder **Antonio Ornello** notified the conversion of **4,500 multiple-voting shares** into ordinary shares.

*"The entry of two major players in the financial landscape such as Alkemia and Hoop Club demonstrates the credibility of the results achieved so far by our Group, as well as the strength of the strategic guidelines outlined for future development. We are very pleased to have Alkemia and Hoop Club by our side as we embark on the next phase together. In addition, in the coming days a strengthening of Reload*

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*S.p.A.'s shareholding structure is expected, as the redemption and cancellation of the entire stake inherited by the children of a significant Reload shareholder who recently passed away will be completed.*" stated **Andrea De Micheli, Chairman and Chief Executive Officer of Casta Diva Group**.

*"Casta Diva Group is a leading company in the communication, live events and creative production sectors. The investment made by our PIPE fund confirms the Group's industrial solidity and its ability to expand both organically and through targeted acquisitions, in a market characterised by structurally positive dynamics. Development opportunities concern, in particular, the sector's main trends: phy-gital live experiences, artificial intelligence applied to creative and production processes, virtual and remote production, influencer marketing, data-driven communication and new cross-platform digital formats—areas where Casta Diva has already established a competitive presence and where further M&A transactions are possible. In this context, Alkemia Capital—through the PIPE fund—positions itself as an active partner of the Group and its management, supporting them in their growth path and in capturing new technological and market opportunities."* stated **Simone Cremonini of Alkemia Capital**.

*"Our investment in Casta Diva Group reflects our belief that the Company has built a solid position in a dynamic yet still highly fragmented market. We believe that, alongside organic growth, there is significant room for a programme of targeted acquisitions capable of integrating complementary companies and further strengthening the Group's perimeter. As active investors, we intend to support this development with a pragmatic and results-oriented approach, contributing to the consolidation of a sector in which Casta Diva can play an increasingly central role."* stated **Antongiulio Marti, Chairman of Hoop Club**.

Based on the communications received and the information currently available to the Company, the Shareholders holding a stake equal to or greater than 5% of the Company's share capital (represented by ordinary shares or voting rights, so-called "significant shareholders") are as follows:

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Name / Company Name	Number of Multiple-Voting Shares	Number of Ordinary Shares	Total Number of Ordinary and/or Multiple-Voting Shares	% of Share Capital	Number of Voting Rights	% of Voting Rights
RELOAD S.p.A.	6,364,626	0	6,364,626	31.75%	19,059,878	54.16%
GREENBONE S.r.l.s.	580,000	554,085	1,134,085	5.66%	2,294,085	6.51%
Andrea De Micheli	357,000	657,400	1,014,400	5.06%	1,728,400	4.90%
Alkemia Capital	0	2,018,018	2,018,018	10.07%	2,018,018	5.72%
Market	304,804	9,157,944	9,462,748	47.21%	8,054,356	22.84%
Treasury Shares	-	50,860	50,860	0.25%	50,860	0.14%
Total number of multiple voting shares	7,606,430		7,606,430	37.95%	22,819,290	64.72%
Total ordinary shares/rights		12,438,289	12,438,289	62.05%	12,438,289	35.28%
Total outstanding shares/voting rights	-		20,044,719	100.0%	35,257,579	100.00%

It is further announced that, once the updated By-Laws have been duly filed, the Company will make them available on the website [www.castadivagroup.com](http://www.castadivagroup.com), as well as on the Borsa Italiana website in the Corporate Documents section. Pursuant to Article 26 of the aforementioned Euronext Growth Milan Issuers' Regulation, the names of the Significant Shareholders are also published on the Company's website at the following page: <https://www.castadivagroup.com/investor-relations/info-per-gli-azionisti/>

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Press release available on [www.castadivagroup.com](http://www.castadivagroup.com) e [www.emarketstorage.com](http://www.emarketstorage.com)

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**CASTA DIVA GROUP (CDG:IM - ISIN IT0005003782)** is a multinational 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 present on 4 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 are Casta Diva Pictures, Akita Film, E-Motion, G2 Eventi, Genius Progetti and Blue Note Milano. It represents the most extensive production network of advertising films and events in the world, 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 engaging Oscar winners and celebrities from all over the world and discovering and attracting new creative talents who guarantee the highest standards of excellence. Casta Diva Group and its managers have offered innovative and creative communication strategies to over 150 major brands, reinterpreting the rules of conventional communication. Since its foundation in 2005, the group has grown steadily and has been awarded more than 130 international awards, including the Mobius Award, LIA - London International Awards, EuBEA - European Best Event Awards

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and numerous Lions at the Cannes Lions International Festival of Creativity. He is the owner of Blue Note Milano (part of an international network), the most famous jazz club in continental Europe, opened in 2003, which in the headquarters of Via Borsieri (and beyond) produces over 300 shows a year, invoices about 26% of jazz revenues in Italy (source: Siae) and is a leading reality in the jazz scene worldwide.

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