

CASTA DIVA GROUP COMPLETES THE ACQUISITION OF THE EVENTS BUSINESS UNIT OF PRODEA GROUP S.P.A. FOLLOWING AUTHORIZATION BY THE COURT OF TURIN

Milan, 5 January 2026

Casta Diva Group S.p.A. (CDG:IM) ("Casta Diva Group" or the "Company"), a company listed on Euronext Growth Milan and internationally active in the communication and live communication sector, announces that it has today completed, through its wholly owned subsidiary Nautilus 6 S.r.l., the acquisition of the business unit operating in the events sector of Prodea Group S.p.A. (the "Events Business Unit").

As previously disclosed in the press release dated 8 September 2025, the transaction was carried out within the framework of the negotiated settlement procedure concerning the crisis of Prodea Group S.p.A., following authorisation granted by the Court of Turin on 29 December 2025 and approval by the Board of Directors of Casta Diva Group on 2 January 2026.

The acquired Events Business Unit includes goodwill, ongoing commercial contracts, orders in progress and the employment relationships of the dedicated personnel.

Past liabilities and debts are expressly excluded, with the sole exception of severance pay and accrued holidays and leave relating to the transferred employees (TFR).

This transaction is fully aligned with Casta Diva Group's growth strategy and is aimed at further strengthening its presence in the live communication market, while consolidating its position as a leading operator in the events sector.

In 2024, the Events Business Unit generated revenues of Euro 11.9 million and an EBITDA of Euro 2.2 million.

The total consideration for the transaction amounts to Euro 3,000,000, based on an Enterprise Value of Euro 3,350,000, net of the severance indemnities related to the transferred employees, amounting to approximately Euro 350,000. The price was paid in full at closing.

Corrado Camilla and Marco Cicchetti, for Prodea Group S.p.A., commented: *"The transaction represents a great opportunity for Prodea Group, allowing the activities we have developed over more than 30 years to continue and grow within a solid, dynamic and highly specialised operator such as Casta Diva Group"*.

Andrea De Micheli, CEO of Casta Diva Group S.p.A., stated: *"The acquisition of Prodea's Events Business Unit, one of the most respected historic players in the market, is fully consistent with Casta Diva Group's development strategy, aimed at further strengthening its presence in the live communication market and consolidating the Group's market share, as befits the reference operator in the events sector. For the first time, Casta Diva has intervened in a crisis situation with a double objective: creating value for shareholders while supporting esteemed industry colleagues through a challenging phase. The consideration paid reflects the specific context of the transaction and is particularly attractive considering that, prior to the crisis and excluding other business lines, the Events Business Unit had generated EBITDA in excess of Euro 2 million. Furthermore, the limited overlap in client portfolios and the strong territorial presence of the business allow us to significantly strengthen our footprint in Turin, a market in which we were previously less*

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present. We are delighted to welcome Marco Cicchetti, Fanny Stefanetto and their eleven colleagues into Casta Diva Group and, in particular, into our live communication business unit. We are confident that together we will develop a profitable, high-quality business".

Francesco Paolo Conticello, CEO and President of G2 Eventi, a subsidiary that operates in the same live communication business unit, added: "I strongly believed in this transaction because I know the true value of the Prodea team: solid expertise, method, relationships and a long-standing history in our industry. The integration of skills, relationships and high-level planning will generate significant operational and commercial value and will allow us to further expand our presence in the territory, offering clients distinctive and innovative solutions in line with the tradition of G2 Eventi. The focus will be immediately on the exchange of ideas and creativity with a view to the cross-fertilisation of cultures and creative visions".

This press release is available on the www.castadivagroup.com website and on the authorised storage mechanism www.emarketstorage.com.

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 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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