

RNS Reach

24 July 2018

LIVE COMPANY GROUP PLC (“LVCG”, the “Company” or the “Group”)

- **BRICKLIVE Lite launches in Korea**
- **Korean market offering bolstered through addition of two new centres**
- **BRICKLIVE comes to Dominican Republic**

LVCG announces that it has secured the first three locations for BRICKLIVE Lite shows in Korea, following the concept’s announcement in June as a new brand extension consisting of temporary and smaller events or exhibitions, staged in venues including shopping centres and hotels. With fun, interactive activities for participants to get involved in, there are two 100 sqm shows at the Jeju Lotte Hotel (July to September) and the Busan Lotte Hotel (July to August), and a 825 sqm show at the Munwha Broadcasting Corporation in Daegu (July to October).

Designed to provide the BRICKLIVE experience but on a temporary basis, the BRICKLIVE Lite shows tap into a newmarket with two of the secured locations in hotels. Content for the shows continues to inspire all to learn, build and play, featuring BRICKLIVE’s staple brick pits, LEGO® Star Wars Zone, race tracks, graffiti wall and more.

LVCG is also bolstering its Korean market offering with the addition of two new centres. Located at the Hilton Hotel Gyeongju and Hanwha Resort GuJe Belvedere, the centres will serve as new permanent spaces.

The news comes as BRICKLIVE also today announces an expansion of its interactive experiences to the Dominican Republic with Latin American partner EXIM-Entertainment Division LLC in October, following its success across Brazil and Argentina. The show will debut in Santo Domingo and will be presented in a 2,000sqm space of Sambil Santo Domingo’s shopping mall. Enabling participants to enjoy the trademark activities within BRICKLIVE’s building zones, from building spaceships in the LEGO® Star Wars Zone to racing their own cars on a real race track, leading Dominican toy store La Novia de Villa will also be installing various models of LEGO® statues and product collections at the BRICKLIVE exhibition’s entrance.

David Ciclitira, Executive Chairman of LVCG, said: “The growing relationship with our Korean partner HiBrick continues to be fundamental to the growth of the business, and we’re delighted to announce the addition of two new centres as well as the first three locations for our BRICKLIVE Lite shows. We’re hugely focused on continuing to expand our presence internationally, so the launch of our Dominican Republic show is also a very important one for the business, and we’re very much looking forward to it being brought to life in October.”

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About the Company:

Brick Live Group

Brick Live is a network of partner-driven fan-based shows using BRICKLIVE-created content worldwide. It owns the rights to BRICKLIVE - interactive experiences built around the creative ethos of the world's most popular construction toy - LEGO®. BRICKLIVE actively encourages all to learn, build and play, and provides an inspirational central space where like-minded fans can push the boundaries of their creativity. Brick Live Group is not associated with the LEGO Group and is an independent producer of BRICKLIVE.

Parallel Live Group

Parallel Live was founded by David Ciclitira in 2015 and owns the rights to promote BRICKLIVE in the USA. It will be responsible for running and promoting those events. Including the location hire, event design, event construction, advertising and marketing, media planning, website design, event management, public relations and ticket sales, while Lego Systems, Inc will provide some of the content.

Website: www.livecompanygroup.com