

RNS

[10] July 2018

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

BRICKLIVE Monaco Christmas to launch in Christmas 2018

LVCG is pleased to announce a partnership with the Grimaldi Forum for the launch of BRICKLIVE Monaco Christmas.

On 9 July 2018, the Company’s wholly-owned subsidiary, Brick Live International Limited (“BLI”), entered into a licencing agreement (“Agreement”) with Grimaldi Forum Monaco SA (“GFM”), a company incorporated in the Principality of Monaco, pursuant to which GFM shall stage and promote the BRICKLIVE Christmas show (“Show”) at the Grimaldi Forum, Monaco, from 22 December 2018 to 6 January 2019.

Under the Agreement, BLI shall provide content on loan to GFM for the Show and shall be entitling to 50 per cent. of the profit for the Show (after costs).

Following the success of BRICKLIVE Christmas in London’s Saatchi Gallery in 2017, BRICKLIVE Christmas will launch in Monaco at the principality’s prestigious, Grimaldi Forum, to offer fans the ultimate brick-building experience for the entire family during the Christmas holidays.

BRICKLIVE Christmas will showcase all the best bits of BRICKLIVE shows in 2018. Activities will include an interactive build zone featuring LEGO Friends bricks and a dance zone, a Monaco build map with all the favourite construction bricks, colourful brick pits with 250,000 bricks to create with, a 10m graffiti wall, the famous race ramps for visitors to race their creations and much, much more. From Christmas and creative build zones, through a dedicated Star Wars Zone, to Minecraft and Galactic adventures, each zone will provide a different brick-based, interactive activity for fans to build their dream creations.

The main attraction of the event will be the impressive, professionally built Animal Paradise LEGO® statues along with a selection of Christmas themed builds.

To announce this launch, on Monday 9th July BRICKLIVE staged a pop-up at the Grimaldi Forum, featuring five amazing life size LEGO models – the elephant, tiger, leopard, gorilla, and a lion. After learning that the elephant alone took 271,000 bricks and 1,600 LEGO bricks to build, local press such as Monaco Matin were invited to a preview of the five fantastic animals which will be featured as part of the upcoming BRICKLIVE Animal Paradise Tour in Korea.

David Ciclitira, Chairman said: “Following the success of BRICKLIVE Christmas in Saatchi Gallery, we are delighted we are progressing with this event, particularly in Monaco. This is a partnership with The Grimaldi Forum and we hope that this will become a tradition for Monaco for a number of years. Over the Christmas and New Year period many come to Monaco from Cote D’Azur and Italy, so this is a key date and market for us and is a great opportunity.”

Sylvie Biancheri, Managing Director the Grimaldi Forum said: “At the Grimaldi Forum we have been looking to set up a stand out exhibition for some time. We first saw BRICKLIVE in Basel and so there was no doubt that we wanted the show to join us. We look forward to working with the BRICKLIVE team on this and for years to come.”

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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

The information contained within this Announcement is deemed by the Company to constitute inside information as stipulated under the Market A