

RNS Reach

7 June 2018

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

BRICKLIVE’S ASEAN TOUR BEGINS IN JAKARTA

LVCG is pleased to announce the launch of the BRICKLIVE ASEAN Tour with a show in Jakarta, Indonesia, running for ten days from 7th – 17th June 2018.

The show will be hosted in and split across two floors of the impressive PIK Avenue lifestyle and shopping mall in Jakarta.

The event is being run in partnership with Thai entertainment conglomerate, BEC-Tero Entertainment Public Company Limited.

Sponsorship of the event is coming from Tokopedia, an online retailer. Tokopedia are using virtual reality to engage audiences using VR technology in PIK Avenue with LEGO-themed stands throughout the mall.

The official bank sponsor is CIMB Niaga, who have a digital lounge in the shopping centre featuring BRICKLIVE promotional content. Additionally, they are promoting the shows throughout their various channels.

Other sponsorship comes in the form of a media and communications partnership with In Season. There are 12 other media partners including, 90.4 Cosmopolitan FM, GOTOMALLS.com and merdeka.com

The event showcases the launch of four newly commissioned LEGO models that represent locations of the ASEAN Tour: a Tuk Tuk (Bangkok), National Monument (Indonesia), Petronas Towers (Malaysia), and Merlion (Singapore), and these models will require over 100,000 bricks alone.

On the first floor it will occupy the atrium of PIK Avenue and be the focal point for members of the public. Featured will be a stage bearing the signature red and yellow BRICKLIVE colours, where dance competitions and other interactive activities will also be hosted for the duration of the show.

The venue for the second level is in the function hall of the shopping centre where there is a LEGO retail shop and more of the fans favourite BRICKLIVE features.

Neil Thompson, CEO, BECTERO: “We are all very excited that we are able to launch the BRICKLIVE Tour in Asia. Jakarta is going to be a first great event and we are looking forward to taking the tour to Thailand and then travelling to Malaysia and Singapore in November.”

David Ciclitira, Executive Chairman of LVCG: “To begin the ASEAN tour with such a strong ten-day show in the prestigious PIK Avenue demonstrates our belief in BRICKLIVE and our ambitions for the brand. The event incorporates such an impressive variety of

attractions, from dancing to VR, adding to the universal appeal of the BRICKLIVE offering. That we have been able to secure specially commissioned models as teasers of the ASEAN Tour locations to come is particularly exciting and we cannot wait to take the show around the region.”

-END-

Enquiries:

Live Company Group Plc
David Ciclitira

Tel: 020 7225 2000

Stockdale Securities Limited
Richard Johnson / Edward Thomas

Tel: 020 7601 6100

Shard Capital Partners LLP
Damon Heath

Tel: 0207 186 9950

W Communications, PR agency
James Porter

Tel: 07568 514 244

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