

[12] July 2018

**LIVE COMPANY GROUP PLC**  
("LVCG", the "Company" or the "Group")

**BRICKLIVE Animal Paradise to begin three-year event tour of China**

The Company is pleased to announce that the BRICKLIVE Animal Paradise show, created by BRICKLIVE Touring, will begin a three-year, twenty city tour of China, beginning on 7 September 2018 at the world-famous National Stadium in Beijing, also known as the Birds Nest Stadium.

LVCG's wholly-owned subsidiary Brick Live International Limited ("BLI") has entered into a licence agreement with Bricklive Centre Education Technology (Beijing) Co., Ltd ("BLC"), the Group's 49%-owned joint venture in China, for the exclusive right to sub-license the staging and promotion of BRICKLIVE Animal Paradise in China.

Pursuant to the agreement, BLC has entered into a sub-licensing agreement with Decheng Holding Industrial Co., Ltd (company no: 911101083181089867) ("Decheng") for the organisation and staging of the tour shows across the 20 venues until September 2021. In addition, Decheng has an option to extend the sub-licensing agreement for a further 3 years on the same terms, to take the show to an additional 20 cities. The total value to BLI of the initial 3-year contract is US\$3.1 million, comprising both content and show licence fees.

The creation of this BRICKLIVE Animal Paradise show has been funded by BLC, and under the agreement with Decheng, BLC receives a guaranteed percentage of sponsorship and ticket revenue.

The preservation of rare animals is a crucial topic for China at the moment and so the aim of this new tour is an educational one. BRICKLIVE Animal Paradise will feature a spectacular array of more than 60 LEGO built animal models and will serve as an ideal learning through play platform, through which to engage both children and adult visitors alike. The event will bring together both physical and digital educational experiences.

Throughout the BRICKLIVE Animal Paradise tour, BRICKLIVE will be working closely with each host city to create educational programmes that encourage the involvement of local schools by influencing their curriculum. LEGO Systems Inc. in China has increased its focus on the educational advantages of LEGO bricks and now BRICKLIVE will be working closely alongside these efforts.

The Company's expectation is that the 3-year BRICKLIVE Animal Paradise tour will attract up to a million visitors.

For more information on Decheng Holding Industrial Co., Ltd, see: <http://www.ccncdc.com/>

**David Ciclitira: Executive Chairman at Live Company Group, said:** "This tour represents the culmination of everything we have worked and aimed for. Coupled with the launch of the new contract in Korea at the end of June, the BRICKLIVE Animal Paradise tour demonstrates that we have truly captured the world's attention with BRICKLIVE. To be pairing this presence with the pressing issue of protecting endangered species is immensely rewarding."

**Sarah Chong, JV Partner, said:** "This venture is extremely exciting. China's appreciation for enhancing educational coupled with the national focus on endangered species makes it the perfect location to tour with such an impressive event output."

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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](http://www.livecompanygroup.com)

The information contained within this Announcement is deemed by the Company to constitute inside information as stipulated under the Market Abuse Regulation (EU) No. 596/2014.