

RNS Reach

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LIVE COMPANY GROUP PLC

(“LVCG”, the “Company” or the “Group”)

Parallel Live Announces Joint Venture Agreement with Three Six Zero for BRICKLIVE in USA and Canada

LVCG is pleased to announce that its wholly-owned subsidiary Parallel Live Group Limited (“PL”) has signed a joint venture with US-based company Three Six Zero, forming the new company Parallel Three Six Zero Inc. (“PTSZ”). PTSZ has been granted exclusive rights by PL to promote BRICKLIVE events in North America and Canada with Brick Live International Limited as its content provider.

Three Six Zero is an international management, intellectual property, and technology company based in Los Angeles. Working with prominent entertainment figures, tech companies and lifestyle brands, the company is dedicated to fostering innovation and creativity across each new business venture.

PTSZ has agreed terms for an exclusive agreement with Live Nation Entertainment, Inc. for the promotion of BRICKLIVE events throughout North America and Canada. BRICKLIVE is a LEGO based events including features such as BRICKLIVE Animal Paradise which recently launched in Beijing. These rights are initially for one show, and if successful, would allow for a minimum of a further two shows to be staged.

The location of the first show will be at The Star in Frisco, Texas, on 26th and 27th January 2019.

David Ciclitira: Executive Chairman at Live Company Group, said: “We consider Three Six Zero to be one of the USA’s most innovative content companies. I believe our new Joint Venture, PTSZ, will make the BRICKLIVE shows one of the leading Kids brands in the USA. Three Six Zero also have a longstanding relationship with Live Nation who we are delighted to be working with. The fact that Live Nation has chosen The Star in Frisco as the initial venue is very exciting.”

Paul Macrae: Chief Operating Officer at Three Six Zero, said: "Three Six Zero values innovation and recognises the importance of strong family ties. Nothing epitomises both as much as the ‘Lego’ brand. Working with the Live Company Group and Live Nation, we are excited to deliver the BRICKLIVE show to Lego fans across North America. This show brings fun, creativity and learning to the next generation of entrepreneurs and innovators. We're pleased to be able to help young audiences discover their own ingenuity and find their future paths."

Drew Cantor at Live Nation Entertainment, said: “We are excited to be teaming up with Parallel Live and Three Six Zero to bring one of the most innovative family events to America. BRICKLIVE is not only a modern and educational event for kids, but also a fantastic pastime experience for adults. BRICKLIVE is seeing success all around the globe and we anticipate it being a huge success in America.”

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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.

Three Six Zero

Three Six Zero is an international management, intellectual property, and technology company based in Los Angeles. The company represents a number of high profile figures at the forefront of music, film, television and digital content.

Live Nation Entertainment

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Sponsorship. For additional information, visit www.livenationentertainment.com.

Website: www.livecompanygroup.com