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8 January 2018

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

### **Significant new BRICKLIVE contract in Brazil and oversubscribed placing to raise £1.6 million**

#### **BRICKLIVE**

LVCG is pleased to announce that Bricklive International Limited (“BLI”), a subsidiary of the newly acquired Bricklive Group Limited has today entered into a six-year contract with Universal Entretenimento e Produções LTDA (“UEP”) for BRICKLIVE events in Brazil. The contract provides a guaranteed 30 events every 15 months (a “Period”), which will increase the number of contracted BRICKLIVE events in 2018 to approximately 60, twice the number of shows previously contracted for the year.

Under the new contract, UEP will organize, promote and stage each BRICKLIVE event, and BLI will source and provide content for the events. BLI shall receive license fees with the potential for further revenues through merchandising and additional content income.

#### **PLACING**

In order to support the continued expansion of BRICKLIVE's increased network in South America and Asia, LVCG also announces that it has raised £1.6 million (gross) through an oversubscribed private placing by Shard Capital Partners LLP of 4,571,425 new ordinary shares of 1p each in the Company (“Shares”) at a price of 35 pence per new Share.

The new Shares rank *pari passu* with the Company's existing issued Shares and are being issued under the Company's existing share authorities. The placing price represents a discount of 18 per cent. to the closing price on 5 January 2018 and a premium of 17 per cent. to the price of the Company's placing completed in December 2017.

Application has been made for the admission of the 4,571,425 new Shares to trading on AIM (“Admission”) and dealings are expected to commence on 15 January 2018.

Following Admission, the enlarged issued share capital of the Company will comprise 52,779,218 Shares. Each Share has one voting right. No Shares are held in treasury. Accordingly, the total number of voting rights will be 52,779,218. The above figure may be used by Shareholders as the denominator for the calculation by which they will determine if they are required to notify their interest in, or a change to their interest in, Live Company Group plc under the FCA's Disclosure Guidance and Transparency Rules.

**LVCG's Executive Chairman David Ciclitira stated:** *“To start 2018 with such a significant increase in contracted events speaks volumes for the success of the BRICKLIVE brand. Having had such a successful start to the year, I look forward to continued growth in 2018, especially in our expanded*

*emerging markets. We are delighted to welcome our new institutional and other investors to the register, including Miton Group plc.”*

The Company also announces the appointment of Shard Capital Partners LLP as its joint broker alongside existing broker and nominated adviser Stockdale Securities Limited.

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 ("MAR"). Upon publication of this Announcement, this information is now considered to be in the public domain.

Enquiries:

Live Company Group Plc  
David Ciclitira

Tel: 020 7225 2000

Stockdale Securities Limited, Nominated Adviser and Joint Broker

Richard Johnson / Edward Thomas

Tel: 020 7601 6100

Shard Capital Partners LLP, Joint Broker

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 LEGO® LIVE in the USA as part of a three-year contract. 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)

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