

RNS Reach

3 May 2018

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

LVCG debuts BRICKLIVE Kids’ Club

LVCG is pleased to announce the launch of Brick Live International Limited’s latest venture: BRICKLIVE Kids’ Club, having signed a three-year contract with South Korea’s Haevichi Hospitality Guam Inc.

BRICKLIVE Kids’ Club will be a permanent hotel fixture, creating a colourful 100sqm play zone with 18,000 bricks. It will include a brick pit, BRICKLIVE Build Zones featuring LEGO® Friends and City bricks, a graffiti wall and race track zone.

The concept is a mini version of the two larger BRICKLIVE Centres already located in shopping centres in Seoul.

The new branded franchise, which builds on the success of Brick Live’s first hotel-based BRICKLIVE pop-up created in the Ananti Cove Hotel in Busan last August, extends the concept to The Westin Chosun Haevichi Resort, Guam, from early May 2018. The deal is expected to be the first of additional signings over the course of 2018, as LVCG looks to roll out BRICKLIVE Kids’ Club with additional partners throughout the Far East.

Haevichi Hospitality Guam Inc., a subsidiary affiliate of Hyundai Motor Group, took ownership of the Westin Resort Guam in February 2017 as the hotel celebrated its 20th anniversary.

David Ciclitira, executive chairman at Live Company Group, said: “BRICKLIVE Kids’ Club is another exciting opportunity for BRICKLIVE. Built for LEGO® enthusiasts, BRICKLIVE shows have quickly become some of the world’s fastest growing LEGO-based experiences worldwide and we are very excited to extend mini BRICKLIVE hubs into hospitality spaces to make BRICKLIVE even more accessible. I am personally passionate about providing a learning environment where children can experience that there is no limit to their creativity – so launching a club especially for kids, with the opportunity to scale via our network, felt like a natural step.”

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