

28 June 2018

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

BRICKLIVE ANIMAL PARADISE AGREEMENT

LVCG announces that, on 28 June 2018, its wholly-owned subsidiary Bricklive Touring Limited entered into a show licence agreement (the “Agreement”) with Oracle Projects International Co. Limited (“Oracle”) and Live Digital, Inc. Limited (“Live Digital”) (together, the “Licensee”), each being companies incorporated in South Korea, in relation to the staging and promotion of the BRICKLIVE Animal Paradise shows, initially in South Korea and Macau, with the option for Japan, Taiwan and Hong Kong with additional annual licence fees.

BRICKLIVE Animal Paradise will be the first Bricklive Touring exhibition, and is designed to educate the LEGO fan community about endangered species, featuring more than 60 LEGO animals, including a full-size African elephant and a Mako shark.

The Agreement will first bring BRICKLIVE to the Busan International Film Festival in South Korea. This will consist of a precursor to BRICKLIVE Animal Paradise running from July 2018 to November 2018, and an experiential BRICKLIVE, featuring LEGO wizard and Knight Models, to run until February 2019. BRICKLIVE Animal Paradise will follow launching in Macau over the Christmas period and hosted within Oracle’s specially built Mega Dome.

The Agreement is for an initial three-year term and may be extended at the option of the Licensee for a further three years. Under the Agreement Bricklive Touring Limited shall provide the Licensee with content on loan for the BRICKLIVE Animal Paradise shows in return for the payment of content and license fees totalling US\$2.05m for the initial three-year term.

The Busan International Film Festival, held annually in Haeundae-gu, Busan, South Korea, and now in its 23rd year, is the largest event of its kind in Asia. In 2017 it featured 300 films from 76 countries, with a total attendance of over 190,000 visitors.

Designed and engineered by Oracle Projects, the highly versatile Mega Dome will be a spectacular location for Animal Paradise. Projections relating to the jungle, wild lands, oceanic and snow and ice themes will be displayed on the outside and inside of the dome, and by pairing with themed music the dome will recreate a real-life experience.

David Ciclitira: Executive Chairman at Live Company Group, said: “It is extremely exciting to be growing our offering in the Far East. As a location, Korea is the creative hub of BRICKLIVE and it has been the incubator for many BRICKLIVE initiatives since the beginning. The Bricklive Touring contract outlines exactly the journey that BRICKLIVE is going on as we mature as a business and an offering. It represents a new form of BRICKLIVE that is sophisticated and has a longer shelf life. It will feature more models and the touring style widens the audience dramatically.”

Katherine Chung, Director of Development, Oracle Projects: “The new format for this BRICKLIVE show is brilliant. The Mega Dome is a spectacular setting and will make the

experience even more of an event and draw in crowds. Added to this is the location; Busan is the second city of Seoul and is growing rapidly in terms of wealth and population.”

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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

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.