

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

BRICKLIVE Japan Update

A tale of two cities as BRICKLIVE continues to fulfil the fans’ growing demand in Japan

LVCG continues to grow its market presence and enhance its reputation throughout Japan by simultaneously running two BRICKLIVE events over the past few days. The cities of Shizouka and, for the first time Akihabara both opened their doors on Saturday 11th August to crowds of BRICKLIVE fans ready to enjoy the interactive content.

Both events ran across the weekend with Akihabara running until today, while Shizouka finished yesterday. Both shows were very well attended, as the content continues to inspire all to learn, build and play, featuring BRICKLIVE’s staple brick pits, LEGO® Star Wars Zone, race tracks, graffiti wall and more.

David Ciclitira: Executive Chairman of LVCG, said: “We are delighted to see this exciting expansion within Japan. Together with Korea, where we first began our international expansion, Bricklive Japan continues to grow its number of shows this year. It is such a great achievement to see the brand continue to grow.”

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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

