

RNS Reach

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

LVCG expands further into Korea with launch of BRICKLIVE Kids’ Café

LVCG is pleased to announce that BRICKLIVE Kids’ Café is launching next month in the world famous and neo-futuristic Dongdaemun Design Plaza (“DDP”) in Seoul, South Korea.

Working in partnership with Korean food Celebrity Hino, BRICKLIVE Kids Café will be a permanent venue featuring magnificent LEGO® animals such as a leopard, a lion cub, two macaws and the fan-favourite Feed the Frog game. As well as the dramatic models, the café will also feature BRICKLIVE’s top attractions, including a brick pit, an interactive graffiti wall and racetracks.

The venue for the Café is itself immensely impressive. DDP is a major urban development landmark in Seoul, and a cultural hub in the historical district of Dongdaemun, South Korea’s largest fashion district and popular tourist destination. Designed by British-Iraqi architect Zaha Hadid, winner of the 2004 Pritzker Prize, the DDP was one of the driving forces behind Seoul’s designation as World Design Capital in 2010 and it has been lauded as the new hub for design and modern culture in South Korea.

Hino is well known in Korea for designing, creating and launching brands and restaurants around Korea and the Far East. As a result, she is the perfect partner as BRICKLIVE looks to engage new demographics around the world.

David Ciclitira: Executive Chairman at Live Company Group, said: “Having signed the contract for the launch of 100 Kids’ Cafés by 2022 across China, we are delighted to launch the first BRICKLIVE Kids’ Café in Korea, marking a new license strand for the Brick Live Group. As Korea’s presence on the global stage grows, we are excited to be working with Hino at launch to help amplify the BRICKLIVE brand among new audiences and current fans. To be able to help the BRICKLIVE brand grow with a permanent presence in the spectacular DDP is an opportunity we are looking forward to seeing develop.”

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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