

NOTES FROM RUTH CUNNINGHAM



Can you remember where you were the first time you saw one of our incredible life-sized models of a dragon, a dinosaur, an elephant or even a woolly mammoth? With the expansion of our tours programme, more people across the world are going to be able to share in the incredible artistry of the team at Bright Bricks. As I'm writing this June newsletter we have exotic creatures on show in two continents, with Animal Paradise in the USA and a T-rex guarding the front of Marwell Hall in the UK as part of Brickosaurs.

This month I'm pleased to bring you news of our new partnership with Nickelodeon UK & Ireland and with Licensing Merchandising Limited to expand our merchandising range. The Company now has 12 exciting tours and we have plans for more - watch this space!

LETTER FROM THE CHAIRMAN



We have had a very exciting period having secured new partners including Nickelodeon which marks a significant milestone for the Company, working with the number one children's entertainment brand in the world to create exciting new themed tours of popular Nickelodeon and Nick Jr tv shows that will be exhibited in the UK and Ireland. We also announced the launch of BRICKLIVE shows in Brussels and Aberdeen and have a number of tours being exhibited around the UK this summer. This is very exciting time for the Company as the BRICKLIVE brand continues to grow across the world.

RECENT ANNOUNCEMENTS

NICKELODEON

In June we announced the Company has secured a five-year agreement with Nickelodeon UK and Ireland for the creation of themed tours associated with the Nickelodeon brand, including Nick Jr. The first themed tour, launching this summer, will be based on PAW Patrol, one of Nick Jr.'s most watched television shows in Europe and America by young children, with the tour featuring a collection of 15 models of the show's most popular characters including Ryder, Chase, Marshall and Skye. The partnership marks a significant milestone for the Company working with a global children's entertainment brand delivering interactive and entertainment experiences, focused around these very popular children's characters.

LICENSING MANAGEMENT INTERNATIONAL LIMITED

In May 2019 the Group announced it had appointed Licensing Management International Limited as the Group's agent in respect of identifying partners for the licensing and merchandising of BRICKLIVE branded merchandise and products to be sold at the Group's BRICKLIVE shows, tours and events. LMI has a wealth of experience in this field and is currently working with international brands such as Game of Thrones, Nestle and Shell and we look forward to developing our merchandising range.



BRICKLIVE TOURS IN UK, CHINA AND JAPAN

On the 25 April we announced BRICKLIVE Ocean, our latest touring show, which will be exhibited at Edinburgh Zoo from the 6th July to the 8th September 2019. Late in May 2019 we confirmed that some of our models from the Brickosaurs collection will be exhibited in the New Yansha Mall in Beijing. New Yansha Mall is one of Beijing's largest shopping centres and exhibiting the BRICKLIVE Brickosaurs tour provides a fantastic platform to showcase our touring assets. Following the success of our larger touring show, BRICKLIVE Animal Paradise, in both China and America, the Company announced it had created a smaller BRICKLIVE Animal Paradise tour, featuring a collection of 12 brick-based models and interactive features. The first stop will be the Toki Messe Centre, Niigata, Japan from the 31st July to the 30th September 2019.

BRICKLIVE SHOWS IN BRUSSELS, BELGIUM AND ABERDEEN, SCOTLAND

In May 2019 the Company announced that it had signed a multi-year agreement with Exhibition Hub SPRL to promote, manage and operate BRICKLIVE Shows exclusively in Belgium with the first BRICKLIVE show occurring from the 25th October 2019 to the 3rd November 2019. In June 2019 we also announced the first BRICKLIVE Show in Aberdeen, hosted at Scotland's new state of the art venue, P&J Live, from the 20th to the 22nd September 2019. Tickets recently went on sale and we look forward to showcasing our BRICKLIVE Show at this fantastic venue.

QUESTIONS TO THE CHAIRMAN

HOW MANY TOURING SHOWS DOES LVCG HAVE?

We have seen our touring assets grow from one tour in mid 2018, namely Animal Paradise to nine tours post acquisition, with the addition of eight tours including an additional Animal Paradise, Big Cats, Fantasy Kingdom, Metropolis, Britannia, Safari, Mythical Beasts and Brickosaurs. These tours vary in size and can be seen in zoos, aquariums and horticultural societies, town and city centres, Business Improvement Districts (BIDS), museums, tourist attractions and shopping centres. We are expecting the number of themed tours to grow to 15 by the end of 2019 with the addition of new Nickelodeon tours and we are excited to exhibit these in the UK, Europe, America and Asia.



IN THE PRESS

BRICKLIVE ANIMAL PARADISE IN THE STATES!

BRICKLIVE Animal Paradise launched in Brookfield Zoo, Chicago in May 2019 and received a significant amount of positive reviews from both local and regional stations such as NBC and CBS. This is our first tour to launch in the United States of America and we look forward to developing our BRICKLIVE Zoo programme in the States. The Tour can be seen until the 29th September 2019.

BRICKLIVE RETURNS TO BIRMINGHAM, NEC

We are delighted to launch tickets to our autumn BRICKLIVE Show at the NEC, Birmingham. This is the first year the Company will promote, manage and operate the BRICKLIVE Show, which is a significant step for the Group. We are very excited to showcase some fantastic new content and interactive features that will delight family and friends alike. Tickets can be bought

80 MODELS ON DISPLAY AT KNOWSLEY SAFARI

The ultimate BRICKLIVE Safari can be seen at Knowsley Safari this summer, with over 80 brick-based models to admire, it's guaranteed to entertain all visitors. BRICKLIVE Safari can be seen from the 20th July to the 2nd September 2019.

BRICKLIVE CALENDAR

The BRICKLIVE Shows/Events & Other Activities calendar can be found and will be updated on a monthly basis.

LIVE COMPANY GROUP PLC ANNUAL ACCOUNTS

On the 14th June the Group published the 2018 Annual Accounts and a copy can be found here. A copy of the Group's 2018 Annual Report and Accounts, for those shareholders who have elected to receive the Annual Report in physical copy, will be issued shortly.

OTHER EVENTS

In June 2019 the Company announced that it has entered into an agreement with HADRAN 2006 D.S Marketing and Tickets Distribution Ltd to supply BRICKLIVE interactive brick-based exhibition content for an event to be held at the Holon Toto Arena, Holon, Israel from the 25th July to 31st August 2019.



IN THE SPOTLIGHT

This month we'd like to introduce Sarah Whittaker, Chief Marketing Officer, Live Company Group plc



WHAT IS A TYPICAL WEEK?

I joined the Company on the 1st May 2019 and it's been a very busy 6 weeks. My typical day involves working with our partners across the UK and Europe to ensure each BRICKLIVE event delivers the best possible experience for our customers. I'm involved in a multitude of activities across various cities which include Aberdeen, Monaco, Brussels, Geneva and of course our flagship show at the NEC, Birmingham later this year. Working with our partners, I'm responsible for the marketing campaigns of our events, ticketing, branding and event communications to name a few. The largest area of focus for me is our BRICKLIVE Show in the NEC, Birmingham and with so many new features being showcased this year, it's going to be an exciting show. I'm delighted to be working with such a creative team, bringing fun concepts to life.

WHAT ARE THE KEY OPPORTUNITIES?

The key opportunity is growth of the Company and growth of the BRICKLIVE brand. Already, we have 50 events planned for 2019 and this will grow by the end of 2019 and 2020. Marketing the BRICKLIVE brand to new partners across all corners of the world is the clear priority and focus for the Company, whether it's shows, tours or other activities. The European, Asian and American markets are very interesting and I would expect our brand to continue to grow in these areas. We

We recently announced our partnership with Nickelodeon, working with a global children's brand to develop and create themed tours of their popular shows, is very exciting and certainly has raised the profile of our brand. Working with similar global partners to take our fantastic tours to other international markets is a key opportunity and it's an exciting time.

We have an opportunity to expand our touring shows and our merchandising products, and growing this is key to our growth plan which will mean marketing them to our partners becomes very important.

WHAT IS THE MOST SATISFYING PART OF YOUR JOB?

The greatest satisfaction for me is seeing families walking away from our shows with huge beaming smiles, knowing that families are playing, creating and building together ultimately making it a memorable day out. Then you know you've done a good job!

CAN YOU LIST 3 BRICKLIVE HIGHLIGHTS?

- Working with new and existing partners in the UK and Europe
- Our recently announced partnership with Nickelodeon
- Announcing new features that will debut at the BRICKLIVE show, Birmingham