



Notes From Ruth Cunningham

Welcome to the April edition of our Monthly Newsletter. It's finally spring for us in the Northern Hemisphere and the warmer days and longer evenings are a great incentive (as if you needed one) for our UK readers to get out and about and see one of our magnificent touring shows taking place over the Easter break. Whilst we're enjoying the warmer weather, that doesn't stop the planning for the rest of 2019. In the past month we've announced that the Company will be promoting and operating our BRICKLIVE flagship show at the NEC, Birmingham, in the winter, as well as the return of the BRICKLIVE Christmas show in Monaco.



Letter From The Chairman

Over the last month I have spent a lot of time meeting our partners in South Korea, Japan, China and Thailand discussing the BRICKLIVE brand. More on this will follow in due course.

I was delighted to see the reception the brilliant Brickosaurs has received after it launched in Marwell Zoo and that we've premiered another tour, BRICKLIVE Force, in Duisberg in Germany. Happy Easter!



Our jaw-dropping T-Rex model gets unleashed at Marwell Zoo, UK

NEW ACTIVITIES

BRICKLIVE SHOW, NEC, BIRMINGHAM UK

On 2 April 2019, Live Company Group PLC (the "Group" or "LVCG") announced that it would promote, manage and operate its flagship UK BRICKLIVE Show at the NEC in Birmingham in 2019. This will be the first year the Group will have taken on these responsibilities and NEC 2019 will showcase some of its new touring assets including BRICKLIVE Force and BRICKLIVE Outerspace along with other new fun features which will be announced closer to the time. We'll continue to expand the content of the show to excite all LVCG's fans.

We also announced that Sarah Whittaker will be joining LVCG as Chief Marketing Officer and will be responsible for running the NEC show as well as other BRICKLIVE shows and events in the UK and Europe. Sarah brings a wealth of experience to the Group having managed BRICKLIVE events at the NEC for the previous promoter and, prior to that, working with the Ticket Factory/NEC for over 5 years.

BRICKLIVE'S SECOND CHRISTMAS SHOW IN MONACO

On 2 April 2019, LVCG also confirmed that BRICKLIVE Christmas will return to Monaco for the second year running. The success of the show in 2018 and strong popular demand means it will be returning to the Principality's prestigious Grimaldi Forum between the 21 December 2019 and the 5 January 2020, once again offering fans and families the ultimate brick building experience. The Show will feature two of our latest tours, BRICKLIVE Ocean and BRICKLIVE Force.

IN THE PRESS

BRICKLIVE FORCE, DUISBURG, GERMANY

On 12 April 2019, BRICKLIVE and our partners AWC AG launched BRICKLIVE Force at the Explorado in Duisburg, the largest children's museum in Germany. We held a prelaunch event for the national press, that was very well attended during its opening weekend. The show will run until the end of August 2019.

BRICKLIVE BRICKOSAURS LAUNCH IN MARWELL ZOO

The spectacular Brickosaurs launched in Marwell Zoo on 5 April 2019 and attracted a significant amount of press and media attention. It also featured in the April edition of the British Airways High Life magazine as "the" event to visit in the UK. Brickosaurs is one of our largest touring assets and took our team in Bordon more than 969 days and over two million bricks to complete. Brickosaurs is already proving hugely popular and we are extremely proud of it.



British Airways Magazine Feature

IN THE SPOTLIGHT

This month we'd like to introduce Mark Guest, Creative Director of the BRICKLIVE Group. Mark is one of our senior staff, having joined the team in July 2017.

WHAT IS A TYPICAL WEEK?

There is no such thing as a typical week, which is actually the best thing about my job. My role is very varied and involves creating visual material to support a particular concept and produce material for shows and events. Mostly, I travel to a lot of different venues around the world to see how the BRICKLIVE shows and events can be adapted to different spaces to provide a memorable experience for our customers. I then present these ideas to our fantastic partners and work closely with them to develop the concepts and floorplans. I visit the venues during the installation process, often running around with a measuring tape in my hand to ensure the show delivers the best possible experience for our customers and embodies the BRICKLIVE brand of an interactive and creative environment. That pretty much fills my week.

WHAT ARE THE KEY CHALLENGES AND OPPORTUNITIES?

There are plenty of opportunities, but probably the largest is continuing to enhance the BRICKLIVE experience through developing new concepts and touring shows. Seeing a show/theme come to life that started out as a mere sketch on paper, is incredibly satisfying.

Creating new themes, adapting these to floorplans and providing a memorable customer journey, can be a challenging but a rewarding process. Most venues have a different layout and because we have so many different tours, it means one solution does not fit all. One of the largest challenges is sometimes trying to fit tours into very tight spaces and a great example is our latest show, BRICKLIVE Force. The space in Duisburg was challenging, but we developed a great layout and delivered an excellent show that looked exactly how I imagined.

WHAT IS THE MOST SATISFYING PART OF YOUR JOB?

Seeing visitors enjoy the show, watching families play together and build together. It never gets old watching children enjoy the BRICKLIVE experience and knowing I've played a part in that is very satisfying.

CAN YOU LIST 3 BRICKLIVE HIGHLIGHTS?

It is difficult to select the top three highlights as there have been so many, here are just a few:

- Helping create the original concept of Animal Paradise and developing the experience;
 - Getting to work with many different markets and different partners across the world including Japan, Korea and Germany is incredible and educational;
 - Developing the content for BRICKLIVE Force with our creative design team was very exciting.
- Being a big sci-fi fan, I was allowed to let my imagination run wild on a subject close to my heart.



QUESTIONS TO THE CHAIRMAN

Is the Group going to publish a calendar?



BRICKLIVE Force kicks off in Duisburg, Germany



BRICKLIVE Christmas Monaco



BRICKLIVE Force, Duisburg, Germany

FURTHER INFORMATION

We hope you have enjoyed the 4th edition of our Monthly Newsletter. If you have any further questions please contact Ruth Cunningham at r.cunningham@livecompanygroup.com For more information visit www.livecompanygroup.com