



Letter from the Chairman

We've had an extremely busy January with events in North America, China and the UK including our successful BRICKLIVE show in Dallas, Texas where attendance was in line with expectations. We hope we can emulate that success with future BRICKLIVE shows in the United States in 2019. We've also successfully completed a recent Placing event and announced a new partnership with AWC AG to host BRICKLIVE events in Germany. We launched the Great Brick Safari in RHS Wisley which has been well received and have spoken to a number of Zoos in Europe and the USA regarding our BRICKLIVE Zoo programme which is a fantastic opportunity to celebrate endangered and protected species. I'm extremely grateful to our shareholders who continue to support the BRICKLIVE story and share my vision of the Company becoming a global live events content provider. We have a busy year planned, focusing on delivering more touring assets and continuing to work with existing and possibly new partners across the world to deliver BRICKLIVE events.

- David Ciclitira, Executive Chairman



Notes from Ruth Cunningham

I'm pleased to present the February edition of the Monthly Newsletter. As our Chairman has already said, we've kept up the pace of 2018 with a very busy January. You'll find a report on Dallas and some more information about the new partnership with AWC AG below. This month our In The Spotlight section features one of the stars of BRICKLIVE Dallas, Master Builder Duncan Titmarsh who also happens to be the founder of Bright Bricks. Duncan's incredible builds have been featured widely in the press and you might remember that even built an entire house for James May for the UK TV Series "Toy Stories". I hope you enjoy the newsletter.

- Ruth Cunningham, Chief Operating Officer

New Activities

AWC AG CONTRACT

The Company is pleased to announce that it has signed an agreement with AWC AG ("AWC"), one of Germany's leading exhibition promoters, to provide three BRICKLIVE shows in Germany over the next 12 months, to include:

- a BRICKLIVE interactive show, to take place at Odysseus in Cologne for approximately four months;
- a BRICKLIVE - Force touring show, to take place at Explorado in Duisburg for approximately five months; and
- a BRICKLIVE - Brickosaurs touring show, to take place at Odysseum in Cologne for approximately three months.

Founded in 2001 and owned by AWC, the Odysseum in Cologne is a unique museum designed to excite children about science and the world around them while the Explorado is the largest children's museum in Germany and has 3 floors of hands-on exhibition space. Both spaces align with BRICKLIVE's vision of learning through play.

AWC will become the Group's exclusive partner in Germany, however in Europe (excluding the UK and Republic of Ireland), AWC will become a non-exclusive partner for other BRICKLIVE events and corporate builds and will also work with the Group to promote the BRICKLIVE Zoo programme in Germany.

EXPANSION OF THE BRICKLIVE ZOO PROGRAMME

The Group announced an equity fundraise with certain existing investors including David Ciclitira, the Group's Executive Chairman, raising in aggregate approximately £2.2 million gross (approximately £2.1 million net) to, inter alia, finance the expansion of the BRICKLIVE Zoo programme (including Animal Paradise, Brickosaurs and Ocean). With seven BRICKLIVE Zoo shows already scheduled for 2019 and an additional seven expected to be added during the year, the expansion of the BRICKLIVE Zoo programme is important to underpinning the strategic growth of the Group.

Further information can be found [here](#)



Great Brick Safari, RHS Wisley



Andreas Waschke (Chairman, AWC) and David Ciclitira (right)

In The Press

IN THE USA

We announced the successful conclusion of the BRICKLIVE Dallas show held at the Ford Center at The Star, Frisco, Texas. The Show was the first to be promoted by the Group's US joint venture, Parallel Three Six Zero Inc., and Live Nation Entertainment Inc. ("Live Nation") and was very well received by visitors. The training home for the Dallas Cowboys NFL team was transformed into a sea of interactive activities for children, families and fans to enjoy. Professional builders Duncan Titmarsh and Ed Diment held workshops and hosted time-trial challenges, all new additions to the Show. We received a lot of positive feedback from the event and in addition to lots of local press we were joined by FOX 4 News, ABC and CBS. The Company is in early discussions regarding further BRICKLIVE shows in the USA.

IN THE UK

We announced several tours in the UK in the January edition of the Newsletter, these include:

- The incredible Great Brick Safari which can be seen at RHS Wisley in Surrey;
- Bricks Britannia: A History of Britain can be found at Beane House of Art and Knowledge in Canterbury;
- Bricktropolis will visit Milestones Museum in Basingstoke; and
- Brickosaurs will be visiting Marwell Zoo.

The Big Cats Endangered Animals Tour will be visiting Chester Zoo in Cheshire from the 13th February to the 30th April and will feature 12 of the world's largest felines in life-sized models and include 10 smaller animals made of LEGO bricks dispersed around the Zoo. Further information can be found [here](#)

The Great Brick Safari will travel from RHS Wisley to visit Whipsnade Zoo in Bedfordshire between the 6th April and 2nd June 2019 and will feature a collection of life sized animal models. Further information can be found [here](#)

And finally, enjoy a visit to Touchwood Shopping Mall in Solihull between the 15th and 22nd February 2019 where children, families and fans can immerse themselves in our famous Brick Pits and Graffiti Walls. Further information can be found [here](#)

Click [here](#) to read our January edition of the newsletter



In The Spotlight

Duncan Titmarsh, Founder of Bright Bricks

This month we introduce Duncan Titmarsh, the original founder of Bright Bricks which was acquired by Live Company Group Plc in October 2018. Duncan set up the firm in 2010 and quickly joined by his co-director Ed Diment who shares his passion for LEGO® bricks. Together they've built an internationally acclaimed business building some of the largest and complex structures in the world, ranging from a scale model Tower Bridge for Jaguar Land Rover (containing around 5.8 million LEGO bricks) to a full scale model of a Rolls-Royce jet engine and a life-sized Formula 1 car for Force India. Now he's taken on the challenge of building our range of tours including constructing the largest touring LEGO brick dinosaur model ever made, an 8m T-Rex.



How did you first get involved in LEGO?

My mum bought me my first LEGO set at the age of 4, because I loved it so much she bought a lot of LEGO sets. During my teenage years, I didn't build as much however when I was 21 and walked through a shopping centre with my wife, I passed a toy store where I bought a LEGO set. Building that reignited my passion for the plastic brick. I was one of the founding members of Brickish which was a community forum for adult fans of the plastic brick in the UK. From there I began to collect and build my own models at home. I was invited to the Today Programme on BBC Radio where I was asked to build a smaller version of their set, live on air. Following that, I was asked to build a 1m building for a Client and a sunflower 1.5m tall. One thing led to another, and the business began to grow organically and that was the beginning of Bright Bricks.

What is your most unusual build?

A bus stop and shelter that was installed opposite Hamleys toy store on Regent Street in London. We had many discussions with TfL and Westminster City Council regarding it's location, size, logistics and safety measures. It was programmed to be installed for 4 weeks but due to its success it was there for 8 weeks.

What is the most memorable model you have ever built?

The Christmas Tree exhibited at St Pancras Station in 2011 was one of the most memorable models that I have built. The structure was 12.2m high, the base was 3.2m wide and it had 500,000 bricks. I had a team of 3 staff and I worked 16 to 18 hours a day for 5 weeks. As St Pancras was an operational station, the installation could only be done outside of operational hours (between 1am to 6am in the morning), it took 2 weeks to install. When it was installed we stood back and reflected on what we created and achieved.

What would you want to build that you haven't built before?

One day I would love to produce the iconic double decker London Bus that graces London's streets.

Chairman's Questions

As part of the Monthly newsletter, we respond to three questions submitted to the Company. We receive a large number of questions so if you don't see an answer to your question now then we'll address it in subsequent editions.

With the uncertainty surrounding Brexit, is the business sufficiently prepared for March 2019?

We are prepared for Brexit. Our business strategy is to provide content for live event shows across the world. We have events in Asia, North and South America as well as mainland Europe and the UK which means we are not reliant on any one territory. We have recently agreed terms with AWC to provide logistical support, including the provision of warehousing to store the models, which will provide the Group with additional, reliable access to central Europe.

Given the number of projects in the pipeline, is the business adequately resourced to meet the demand?

The Group has around 90 employees and we have over 35 model builders in Bordon. We have a significant quantity of bricks in stock which means we are well equipped to deal with our current order pipeline and any future requests. We have devised our own sophisticated computer software system which is used to plan our model builds from inception to completion ensuring they can be built in the most efficient way. In short, we have the resources, capacity and brick supply to meet the demand.

Are there other competitors in the Market?

I don't believe there are any other competitors in our market that can promote LEGO-based shows with their own content on the same scale and complexity as the Live Company Group can for the following reasons:

1. We are one of the largest model builders in the world (the first being LEGO's own factory in Kladno in the Czech Republic) and it is important to note LEGO do not manage or run live event touring shows. Our highly skilled and talented team in Bordon produce large and complex models within quick timescales which others cannot hope to match. Whilst there are a number of LEGO Licensed Certified (LCP) builders in the world these are smaller practices.
2. We have one of the largest stocks of bricks in the market and are adequately future proofed in terms of supply.
3. We have a very good relationship with the existing LCPs and we have established relationships with promoters in Europe, China, America and South America to deliver BRICKLIVE shows.

Can you provide a calendar of events for 2019?

Starting from next month we'll include a regularly updated calendar of events in our newsletter.

FURTHER INFORMATION

We hope you have enjoyed the 3rd 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

BRICKLIVE is an independent producer and not associated with the LEGO® Group

