



Europe's Biggest Ever K-Pop Mega Festival, KPOP.FLEX, Is Coming to London's The O2

- *Taking place 22 - 24 September 2023 at London's iconic The O2*
- *The 3 day event will see up to 50,000 K-pop fans descend on the capital*
- *Saturday 23rd Sept to host the KPOP.FLEX Awards*
- *Tickets go on sale soon via kpopflex.com*

17th May, London: Following an incredible inaugural event in Frankfurt, which saw 65,000 fans descend on the city, K-pop continues its Global Tour as KPOP.FLEX, Europe's largest-ever mega K-Pop festival, comes to London for three exhilarating nights at The O2.

Taking place 22nd - 24th September 2023 at the world's most popular music, leisure and entertainment venue, the three day, cross-campus event will utilise the venue's iconic arena, indigo at The O2, and a range of other locations across the campus, with a Fan Fest offering fans a range of activities to immerse themselves in Korean culture. Fans can expect an array of the world's biggest K-pop idols, with the Frankfurt event bringing EXO's Kai, Monsta X, ENHYPEN, NCT Dream, Mamamoo and more to the stage.

To celebrate and honour the massive talents that have positioned K-pop on the global stage, KPOP.FLEX will debut the inaugural KPOP.FLEX Awards For Emerging Artists, taking place on Saturday 23rd September. Details are to follow.

Steve Sayer, VP and GM at The O2, said: *"We're so excited to be hosting Europe's largest ever K-Pop festival here at The O2 in September 2023. In recent years, K-Pop has taken the world by storm and so this is a huge milestone for us. We can't wait to build on the success of previous hugely popular K-Pop performances at the venue, and welcome some of the world's*

top K-Pop acts and their legions of fans to The O2 for a fantastic weekend festival event that will take over the full campus at The O2.”

The event is being staged by Kpop Europa, in partnership with promoter, PK Events. Kpop Europa is a joint venture between Live Company Group and EXPLORADO Group.

David Ciclitira, founder and chairman of Live Company Group, said, *“We’re delighted to be working with The O2 to deliver 3 incredible days celebrating K-pop to fans across the UK and beyond. We are super excited about the first edition of the International KPOP.FLEX Awards, which will showcase the very best talents of the K-Pop world!”*

Tickets will be available to purchase soon via www.kpopflex.com,

KPOP.FLEX also recently announced that the festival will also be returning to Frankfurt in 2023, with a weekend festival on 17 & 18 June to be held at Deutsche Bank Park stadium.

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About The O2

The O2 is the world’s most popular music, entertainment and leisure venue and has been visited by over 100 million people since opening in 2007. Playing host to over 400 events a year, The O2 is home to The O2 arena which is globally recognised as one of the world’s most iconic venues to play, and club sized music venue indigo at The O2.

A full day-out destination, there’s plenty to explore at The O2 including Up at The O2, a climbing experience across the world-famous roof; Icon Outlet, one of London’s most exciting retail destinations with up to 70% off 60 superstar brands; TOCA Social – an interactive football experience; Cineworld, London’s largest cinema with 19 screens; the 12-lane boutique Hollywood Bowl; Oxygen Freejumping trampoline park; immersive dining experience Mamma Mia! The Party; and over 30 bars and restaurants. Located just 15 minutes from Central London, The O2 is easily accessible via road, tube, bus or boat.

About Live Company Group

Live Company Group (LVCG) plc, founded by David Ciclitira, is a live events and entertainment group. David has been involved in promoting K-Pop concerts and art shows throughout Asia for the past 10 years.

LVCG owns the BRICKLIVE™ brand, a global content provider for brick-based events. BRICKLIVE focuses on creating environments that encourage interactive play, foster creativity,

collaboration and physical experiences in an inclusive and safe environment. BRICKLIVE is one of two primary divisions of LVCG.

LVCG formed a new division LCSE in December 2020 to conceptualise, acquire rights, commercialise and deliver sport, lifestyle and entertainment events.

About PK Events

PK Events is an event organiser whose major focus is on the implementation of open air (Sylt Open Air, Sauerland Open Air) and stadium concepts (e.g. Grönemeyer, PUR and Fanta 4 in Frankfurt or "Winter am Rhein" in Düsseldorf). PK Events operates throughout the whole of Germany, and its integral realisation of events covers everything from planning to final invoicing. CEO Peter Kötting has more than 30 years active experience in the entertainment and sports sectors in Germany.

About EXPLORADO GROUP

One of Europe's biggest all-rounder in the field of out-of-home-entertainment. A key player within its field, EXPLORADO GROUP offers an unrivalled 360-degree range of services, from concept creation, strategic implementation, development and operations of indoor and outdoor out-of-home entertainment attractions in Europe. Based out of Cologne, EXPLORADO GROUP has been responsible for the German appearances of blockbuster exhibitions like HARRY POTTER - THE EXHIBITION and GAME OF THRONES - THE TOURING EXHIBITION. EXPLORADO GROUP's own kids science camps and exhibition houses are not only a renowned addition to the range of German children's museums, but also have a unique selling point when it comes to entertainment for the whole family across Europe.

In the minds of its international partners the EXPLORADO GROUP, which was founded by Andreas Wasch, 30 years ago, is perceived as a leader in the planning and implementation of all concept ideas as well as the touring of major sell-out exhibitions and branded attractions. Andreas Wasch started his company as an independent promoter and organiser of stadium concerts for internationally-known artists in all areas of great music, including not only artists like the Rolling Stones, Tina Turner, Jon Bon Jovi, but also Luciano Pavarotti, Placido Domingo, Andrea Bocelli and Montserrat Caballé.

