

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION. If you are in any doubt as to what action to take, you should consult your stockbroker, solicitor, accountant or other appropriate independent financial adviser duly authorised under the Financial Services and Markets Act 2000, as amended. If you have sold or otherwise transferred your shares in Live Company Group plc, please forward this document as soon as possible to the person through whom the sale or transfer was effected, for transmission to the purchaser or transferee. However those documents should not be forwarded to or sent into the United States, Canada, Australia, South Africa or Japan. Any person (including, without limitation, custodians, nominees and trustees) who may have a contractual or legal obligation or may otherwise intend to forward this document to any jurisdiction outside the UK should seek appropriate advice before taking any action.

LIVE COMPANY GROUP PLC (the “Company”)

(a public limited company incorporated in England and Wales with registered number 00630968)

Notice of General Meeting

You are recommended to read the whole of this document but your attention is drawn, in particular, to the letter from the Chairman of the Company which is set out on pages 6 to 8 of this document. This letter recommends that you vote in favour of the Resolutions to be proposed at the General Meeting. The Directors of Live Company Group Plc accept individual and collective responsibility for the information contained in this document including individual and collective responsibility for compliance with the AIM Rules. To the best of the knowledge and belief of the Directors (who have taken all reasonable care to ensure that such is the case) the information contained in this document is in accordance with the facts and this document makes no omission likely to affect the import of such information.

You will not have received a hard copy proxy form for this General Meeting in the post. You can instead submit your proxy vote electronically by accessing the shareholder portal at www.signalshares.com, logging in and selecting the ‘click here to vote’ link. Full details of how to vote are set out in the Notes to the Notice of Meeting. Please submit your proxy vote so as to reach the Company’s registrar as soon as possible and in any event no later than 2.30pm on 27 January 2021 or if you are a CREST member, by using the service provided by Euroclear.

ARRANGEMENTS FOR THE GENERAL MEETING IN LIGHT OF THE CONTINUING CORONAVIRUS PANDEMIC (“COVID-19”):

As a result of the current crisis of COVID-19 and the UK Government’s current measures to restrict public gatherings currently in force, please note that it will not be possible to hold the Company’s January 2021 General Meeting in its usual format. In particular, physical attendance in person by shareholders of the Company (other than the minimum number required to form a quorum, as arranged by the Company) will not be possible. Accordingly the General Meeting this year will be restricted to its formal business only and will be run as a closed meeting.

Shareholders should therefore comply with the Government’s rules by not attending the meeting in person and instead are strongly encouraged to submit their proxy vote, appointing the Chairman of the meeting as their proxy to ensure that their votes are registered. Shareholders will not be permitted to attend the General Meeting in person and will be refused entry should they attempt to do so.

In accordance with the Company’s articles of association, whilst submission of a proxy vote or the using of the CREST Proxy Voting Service (as applicable) would not ordinarily preclude shareholders from attending, speaking and voting in person at the General Meeting, shareholders are reminded that to attend in person would currently breach the Government’s measures in relation to COVID-19 as summarised above. Voting will take place on a show of hands as usual in accordance with the Company’s Article of Association (Articles), however, if the Company is of the view that this does not reflect the proxy votes, the Chairman of the meeting will direct voting to be by poll, again in accordance with the Company’s Articles.

The distribution of this document in or into jurisdictions other than the United Kingdom may be restricted by law and therefore any persons who are subject to the laws of any jurisdiction other than the United Kingdom should inform themselves about, and observe, such restrictions. Any failure to comply with the applicable restrictions may constitute a violation of the securities laws of any such jurisdiction. Subject to certain exceptions, this document is not for release publication or distribution, directly or indirectly, in or into the United States, Canada, Australia, South Africa, Japan or any jurisdiction where to do so might constitute a violation of local securities laws or regulations. Copies of this document are available to view on the Company’s website <http://www.livecompanygroup.com>. Save as expressly referred to herein, neither the contents of the Company’s website, nor any website, directly or indirectly linked to the Company’s website, is incorporated in, or forms part of, this document.

No person has been authorised to give any information or make any representation other than those contained in this document and, if given or made, such information or representations must not be relied upon as having been so authorised.

Cautionary note regarding forward-looking statements

This document contains statements about Live Company Group Plc that are or may be deemed to be “forward-looking statements”.

All statements, other than statements of historical facts, included in this document may be forward-looking statements. Without limitation, any statements preceded or followed by, or that include, the words ‘targets’, ‘plans’, ‘believes’, ‘expects’, ‘aims’, ‘intends’, ‘will’, ‘may’, ‘should’, ‘anticipates’, ‘estimates’, ‘projects’, or words or terms of similar substance or the negative thereof, are forward-looking statements. Forward-looking statements include, without limitation, statements relating to the following: (i) future capital expenditures, expenses, revenues, earnings, synergies, economic performance, indebtedness, financial condition, dividend policy, losses and future prospects and (ii) business and management strategies and the expansion and growth of the operations of Live Company Group Plc.

These forward-looking statements are not guarantees of future performance. These forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of any such person, or industry results, to be materially different from any results, performance or achievements expressed or implied by such forward-looking statements. These forward-looking statements are based on numerous assumptions regarding the present and future business strategies of such persons and the environment in which each will operate in the future. Investors should not place undue reliance on such forward-looking statements and, save as is required by law or regulation (including to meet the requirements of the AIM Rules, the City Code, the Prospectus Rules and/or the FSMA), Live Company Group Plc does not undertake any obligation to update publicly or revise any forward-looking statements (including to reflect any change in expectations with regard thereto or any change in events, conditions or circumstances on which any such statement is based). All subsequent oral or written forward-looking statements attributed to Live Company Group Plc or any persons acting on their behalf are expressly qualified in their entirety by the cautionary statement above. All forward-looking statements contained in this document are based on information available to the Directors of Live Company Group Plc at the date of this document, unless some other time is specified in relation to them, and the posting or receipt of this document shall not give rise to any implication that there has been no change in the facts set forth herein since such date.

TABLE OF CONTENTS

EXPECTED TIMETABLE OF PRINCIPAL EVENTS	4
DIRECTORS, COMPANY SECRETARY AND ADVISERS	5
LETTER FROM THE CHAIRMAN	6
DEFINITIONS	9
NOTICE OF GENERAL MEETING	11

EXPECTED TIMETABLE OF PRINCIPAL EVENTS

Publication of this document and Form of Proxy	12 January 2021
Latest time and date for receipt of Forms of Proxy	2.30pm on 27 January 2021
General Meeting	2.30pm on 29 January 2021
Announcement of the results of the General Meeting	29 January 2021

Notes:

1. Each of the times and dates above are indicative only and are subject to change. If any of the above times and/or dates change, the revised times and/or dates will be notified by the Company to Shareholders by announcement through a regulatory information service.
2. All of the above times refer to London time unless otherwise stated.

DIRECTORS, COMPANY SECRETARY AND ADVISERS

Directors	John David Nikolas Ciclitira – Executive Chairman Kathryn Trudy Norris-Grey – Non-executive Deputy Chairperson Ranjit Murugason – Senior Non-executive Director Mark Glen Freebairn – Non-executive Director Simon Nicholas Horgan – Non-executive Director Bryan John Lawrie – Non-Executive Director Maria Serena Papi – Non-executive Director
Registered Office	3 Park Court Pyrford Road West Byfleet Surrey KT14 6SD
Company Secretary	Bryan John Lawrie
Nominated Adviser	Beaumont Cornish Limited 10 th Floor, 30 Crown Place London EC2A 4EB
Broker	Shard Capital Partners LLP 23rd Floor 20 Fenchurch Street London EC3M 3BY
Solicitors to the Company	Gateley Plc 1 Paternoster Square London EC4M 7DX
Registrars	Link Group The Registry 34 Beckenham Road Beckenham Kent BR3 4TU

LETTER FROM THE CHAIRMAN
LIVE COMPANY GROUP PLC

(a public limited company incorporated in England and Wales with registered number 00630968)

Directors

John David Nikolas Ciclitira – Executive Chairman
Kathryn Trudy Norris-Grey – Non-executive Deputy
Chairperson
Ranjit Murugason – Senior Non-executive Director
Mark Glen Freebairn – Non-executive Director
Simon Nicholas Horgan – Non-executive Director
Bryan John Lawrie – Non-executive Director
Maria Serena Papi – Non-executive Director

Registered Office:

3 Park Court
Pyrford Road
West Byfleet
Surrey
KT14 6SD

12 January 2021

To holders of Ordinary Shares and, for information only, to holders of options over Ordinary Shares

Dear Shareholder,

Notice of General Meeting

1. Introduction

The purpose of this letter is to outline the reasons for the General Meeting and explain why the Board considers the Resolutions to be in the best interests of the Company and Shareholders as a whole, and why the Directors recommend that you vote in favour of the Resolutions, as they intend to in respect of the Ordinary Shares held by them, which represent in aggregate approximately 37 per cent of the Existing Ordinary Shares.

2. Background to and reasons for the General Meeting

As announced in its operational update on 3 December 2020:

- 2.1 a placing for new shares took place in December 2020 to provide funding for the development of the new division (Live Company Sports & Entertainment), the purchase of E-Movement Holdings Limited and working capital for new division and existing business.
- 2.2 the Company raised GBP0.6 million by way of the placing for 12,000,000 new Ordinary Shares (“Placing Shares”) through Monecor (London) Limited and SP Angel LLP.

2.3 As part of the Placing, it was agreed that 12,000,000 warrants would be issued to placees pursuant to the Placing and subject to approval at a Company General Meeting. Each Warrant will provide the holder the right to one new Ordinary Share on its exercise. The Warrants will be exercisable at a price of 10 p for a two year period from the date of the GM, subject to any extension in accordance with the Warrant instrument. If exercised in full, the Warrants would result in the issue of a further 12,000,000 new Ordinary Shares.

2.4 The Company is proposing to warrant holders from the June 2020 placing (as announced on 26th June 2020) to place them on similar terms, including a revised exercise price of 10p, noting that upon exercise these warrants would generate further capital for the Company.

3. General Meeting

The company does not deem that it has the sufficient authority to allot Ordinary Shares to allocate in relation to the warrants outlined in 2.3 and 2.4 above and for its usual annual requirements. Accordingly, the Board is seeking the approval of Shareholders to increase the Directors' authority to allot Ordinary Shares and disapply the pre-emption rights which apply in relation to the allotment of any new Ordinary Shares.

The authorities that are being sought will be in addition to the authorities that were approved at the Company's annual general meeting on 23 July 2020. At the annual general meeting in 2020, the Directors were granted authority to allot Ordinary Shares up to an aggregate nominal amount of £405,006, and to allot Ordinary Shares up to an aggregate nominal amount of £202,503 on a non pre-emptive basis. As at the date of this document, the Directors have allotted and issued 20,206,077 Ordinary Shares, all of which were allotted and issued on a non pre-emptive basis, and accordingly the outstanding balance of the authorities granted at the 2020 annual general meeting are £203,945

A notice convening the General Meeting, which is to be held at 2.30pm on 29 January 2021 at 14 Coach & Horses Yard, Mayfair, London W1S 2EJ. A Form of Proxy to vote electronically is available for use by the Shareholders in connection with the General Meeting is by accessing the shareholder portal at www.signalshares.com, logging in and selecting the 'click here to vote' link. At the General Meeting, the following Resolutions will be proposed:

Resolution 1 is an ordinary resolution and requires a simple majority of those voting to vote in favour of that Resolution. Resolutions 2, 3 and 4 are special resolutions and will require not less than 75 per cent of those voting in person or on a poll by proxy to vote in favour of this Resolution.

4. Actions to be taken

In light of the on-going Coronavirus (Covid-19) pandemic and the social distancing measures in place, shareholders will not be able to attend the General Meeting in

person and arrangements for the General Meeting may also need to change at short notice.

You will not receive a hard copy form of proxy for the General Meeting in the post. Instead, you will be able to vote electronically at www.signalshares.com. You will need to log into your Signal Shares account or register if you have not previously done so. To register you will need your Investor Code which is detailed on your share certificate.

Given the current circumstances, the Company strongly encourages shareholders to vote electronically by no later than 2.30pm on 27 January 2021 (or, in the case of an adjournment of the General Meeting, not later than 48 hours before the time fixed for the holding of the adjourned meeting).

If you hold your shares in the Company in uncertificated form (that is, in CREST) you may vote using the CREST Proxy Voting service, quoting CREST ID RA10, in accordance with the procedures set out in the CREST Manual (please also refer to the accompanying notes to the Notice of the General Meeting set out at the end of this document). Proxies submitted via CREST must be received by the Company's agent, Link Group, by no later than 2.30pm on 27 January 2021 (or, in the case of an adjournment, not later than 48 hours before the time fixed for the holding of the adjourned meeting).

5. Recommendation

The Directors believe that the Resolutions to be proposed at the General Meeting are in the best interests of the Company and Shareholders as a whole and unanimously recommend that Shareholders vote in favour of the Resolutions.

The Directors intend to vote in favour of the Resolutions.

Shareholders should take independent advice if they wish to consider the suitability of these risks with regard to their own particular circumstances and investment criteria.

Copies of this document will be available for inspection free of charge at the registered office of the Company and on its website <http://www.livecompanygroup.com> during normal business hours on any Business Day from the date of this document up to and including the date of the General Meeting.

Yours faithfully



John David Nikolas Ciclitira

Chairman

DEFINITIONS

The following definitions apply throughout this document (including the Notice of General Meeting) and the Form of Proxy unless the context requires otherwise:

"AIM Rules"	the AIM Rules for Companies published by the London Stock Exchange from time to time
"Board" or "Directors"	the directors of the Company whose names are set out on page 5 of this document
"Business Day"	any day on which banks are usually open in England and Wales for the transaction of sterling business, other than a Saturday, Sunday or public holiday
"certificated" or "in certificated form"	a share or other security not held in uncertificated form (that is, not in CREST)
"Company"	Live Company Group Plc, a company incorporated in England and Wales with registered number 00630968
"Coronavirus"	a) severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2); or b) COVID-19 (coronavirus disease);
"CREST"	a relevant system (as defined in the CREST Regulations) in respect of which Euroclear is the Operator (as defined in the CREST Regulations)
"CREST Regulations"	the Uncertificated Securities Regulations 2001 (SI 2001/3755) as amended from time to time
"Euroclear"	Euroclear UK & Ireland Limited
"Existing Ordinary Shares"	the issued share capital of the Company as at the date of this document, being 108,138,544 Ordinary Shares
"Financial Conduct Authority" or "FCA"	the Financial Conduct Authority (and its predecessor, the Financial Services Authority) in its capacity as the competent authority for the purposes of Part VI of FSMA
"Form of Proxy"	The form of proxy for use by Shareholders in connection with the General Meeting
"FSMA"	the Financial Services and Markets Act 2000 (as amended)
"General Meeting"	the general meeting of the Company to be held at 2.30pm on 29 January 2021 (or any reconvened meeting following any adjournment of the general meeting) at 14 Coach & Horses Yard, Mayfair, London W1S 2EJ.

"Group"	the Company and its subsidiaries for the time being;
"London Stock Exchange"	London Stock Exchange plc
"Notice" or "Notice of General Meeting"	the notice of the General Meeting set out at the end of this document
"Ordinary Shares"	ordinary shares of 1p each in the capital of the Company
"Registrar"	Link Group, registrars to the Company
"Resolutions"	the resolutions to be proposed at the General Meeting, as set out in the Notice of General Meeting
"Shareholders"	holders of Ordinary Shares
"uncertificated" or "in uncertificated form"	recorded on the register of members of the Company as being held in uncertificated form in CREST and title to which, by virtue of the CREST Regulations, may be transferred by means of CREST
"United Kingdom" or "UK"	the United Kingdom of Great Britain and Northern Ireland
"United States"	the United States of America
"£", "pounds sterling", "penny" or "pence"	UK pounds sterling, the lawful currency of the United Kingdom

Company number: 00630968

**LIVE COMPANY GROUP PLC
(the Company)**

NOTICE OF GENERAL MEETING

NOTICE IS GIVEN that a general meeting of the Company will be held at 14 Coach & Horses Yard, Mayfair, London W1S 2EJ on 29 January 2021 at 2.30pm for the purpose of considering, and if thought fit passing, the following resolutions, which will be proposed as ordinary or special resolutions as indicated:

ORDINARY RESOLUTION

1. That, in addition to the existing authorities granted at the Company's annual general meeting on 23 July 2020, the Directors be and are hereby generally and unconditionally authorised in accordance with Section 551 of the Companies Act 2006 (the "**Act**") to exercise all powers of the Company to allot shares in the Company and to grant rights to subscribe for, or to convert any security into, ordinary shares in the Company (including without limitation the issue of any warrants under the Warrant Instruments of the Company dated 25 June 2020 and 29 January 2021) up to an aggregate nominal amount of £540,692 (representing approximately 50 per cent. of the Company's issued share capital), provided that this authority shall (unless removed, varied or revoked by the Company) apply until the earlier of the date falling 15 months after the date of the passing of this resolution or the conclusion of the next Annual General Meeting of the Company, save that the Company may, before such expiry, make an offer or enter into an agreement which would or might require relevant securities to be allotted after its expiry and the Directors may allot relevant securities pursuant to such an offer or agreement as if the authority hereby conferred had not expired.

SPECIAL RESOLUTIONS

2. That, in addition to the existing authorities granted at the Company's annual general meeting on 23 July 2020, and subject to and conditional upon the passing of Resolution 1, the Directors be empowered pursuant to section 570 of the Act to allot equity securities (as defined in section 560 of the Act) for cash under the authorities conferred by Resolution 1 as if section 561 of the Act did not apply to any such allotment, provided that such authority shall:
 - 2.1 be limited to the allotment of ordinary shares up to an aggregate nominal amount of £270,346 (representing approximately 25 per cent. of the Company's issued share capital); and
 - 2.2 apply (unless removed, varied or revoked by the Company) until the earlier of the date falling 15 months after the date of the passing of this resolution or the conclusion of the next Annual General Meeting of the Company, save that the Company may, before such expiry, make an offer or enter into an agreement, which would, or might, require equity securities to be allotted after the authority expires and the Directors may allot equity securities pursuant to such offer or agreement as if the authority hereby conferred had not expired.

3. That, in addition to the authority granted in Special Resolution 2, and subject to and conditional upon the passing of Resolution 1, the Directors be empowered to allot equity securities up to an aggregate nominal amount of £128,100 upon the exercise of the Warrants to be issued pursuant to the placing announced on 3 December 2020 on a non pre-emptive basis. Such securities being issued for a cash consideration of 10p per share.
4. That, in addition to the authority granted in Special Resolutions 2 and 3, and subject to and conditional upon the passing of Resolution 1, the Directors be empowered to allot equity securities up to an aggregate nominal amount of £40,075 upon the exercise of the Warrants issued pursuant to the placing announced on 26 June 2020 on a non pre-emptive basis. Following the variation and repricing as announced on 3 December 2020 such securities shall be issued for a cash consideration of 10p per share.

BY ORDER OF THE BOARD



.....
Director

Date: 12 January 2021

Registered office:

3 Park Court, Pyrford Road, West Byfleet, Surrey, England, KT14 6SD

NOTES:

- a) A member entitled to attend and vote at the above meeting is entitled to appoint a proxy or proxies to vote instead of him/her.

You can vote either:

- by logging on to www.signalshares.com and following the instructions;
 - in the case of CREST members, by utilising the CREST electronic proxy appointment service in accordance with the procedures set out below.
 - If you need help with voting online, or require a paper proxy form, please contact our Registrar, Link Group, on 0371 664 0300 (Calls are charged at the standard geographic rate and will vary by provider.. From overseas +44 371 664 0300. Calls outside the United Kingdom will be charged at the applicable international rate. Lines are open between 09:00 – 17:30, Monday to Friday excluding public holidays in England and Wales.)
- b) The instrument appointing a proxy must reach the Company's Registrars Link Group, at PXS1, 34 Beckenham Road, Beckenham, Kent BR3 4TU not less than 48 hours before the time of holding of the meeting.
- c) Pursuant to Regulation 41 of the Uncertificated Securities Regulations 2001, the Company specifies that only those members of the Company on the register at close of business on 27 January 2021 shall be entitled to vote at the General Meeting in respect of the number of shares registered in their name at that time. Changes to the register of members after that time will be disregarded in determining the rights of any person to attend or vote at the meeting.
- d) In the case of joint holders, where more than one of the joint holders purports to appoint a proxy, only the appointment submitted by the most senior holder will be accepted. Seniority is determined by the order in which the names of the joint holders appear in the Company's register of members in respect of the joint holding (the first-named being the most senior).

- e) In the case of a member which is a company, the proxy form must be executed under its common seal or signed on its behalf by an officer of the company or an attorney for the company. Any power of attorney or any other authority under which the proxy form is signed (or a duly certified copy of such power or authority) must be included with the proxy form.
- f) CREST members who wish to appoint a proxy or proxies through the CREST electronic proxy appointment service may do so for the General Meeting to be held on 29 January at 2.30pm and any adjournment(s) thereof by using the procedures described in the CREST Manual. CREST personal members or other CREST sponsored members, and those CREST members who have appointed a voting service provider should refer to their CREST sponsors or voting service provider(s), who will be able to take the appropriate action on their behalf. In order for a proxy appointment or instruction made by means of CREST to be valid, the appropriate CREST message (a "CREST Proxy Instruction") must be properly authenticated in accordance with Euroclear UK & Ireland Limited's specifications and must contain the information required for such instructions, as described in the CREST Manual. The message must be transmitted so as to be received by the Company's agent, Link Group (CREST Participant ID: RA10), no later than 48 hours before the time appointed for the meeting. For this purpose, the time of receipt will be taken to be the time (as determined by the time stamp applied to the message by the CREST Application Host) from which the Company's agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST. CREST members and, where applicable, their CREST sponsor or voting service provider should note that Euroclear UK & Ireland Limited does not make available special procedures in CREST for any particular messages. Normal system timings and limitations will therefore apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST personal member or sponsored member or has appointed a voting service provider, to procure that his CREST sponsor or voting service provider takes) such action as shall be necessary to ensure that a message is transmitted by means of the CREST system by any particular time. In this connection, CREST members and, where applicable, their CREST sponsor or voting service provider are referred in particular to those sections of the CREST Manual concerning practical limitations of the CREST system and timings. The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in Regulation 35(5)(a) of the Uncertificated Securities Regulations 2001.