



EDITION TWO





LIVE COMPANY STYLE

Edition Two, August 2023

CONTENTS

- | | | |
|---------------------------------|---------------------------|--------------------------|
| 04 Welcome Message | 18 KPOP LUX Madrid | 32 Meet The Team |
| 06 BRICKLIVE History | 26 KPOP LUX London | 34 News |
| 10 BRICKLIVE Detroit Zoo | 28 Doowon Lee | 35 Press Coverage |
| 14 BRICKLIVE Belgium Zoo | 30 PFSTA | 36 Contacts |

WELCOME TO LVCG

MESSAGE FROM THE CHAIRMAN

Welcome to our second edition of Live Company Style! Live Company Style is the magazine designed to keep you informed about everything happening in the world of LVCG.

This month our focus is on the BRICKLIVE division. We take a look at BRICKLIVE through the years - from the first bricks to the current shows and tours. It's amazing to see how we have grown and how many faces our models and exhibitions have brought smiles to all over the world.

We also recap the exciting and hugely successful KPOP LUX concert that took place on July 22nd in Madrid. 7 acts took to the stage for one night of K-POP magic. I personally enjoyed every second of the show.

Our team have worked tirelessly to put together the various events covered in this edition and to prepare for the upcoming ones. Our next edition will highlight our StART division's preparations for this year's StART Art Fair in London.

I would like to thank all the shareholders for their support and the LVCG staff for their hard work and commitment to making this company the success it will be.

Your Chairman,



David Ciclitira

LVCG



BRICKLIVE HISTORY BRICK BY BRICK



BUILDING THE BRICKLIVE BRAND FROM THE FIRST BRICK TO WORLDWIDE SHOWS, TOURS AND EXHIBITIONS

Live Company Group plc (“LVCG”, the “Company” or the “Group”) is a live events and entertainment Company, founded by David Ciclitira in December 2017. The Group is a network of partner-driven touring shows using BRICKLIVE created content worldwide.

The Company owns the rights to BRICKLIVE™ an interactive experience built around the creative ethos of the world’s most popular construction toy bricks.

BRICKLIVE is focused on creating an environment that encourages interactive play, fosters creativity, collaboration and physical experiences in an inclusive and safe environment. The BRICKLIVE brand continues to grow globally due to the popularity of the shows, exhibitions, tours and events.

BRICKLIVE GLOBAL EVENTS SINCE 2017:



BRICKLIVE IN PICTURES 2017-2023



BRICKLIVE IS BUILDING EXCITEMENT AT DETROIT ZOO THIS SUMMER!



BRICKLIVE, DETROIT ZOO, USA 27 MAY-04 SEPTEMBER 2023

More than two million dazzling toy bricks on display beginning Memorial Day weekend.

The global phenomenon BRICKLIVE is assembling at the Detroit Zoo this summer.

Presented by Michigan First Credit Union, this limited-time installation will feature more than 70 dazzling toy brick sculptures spaced throughout the Zoo – mostly along the 3-acre gravel trail located near the Zoo’s northern border.

From a 7-foot elk and 12-foot giraffe to a 10-foot gator and a massive mako shark – more than two million bricks will spark curiosity, joy and amazement for guests of all ages, making BRICKLIVE the best and most fun memory-making event in metro Detroit this summer. In addition to marveling at the intricate toy sculptures, guests will capture new memories at exclusive selfie stations inside a jungle-themed Jeep or a larger-than-life Venus flytrap!

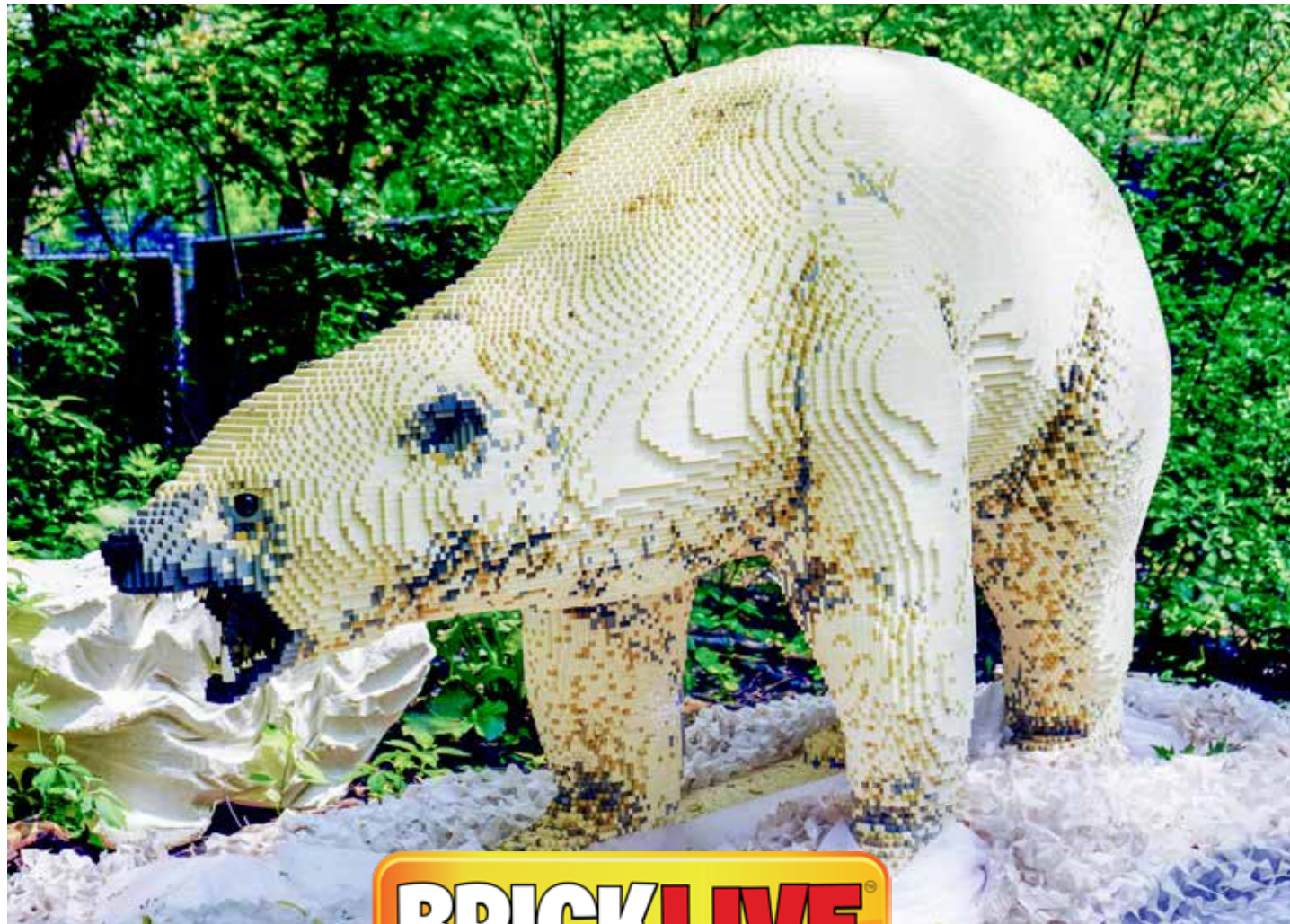
AS FEATURED ON

©CBS NEWS
DETROIT

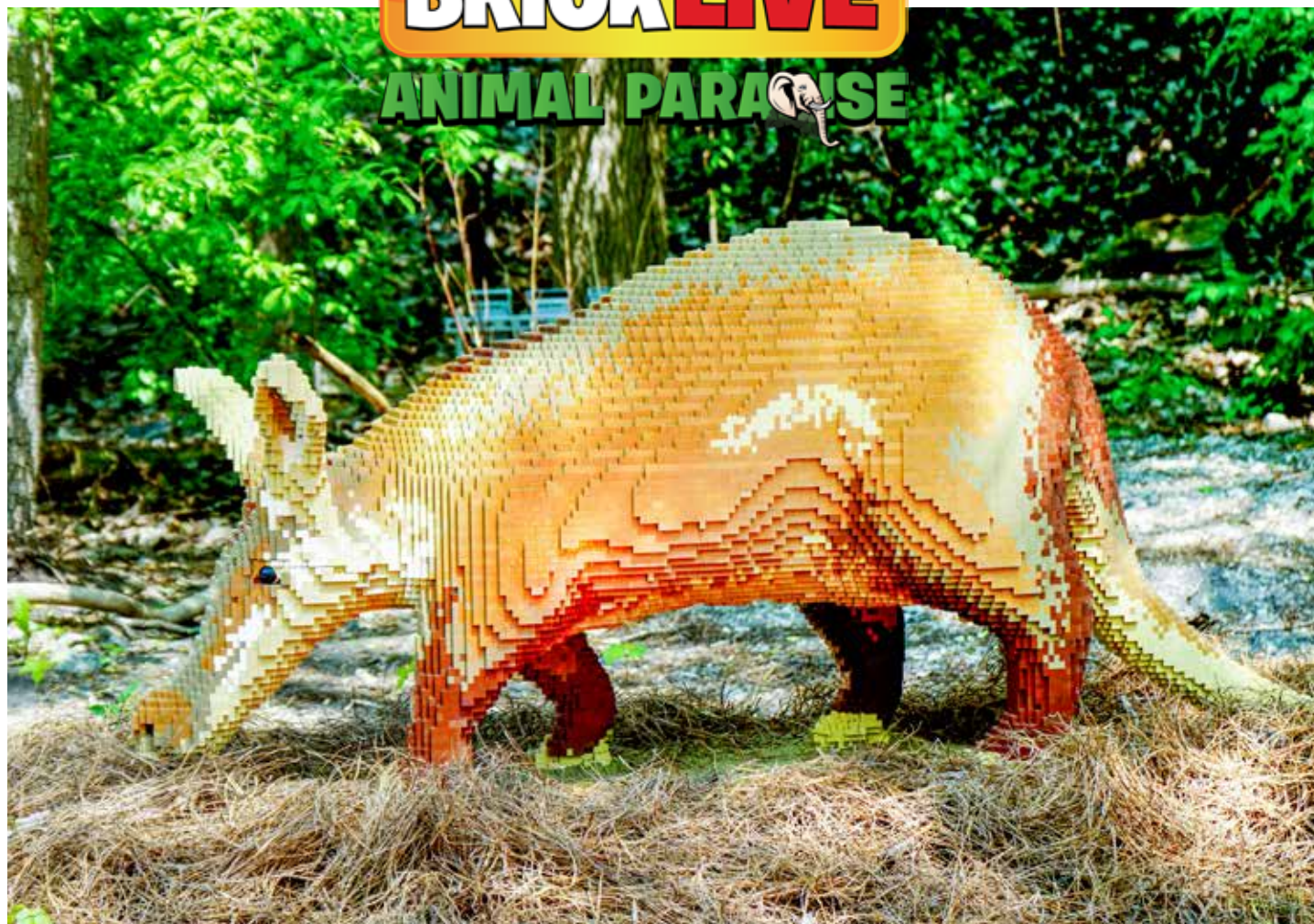


BRICKLIVE **RWS**
GLOBAL

**THIS AMAZING EXPERIENCE
IS THE RESULT OF A NEW
PARTNERSHIP BETWEEN
RWS GLOBAL, BRICKLIVE’S
U.S. REPRESENTATIVE,
AND THE DETROIT ZOO.**



BRICKLIVE



ANIMAL PARADISE



BRICKLIVE



SUPERSIZED CREATURES

ANOTHER BRICKLIVE EVENT OPENS AT BELGIUM ZOO

ZOO
PLANCKENDAEL

**BRICKLIVE, ZOO PLANCKENDAEL,
24 JUNE - 10 SEP 2023**

This summer Zoo Planckendael takes you on a Brick Safari, an extraordinary exhibition of stunning brick-built animals.

Meet several compositions of animals created entirely from toy bricks. The temporary exhibition mainly features big cats (9 species!) and safari animals. Nearly 1 million toy bricks were used to create the exhibition. Find yourself face to face with animal models such as tigers, lion cubs, a lynx, a panther, a condor, hyenas, penguins... as well as an imposing 1,088 kg elephant. The work of the elephant required 149,071 bricks, 5 builders and 1,600 hours of construction. It promises for great selfie opportunities!

The Brick Safari exhibition is included in the entrance ticket and is the first of its kind in Europe!



VISITOR TRAIL MAP



"BRICK SAFARI OPENED LAST WEEKEND AT ZOO PLANCKENDAEL. OUR VISITORS WERE VERY EXCITED TO SEE THE BRICK ANIMALS NEXT TO THEIR REAL LIFE COUNTERPARTS. WE EXPECT THIS TEMPORARY EXHIBITION TO BE A BIG SUCCESS!"

- INNEKE MAES, PROJECT MANAGER, ZOO PLANCKENDAEL



BRICKLIVE

KPOP LUX THE HOTTEST K-POP CONCERT IN MADRID!



KPOPLUX SBS SUPER CONCERT IN MADRID, CIVITAS METROPOLITANO, 22 JULY 2023

LVCG PLC is delighted to announce that the KPOPLUX SBS Super Concert in Madrid that was held on Saturday 22nd July 2023 was a success with hugely positive feedback from fans and media from around the world.

The Civitas Metropolitano was host to fans, not only from Spain but also from Italy, Portugal, France, other European countries, and more globally from South America, Asia - showing the extensive global reach of KPOP.

SHINee, ATEEZ, CRAVITY, STAYC, ENHYPHEN, IVE and xikers performed to the largest KPOP audience in Spain. Fans lit up the stadium with their lightsticks - the majority turning to blue for SHINee in respect to the three legends when they took to the stage last. A local dance group warmed up the crowd with interactive random dance play.

The concert also attracted huge interest on social media before, during and after the concert with #kpoplux trending at 16.8 million views and #kpopluxmadrid at 13.1M views.



SAMSUNG Galaxy

KPOP LUX | SUPER
SBS CONCERT

OVER 40,000 FANS FROM 36 COUNTRIES

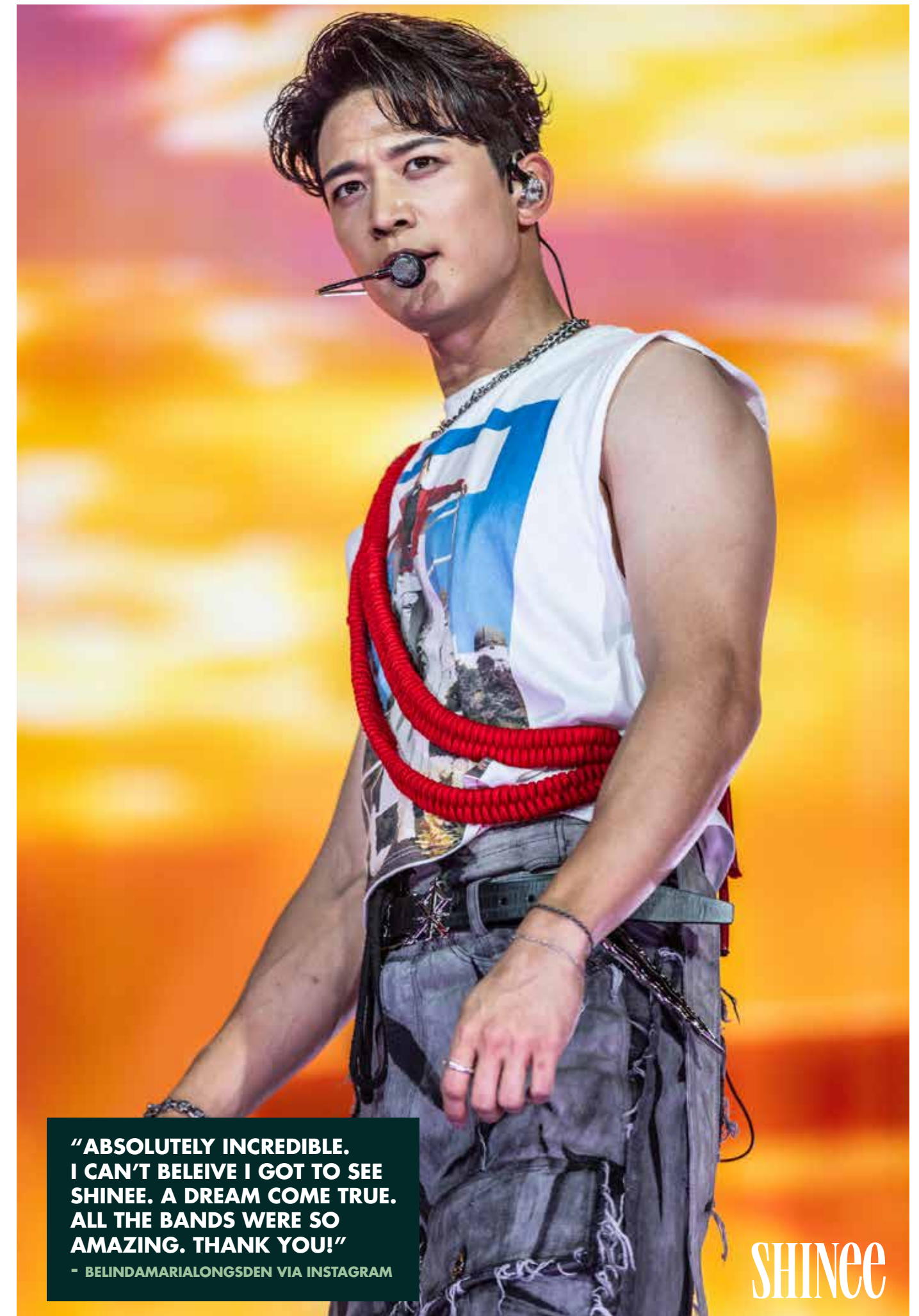


AEEZ



**"THANK YOU FOR HOLDING IT.
IT WAS REALLY WELL ORGANISED
AND THE LINEUP WAS EXCELLENT.
CAN'T WAIT TO SEE WHO IS
PERFORMING AT LONDON"**

- L_FERRAO_ VIA INSTAGRAM



**"ABSOLUTELY INCREDIBLE.
I CAN'T BELEIVE I GOT TO SEE
SHINEE. A DREAM COME TRUE.
ALL THE BANDS WERE SO
AMAZING. THANK YOU!"**
- BELINDAMARIALONGSDEN VIA INSTAGRAM

SHINEE

KPOP LUX COMES TO LONDON FOR THREE NIGHTS!



EUROPE'S LARGEST-EVER K-POP FESTIVAL, COMES TO THE O2 LONDON!

The first 3 acts for KPOP LUX SBS Super Concert London have been announced as: **THE BOYZ, ITZY & TOMORROW X TOGETHER**. Other acts will be revealed over the coming days.

O2 priority tickets go on sale Wednesday at 10am BST, Venue pre-sale and Ticketmaster Priority on Thursday at 10am BST and general on sale at 10am BST on Friday 11th. Tickets range in price from £84 to £258 for one day tickets. Three day tickets are available offering a discount on the overall price. The line-up will be different each day with some artists repeating.

VIP and VVIP options are available to purchase in addition to the standard tickets. These experiences allow fans to get together before and after the show in the Indigo at the O2 space. The event will also be a celebration of the 140 years of diplomatic relations between Korea and the United Kingdom.

LY/CG

K-POP FANS AROUND THE WORLD
GET READY FOR KPOP LUX LONDON!

The O₂



140 YEARS OF UK-KOREA RELATIONS

KPOP
LUX

×

SUPER
SBS CONCERT
LONDON

1883

2023

한영수 140주년 기념 행사

22-24 SEPTEMBER
O2, LONDON

THE BOYZ, ITZY
TOMORROW X TOGETHER

KOREAN CONTEMPORARY ARTIST DOOWON LEE



Doowon LEE approaches each of his new artworks freely, he does not use a pencil and eraser and does not draw rough sketches.

He senses and gathers energy from materials as abundant as stars, and this energy activates his own theatre of drawing. Images swirl through in his mind as if watching and experiencing a movie, he expresses the images with his own intuition, using both traditional and more unusual materials such as wool, cashmere, hemp, nettle, carpet, linen and found objects.

FOR ENQUIRIES CONTACT:

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THE PRINCE'S FOUNDATION SCHOOL OF TRADITIONAL ARTS



OVER THE PAST DECADE StART ART FAIR FOUNDERS DAVID AND SERENELLA CICLITIRA HAVE ANNUALLY AWARDED ONE PRINCE'S FOUNDATION SCHOOL OF TRADITIONAL ARTS (PFSTA) GRADUATE THE 'CICLITIRA PRIZE'.

In celebration of the King's coronation they invited all PFSTA graduates of 2013 through 2023 to apply to participate in a group exhibition dedicated to celebrating the skill and dedication of the school and its students.

The exhibition curated by Serenella Ciclitira and PFSTA lecturer Dr Khaled Azzam will form a special Project at StART art fair's 10th anniversary, 11-15 October 2023, Saatchi Gallery.



SCHOOL OF
TRADITIONAL
ARTS





NIK SPARY
BRICKLIVE
SHOWS AND EVENTS MANAGER

WHAT IS A TYPICAL WEEK?

For me, every week is different. Generally, I will have a number of meetings with the Team going through the logistics and preparation required for our BRICKLIVE shows and events.

For our BRICKLIVE shows, the day begins with preparing and setting up the venue for the show, briefing the Team on what needs to occur and the deliveries that have been scheduled for that day. I then ensure the content is unloaded and placed in the correct location, this also includes signage and shell schemes.

You'll usually find me running around with a tape measure to ensure the models, bricks pits and the Show looks the best it possibly can!

WHAT ARE THE KEY OPPORTUNITIES?
BRICKLIVE continues to keep growing with the Group delivering 70 events by the end of 2019 in Europe, North America, Asia and South America. It is very easy to understand why the

BRICKLIVE brand has become so popular in such a short space of time: our creative content, the interactive features and of course, the very popular brick pits at our shows.

So the opportunity is simple, continue to expand and bring the BRICKLIVE brand to new territories globally.

What Is The Most Satisfying Part Of The Job?

In a world where everyone, including young children, are so reliant on mobile phones and digital technology, it is very refreshing to see families engage, interact and work together as a team but also with other families to physically build some incredible models in our brick pits.

I'm glad BRICKLIVE Shows can create happy memorable experiences for kids and families and are of course, a fun day out.

LIST 3 KEY HIGHLIGHTS

- Being live on Japanese TV building an elephant with a very excited and animated TV presenter;
- Meeting so many friends along the way, including our partners who are incredible to work with; and
- I've been lucky enough to visit some amazing venues around the world and sampled some very interesting local dishes!



NEWS

KPOPLUX SBS SUPER CONCERT IN MADRID

25 July 2023

LVCG PLC is delighted to announce that the KPOPLUX SBS Super Concert in Madrid that was held on Saturday 22nd July 2023 was a success with hugely positive feedback from fans and media from around the world.



TITLE K-POP SPONSORSHIP DEAL

14 July 2023

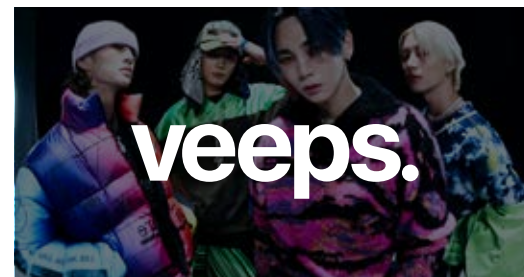
LVCG PLC is pleased to provide an update on the sponsorship for the Madrid K-POP event occurring on the 22nd July 2023. The Company is delighted to announce that it has signed a title sponsorship agreement with SAMSUNG, the South Korean multinational electronics corporation.



STREAMING AGREEMENT SIGNED

12 July 2023

LVCG PLC is pleased to provide an update on the sponsorship for the Madrid K-POP event occurring in July 2023. The Company is delighted to announce that it has signed a junior sponsorship agreement with KIA, the South Korean motor company.



K-POP SPONSORSHIP DEAL

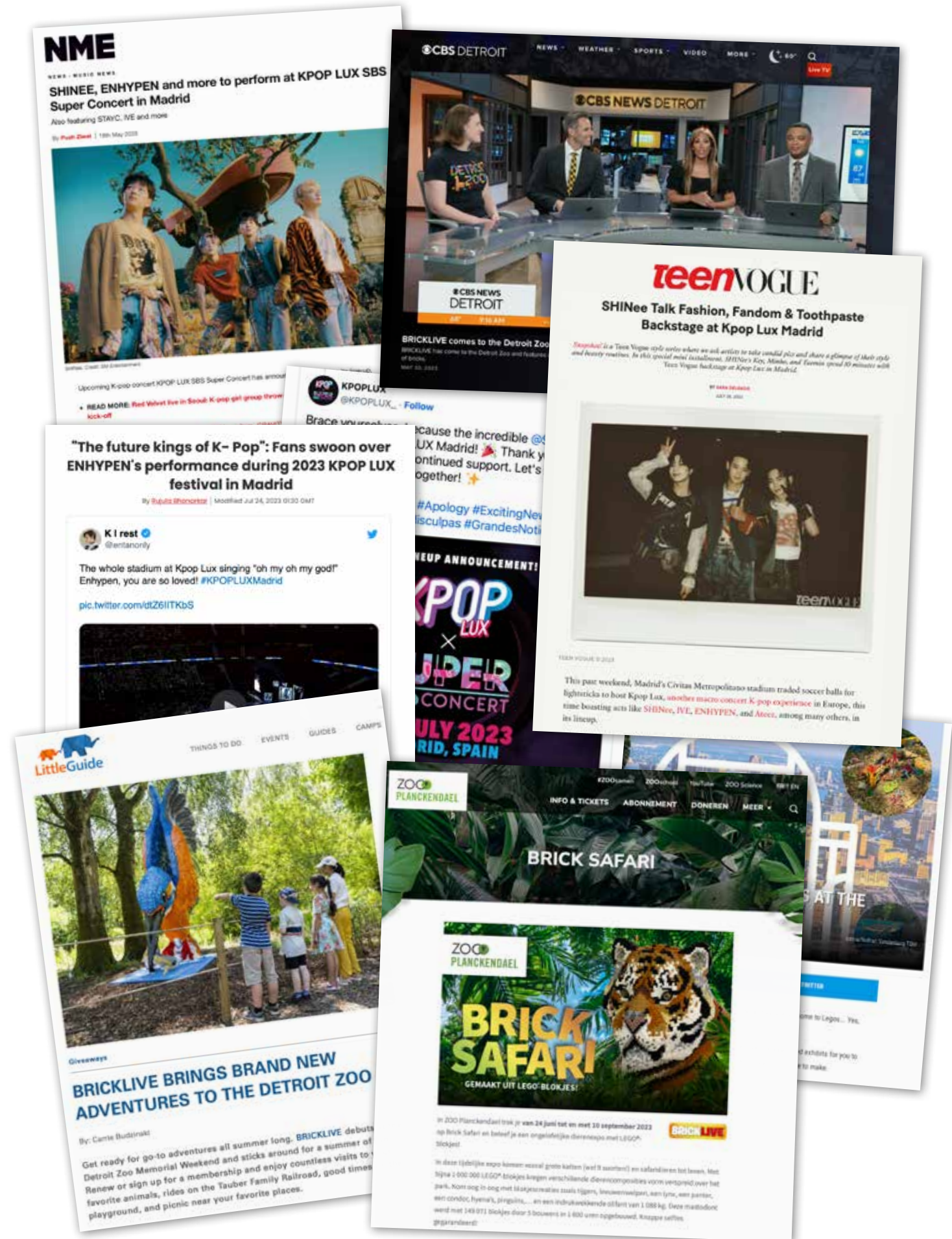
30 June 2023

LVCG PLC is pleased to provide an update on the sponsorship for the Madrid K-POP event occurring in July 2023. The Company is delighted to announce that it has signed a junior sponsorship agreement with KIA, the South Korean motor company.



BROKERS NOTE ON KPOP LUX MADRID CAN BE FOUND ON THE LVCG WEBSITE - WWW.LIVECOMPANYGROUP.COM/INVESTOR-RELATIONS

PRESS COVERAGE



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LYCG
LIVE COMPANY GROUP



EDITION TWO



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