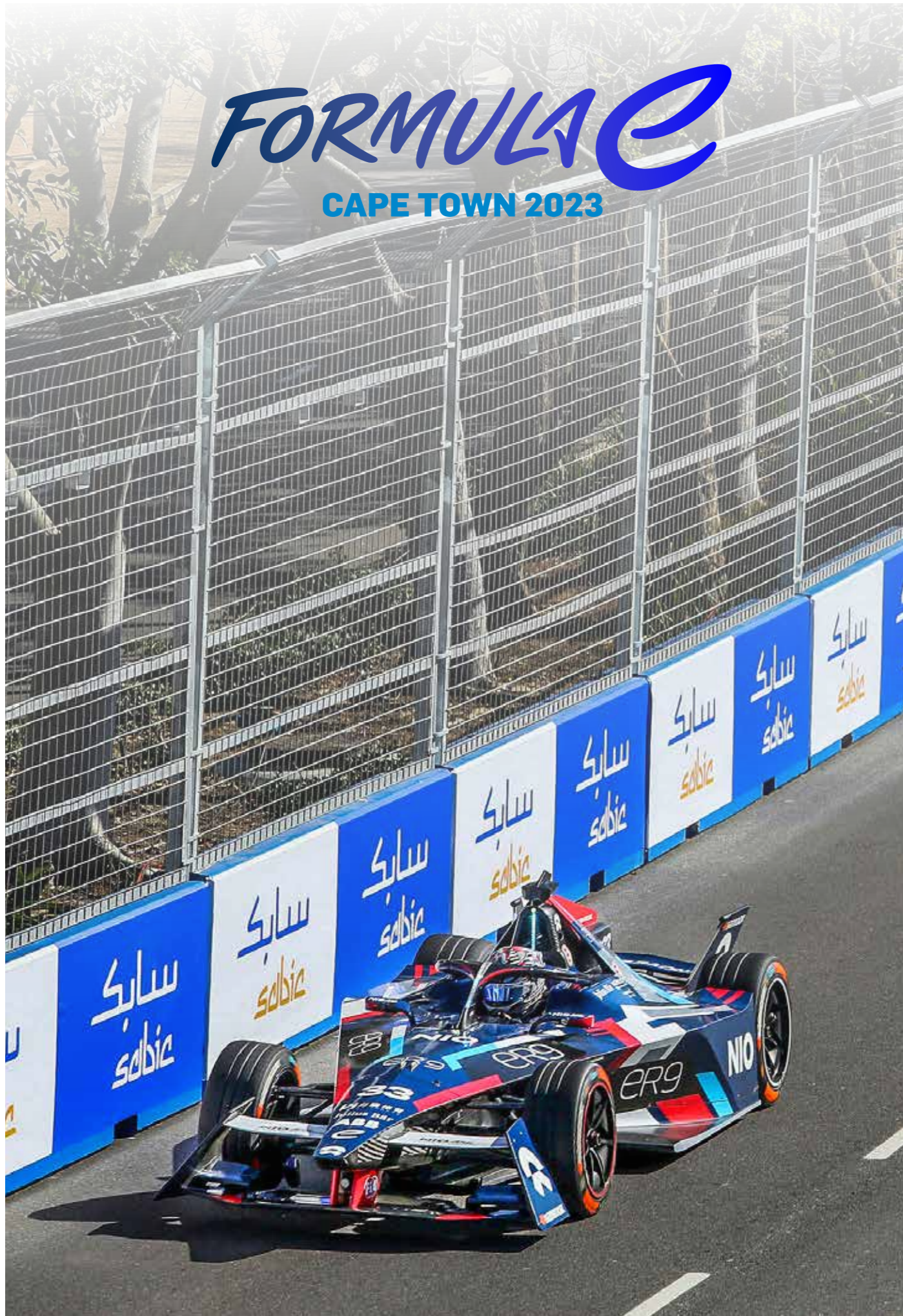


# LIVE COMPANY *STYLE*



# FORMULA E

CAPE TOWN 2023



## LIVE COMPANY STYLE

Edition One, May 2023

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## MESSAGE FROM THE CHAIRMAN

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

This month our main focus is on the sports and entertainment division as we take a look back at three major events in which LVCG played an integral part – Formula E Cape Town, The Ocean Race and The Cape Town Cycle Tour.

Beyond the world of sport there were three solo art exhibitions, exciting updates and announcements on the K-pop front and two major contracts in the BRICKLIVE division.

This time last year we were trying to pick up the pieces after COVID decimated the events industry. After a year of creating additional content, signing new contracts and streamlining divisions, we are looking towards a positive 2023.

Thanks to all the shareholders and staff for your hard work and continued support.

Your Chairman,

A handwritten signature in black ink, appearing to be 'D. Ciclitira'.

David Ciclitira



# Formula E Cape Town 2023

25.FEB.2023

LVCG have the staging rights for the Formula E-prix in Cape Town. We assigned these rights to e-movement holdings in which LVCG has a 17% interest. In addition to that the activation partner was LCSE – a division of LVCG.

E-movement were responsible for the event set up, barriers, infrastructure, fanzone, merchandise, hospitality and the e-fest.

The race proved to be extremely successful. The Formula E hospitality was sold out as were the majority of ticket groups for the race itself.

## EVENT STATS

- 20,286 tickets sold
- 3,400 hospitality seats sold out
- Live broadcast drew 9.3m viewers
- 42.7m social media impressions
- Recorded fastest average speed

FORMULA E



CAPE TOWN.  
ELECTRIC.

# The Ocean Race 2023 Cape Town Stopover

LVCG's Cape town based LCSE division was paid a management fee, plus 50% of the profit from the stop over, for organising the Cape Town event.

8-26.FEB.2023



February saw the IMOCA class boats arrive in Cape Town for the end of the second leg of the Ocean Race. The five competing teams arrived in a close fought battle for the honours with team Holcim just pipping Biotherm by 16 minutes. Third place went to 11th Hour Racing – who were less than ten minutes off second place.

The Ocean Race is one of the most iconic, and without doubt, the toughest team sailing events in the world. The IMOCA boats race seven legs starting in Alicante and ending in Genova and covering 60,000km.

Cape Town was a haul out stage – one of only three during the entire race. The V&A Waterfront played host to not only the arrival, and then departure of the boats on February 26th but also a race village with several different events and activations focusing on sustainability and environmental protection.



## CAPE TOWN OCEAN RACE

The greatest sailing  
adventure returns  
to Cape Town.



# Cape Town Cycle Tour 2023

12.MAR.2023



LIVE COMPANY SPORTS & ENTERTAINMENT

The Cape Town Cycle Tour 2023 was the 45th edition of one of the most iconic mass participation road cycling events in the world!

It is the largest timed cycle race in the world. This year's field saw 25,000 people take on the 109km route. For the first time ever a shorter option was introduced. This made it possible for people either not confident enough, or not yet ready for the long route, to still ride. 3,000 participants completed the 42km option.

LVCG is involved in two ways with The Cape Town Cycle Tour. The first is managing the event's hospitality and the second is as the marketing agent for one of the primary sponsor's Pick and Pay.



# BRICKLIVE Shows at Detroit Zoo in 2023



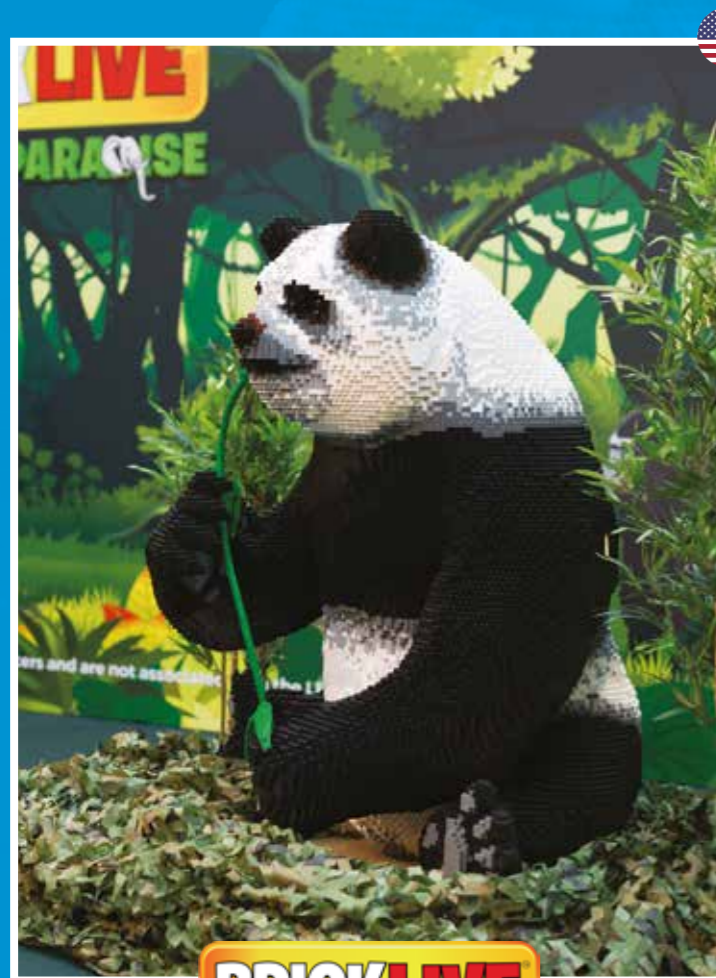
"I am pleased that BRICKLIVE continues to build on its US strategy. The larger zoo contracts generate revenue roughly between £125,000 and £250,000 each so they are an important part of the BRICKLIVE business."

*David Ciclitira, Chairman*

LVCG is delighted to announce that BRICKLIVE Animal Paradise and BRICKLIVE Supersized have signed a contract for Detroit Zoo. This will be the first time these two tours have been on display at a zoo together.

Models include; Supersized Giant Centipede, Assassin Bug, Red Spitting Cobra, Dolphins, Penguins and Gorillas, amongst others. In addition to viewing the models, visitors will be able to enjoy Head-in-the-hole selfie zones, an interactive jeep and a sit-in Venus Fly Trap.

The tours will be on show at the zoo from Saturday 27th May to Monday 4th September 2023.



**BRICKLIVE**  
ANIMAL PARADISE



**BRICKLIVE**  
SUPERSIZED  
CREATURES

## BRICKLIVE ANNOUNCES 2024 SHOW IN USA

LVCG is also delighted to announce that BRICKLIVE Brickosaurs has signed a contract with Lauritzen Gardens at Omaha's Botanical Gardens. Visitors will be able to catch a glimpse of Archaeoceratops, Diplocaulus, Stegosaurus, T-Rex and Velociraptor amongst others, from the 12th January - 12th May 2024.

# K.FLEX 2022

EUROPE'S BIGGEST K-POP FESTIVAL  
LANDED IN FRANKFURT

K.FLEX



K-pop superstars took over Europe with the first ever KPOP. FLEX festival. The mega event was held at the Deutsche Bank Park Stadium in Frankfurt.

The two-day event took place on the 14th and 15th of May and was attended by over 70,000 fans from 80 countries.

The line-up included stars such as ENHYPEN, EXO's Kai, Monsta X, NCT Dream and Mamamoo.



**14 & 15 MAY 2022**  
**DEUTSCHE BANK PARK STADIUM**



KAI



IVE



ENHYPEN



# K.FLEX 2023

EUROPE'S BIGGEST K-POP FESTIVAL  
RETURNS TO FRANKFURT

K.FLEX



Once again, the Deutsche Bank Park stadium in Frankfurt will play host to a weekend of extraordinary K-pop performances.

6 artists have been announced with the headline acts still to come. Festival tickets are currently on sale with individual tickets due to be available later this month.

**17 & 18 JUNE 2023**  
**DEUTSCHE BANK PARK STADIUM**

KEP1ER  
ONEUS  
PENTAGON  
WEEKLY  
BILLIE  
YOUNITE



# SBS STADIUM VISITS

## CIVITAS METROPOLITANO, MADRID

"We are very happy to once again bring a fantastic K-pop experience to fans in Europe. We believe that Madrid is a perfect city for a show and look forward to working with KPOP LUX."

*Mr Kim, Director of SBS*



Juan Medrano joins Live Company team



Incorporated in the year 2000, L.A. Rock has been in the live music industry for over 20 years.

Pioneers of large national festivals, such as the Movistar Concerts, Universal Music Festival at the Teatro Real in Madrid, Marenostrom Fuengirola and Rock The Coast among others, their extensive experience in large events has given L.A. Rock the well-deserved trust of leading artists and bands, both national and international, to manage their tours and productions.



Marcos Calvo, Director and Founder of L.A. Rock Entertainment



## THE O2, LONDON

The team from SBS, including Director Lee, made the journey from Seoul to London and Madrid.

Their trip was the first site visit for the upcoming KPOP LUX SBS shows. The team met with LVCG members and production staff from both the Civitas Metropolitano stadium and the O2 Arena.



# KPOP LUX

CONCERTS, EVENTS AND FESTIVALS



ENHYPEN

## MADRID, SPAIN 2023

Get Ready to Sizzle this Summer with the Hottest K-Pop Concert in Madrid!

Prepare for an electrifying night of music and entertainment at the Civitas Metropolitano Stadium as KPOP LUX and L.A. Rock Entertainment team up to present the KPOP LUX SBS Super Concert in Madrid in partnership with SBS. Not only is it a chance to see several phenomenal K-pop acts on one stage, but also an opportunity to experience a lineup that has never before performed together.



IVE



ATEEZ

K-POP LUX TOUR

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

# KPOP LUX

X

# SUPER

## SBS CONCERT

### K-POP FESTIVAL

### 22 JULY, MADRID

ENHYPEN ATEEZ

TICKETS ON SALE NOW  
[WWW.KPOP-LUX.COM](http://WWW.KPOP-LUX.COM)



Team photos in Madrid at the Press Launch 26/04/23

# StART+ Exhibition

'Thanking You' by Ohnim

16.DEC.22 - 15.FEB.23

StART+



Singer-songwriter, rapper and WINNER band member SONG Min-ho, known in the artworld as OHNIM, presented his first solo exhibition titled 'Thanking you' at the newly opened StART+ (StART Plus) gallery, located in Seoul's fashionable Songdong-gu district. The show ran from the 16th of Dec 2022 - to the 5th of Feb 2023.

The exhibition, which featured more than 20 artworks, including many that had not been shown previously, was so well received that it ran for a further three weeks than initially planned.

OHNIM!



# StART+ Exhibition

'London x Seoul, The Art of Neon'  
by Mark Sloper, aka Illuminati Neon

23.FEB.23 - 12.MAR.23



London x Seoul, The Art of Neon, by Mark Sloper (Illuminati Neon), opened at the StART+ (StART Plus) gallery on the 23rd Feb and ran until 12th Mar 2023

The exhibition presented more than two dozen never before seen works including collaboration pieces with local artist Regina Kim. Regina's work appeared at StART London in 2022.



Artist Yooyeon's photos were selected by British art collectors David and Serenella Ciclitira and drew attention by showing his work in booths featuring his own colours in their 2021 'KOREAN EYE: Creativity and Daydream' and 'Start Art Fair Seoul 2022'.



**YOONEYON Sky Roof**  
2023.3.23 - 4.19 AM 11:00 - PM 8:00

관람료: 성인 10,000원 / 어린이 5,000원 | 갤러리스텝의 예술을 서울 밖으로 확장하는 곳 | 02-8826-7706 | 02-3496-1130 | 문의: info@startartkorea.com | 후원: 한국 스타아트협회 | 후원: 갤러리스텝, 서울문화재단 | 공식 사이트: www.startartkorea.com | www.yooyeon.art | www.gallerystair.com | www.startartplus.com

GALLERYStair 78, Wangsimni-ro, Seongsong-gu, Seoul | www.startartplus.com | www.yooyeon.art | GALLERYStair > StART KPLUS INTERPARK

# StART+ Exhibition

## 'Sky Roof' by Yooyeon



**22.MAR.22 - 19.APR.23**

Sky Roof, the first solo exhibition by Yooyeon, opened at the StART+ (StART Plus) gallery on Wednesday the 22nd of March 2023.

More than 90 photography works were on show together with a range of exclusive merchandise and limited-edition artworks. These were also available for purchase online.



K-pop group Treasure attend VIP opening with Jason Lee

# StART+ Formula E Pop Up Exhibitions

Mexico City, 14 Jan 2023



StART Art Global joined forces with Formula E to stage pop-up art exhibitions within the Boss Emotion Club in both Mexico City and Cape Town.

In both cities local artists were selected and a space was curated to showcase their works. The collaboration served as a valuable marketing tool for both companies whilst also reinforcing their shared commitment to supporting artists and their local communities.

Emerging artists represent the uniqueness and diversity in society. Supporting these artists helps them to develop their works - works often associated with their diverse backgrounds, interests and the society in which they currently find themselves.

Cape Town, 25 Feb 2023



FORMULA E | StART

Formula E together with StART Global is committed to supporting the local community in each race host city leaving behind a positive and lasting legacy

With emerging artists representing the uniqueness and diversity in society supporting them helps develop creativity from their diverse backgrounds, locality, interests and individual networks. All the artworks presented for sale are by artists living and working locally right here in Mexico City.

Since 2008 StART Art Global has nurtured artistic talent through multiple different initiatives. The aim has been and remains to develop artistic infrastructure in territories where this is lacking, and to provide artists with the platforms, support and recognition they need to develop their careers.

FOR MORE INFORMATION AND TO PURCHASE ARTWORKS ONLINE VISIT [WWW.STARTARTFAIR.COM](http://WWW.STARTARTFAIR.COM) OR SCAN THE QR CODE

FOR MORE INFORMATION VISIT [WWW.STARTARTFAIR.COM](http://WWW.STARTARTFAIR.COM)



**Ashleigh Grieve**  
Social Media Manager

Say hello to Ashleigh Grieve, our talented social media and content creator. Based in Cape Town, Ashleigh brings nearly a decade of experience in digital media and PR to our team.

With a Bachelor of Business Administration (BBA) in Marketing Management under her belt, she's skilled in creating engaging content and managing social media accounts for various clients.

Outside of work, Ashleigh enjoys running, reading, and cooking for her extended Portuguese family.

Her passion for people and creativity makes her a valuable member of our team. If you attend any of our major events, chances are you'll meet Ashleigh in person. Don't hesitate to say hello and introduce yourself!

#### What do you do in social media?

As a social media manager, I am responsible for creating and implementing social media strategies to help the brands achieve their goals. This includes managing social media accounts, creating and publishing content, engaging with followers and customers, monitoring social media analytics, and collaborating with other departments to ensure a cohesive brand message across all platforms.

Essentially, my job is to help the brand establish and maintain a strong online presence and connect with the target audience through social media channels.

#### What are some unique challenges you face managing social media accounts for multiple brands/companies?

Managing multiple social media accounts can be challenging, as each brand has its own unique brand voice and target audience. It's important to stay up-to-date with each brand's current goals and messaging in order to create content that it aligns with their overall strategy.

Additionally, it's important to stay organized and prioritize tasks to ensure that each account receives the attention it deserves.

#### Can you tell me about a particularly successful social media campaign you've managed for one of the accounts you handle?

One campaign that I'm particularly proud of is the launch of K.FLEX Frankfurt. I had the privilege of working with an amazing team, and together we were able to generate buzz around the event and sell out

the concert through social media. By creating visually appealing graphics, running targeted ads, and leveraging our existing fanbase, we were able to create a successful campaign that exceeded our expectations.

It's a great example of how social media can be used to drive ticket sales and create excitement around live events when you have a talented and dedicated team working together.

#### What social media accounts do you look after?

As a social media manager, I am responsible for managing several accounts, including Live Company Group, KPOP LUX, K.FLEX, BRICKLIVE Group and StART Art Global.

Each account presents its unique challenges, but I am up for the task. Managing multiple accounts requires careful attention to detail and a strategic approach to ensure that each account is reaching its target audience and achieving its goals.

I work closely with each account team to understand their specific needs and develop a social media strategy that aligns with their goals and brand messaging.

#### Q. What do you love about your job?

As a social media manager, there are so many things that I love about my job. For one, I love the fast-paced nature of social media and the fact that it's always changing - there's always something new to learn or try.

I also love the creative aspect of my job - developing content that resonates with our target audience and helps to tell our brand's story is so

rewarding. But perhaps what I love most about my job is the opportunity to connect with our followers and customers on a daily basis.

Social media allows us to have a direct line of communication with our audience, and being able to engage with them, answer their questions, and even just make them smile is incredibly fulfilling. Overall, I feel lucky to have a job that combines my love for creativity, strategy, and community building.

I couldn't do this job without my amazing team. They are an incredible group of individuals who bring their unique talents, perspectives, and ideas to the table.

**ASHLEIGH GRIEVE**  
April 2023

LIVE COMPANY GROUP





**OVER 15,000**  
TICKETS SOLD ON DAY ONE

27/04/23

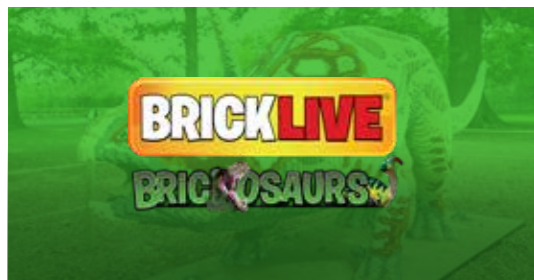
**KPOP LUX SPAIN CONCERT UPDATE**  
02/05/23

KPOP Lux SBS Super Concert in Madrid and tickets went on sale on 27th April. The Company is delighted to announce that 18,000 tickets with a close to Euro 2.2 million face value have now been sold with only half of the artists released.



**BRICKLIVE NEW USA CONTRACT**  
15/03/23

BRICKLIVE Brickosaurs has signed a contract with Lauritzen Gardens at Omaha's Botanical Gardens. The Diplocaulus, Stegosaurus, T-Rex and Velociraptor amongst many others will be on display at the gardens from 12th Jan - 12th May 2024.



**KPOP LUX - NEW JOINT VENTURE**  
16/02/23

LVCG is delighted to announce that KPOP LUX Limited, a division of Live Company Group that organises, promotes, and promotes K-pop concerts in Europe and Asia, have signed a new agreement with a branding and promotional business Birdman Inc.



**KPOP LUX MADRID PRESS LAUNCH**  
26/04/23

Prepare for an electrifying night of music and entertainment at the Civitas Metropolitano Stadium as KPOP LUX and L.A. Rock Entertainment team up to present the KPOP LUX SBS Super Concert in Madrid in partnership with SBS.



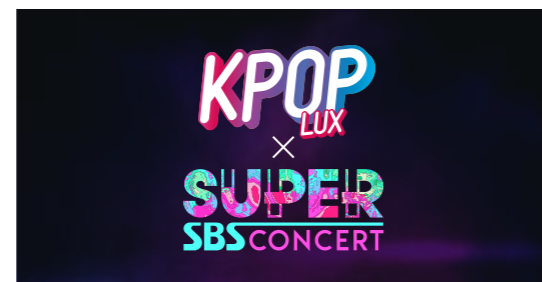
**BRICKLIVE NEW USA CONTRACT**  
17/02/23

LVCG is delighted to announce that BRICKLIVE Animal Paradise and Supersized have signed a contract with RWS for Detroit Zoo. The Supersized Giant Centipede, Assassin Bug, Gorillas amongst many others will be on display at the zoo throughout the summer.



**KPOP LUX NEW AGREEMENT**  
06/01/23

LVCG is pleased to announce that KPOP LUX Limited (a division of Live Company Group that organises, promotes and co-promotes, K-pop concerts in Europe and Asia) have signed an agreement with SBS to create a concert in Madrid in July 2023, and a 3-day festival in London.



Formula E going green for Cape Town E-Prix

De Costa fights back from the pot to take honours

Formula E drama comes to Cape Town's scenic streets

El KPop Lux llega a Madrid: Cuando y dónde se hará el mayor festival de k-pop del mundo

El Civitas Metropolitano acogerá el festival Kpop Lux

Expect e

FORMULE E IS

Elektrise karre jaag n

Cape Town Cycle Tour 2023 re

Every winner of every category

El Civitas Metropolitano acogerá el festival Kpop Lux

Las mejores bandas y artistas de música popular

WATCH | The Ocean Race bids Cape Town farewell as yachts embark on 40-day journey to Brazil

Save our seas — the F1 of o delivered an important me

Mother City

반인의 정크푸드 문화를 녹여낸 핑크리스트 '미크 숲' 공개 '개인전' 개최

ART OF NEON

electrify CAPE TOWN

ENHYPEN, IVE and more join line-up of KPOP LUX SBS Super Concert in Madrid

More acts are expected to be announced next month

강승은 개인 사진전 '하늘 지붕'

YOOYFON Sky Roof

KPOP LUX x SUPER SBS CONCERT

K-POP FESTIVAL 23 JULY, MADRID

ENHYPEN · ATEEZ · IVE

BROKERS NOTE TO BE RELEASED DURING MAY 2023

For more information visit  
WWW.LIVECOMPANYGROUP.COM



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# LIVE COMPANY *STYLE*

