

LIVE COMPANY SPORTS
&
ENTERTAINMENT



FORMULA E
CAPE TOWN.
ELECTRIC.

Formula E - Cape Town
SATURDAY FEBRUARY 25TH



February 11th update: With two weeks to go everything is coming together in Cape Town. As one of the founders of e-movement LVCG have played an integral part of this process.

- Several sponsors have been signed
- Corporate hospitality sold out
- 70% of tickets sold
- Some infrastructure already in place
- LVCG hosting 30 VIP guests including Crystal Partners

To date Euro 2.1million in sponsorship has been secured. Sponsors include; Nedbank, Uber, E-TV, Nissan, South African Tourism, Western Cape Government and the City of Cape Town.

The full 3,400 of possible VIP / Corporate hospitality seats have been sold. LVCG will be hosting 30 guests in the track-side lounge.

With just over 15,000 tickets sold already (70%) the event is expected to sell out in the next 7 - 10 days.

A considerable amount of the various grandstand seating is already in place along with other race infrastructure. Images are available by request.

Although the race itself begins at 15:00 local time on Saturday the 25th, there are qualifications leading up to that time and the practices etc begin on the Friday.

There will be world-wide media coverage of the event on various broadcasting channels including Channel 4 in the United Kingdom.

David Ciclitira Chairman of Live Company Group: *"I am so proud to be a part of this project with my fellow partners Bruce Parker-Forsyth and Iain Banner. It has been an incredible journey to reach this point. I'd like to congratulate Bruce who heads the staging team on his amazing achievements. What's particularly exciting is that at the same time as LCSE's involvement in Formula E we are also hosting the premier team sailing event - The Ocean Race. The stage 3 leg of this race departs from Cape Town waterfront on Sunday 26th, the day after the Formula E."*

Bruce Parker-Forsyth CEO of Live Company Sports & Entertainment: *"We opened the Ocean Race Village yesterday mid-day with the Mayor of Cape Town Geordin Hill-Lewis and then 3 hours later he opened the Cape Town e-prix track - so it was a big day for Live Company Sports & Entertainment."*

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NOTES TO EDITORS

About Live Company Group

Live Company Group Plc ("LVCG", the "Company" or the "Group") is a live events, entertainment and sports events company, that has been trading on AIM since 2017.

The Group is divided into four divisions:

- BRICKLIVE - consisting of a network of partner-driven fan-based and 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. The Group is an independent producer of BRICKLIVE and is not associated with the LEGO Group.
- KPOP - the company owns the rights to the K.Flex brand and through its joint venture with the Explorado group KPOP Europa (KPE) is a partner in and the Executive Producer of K.Flex in Frankfurt. LVCG also owns the brand KPOP Lux and is the executive producer of KPOP Lux in Madrid and London. Both of these shows are produced in partnership with SBS - the Korean television network.
- StART Art Global (SAG) - SAG owns StART Art Fair in London which has been staged over the last 9 years at Saatchi Gallery. SAG has licensed the rights to the StART brand in Korea. The licence includes the right to create and run StART Art Fair Seoul and various StART+ exhibitions. SAG has also licensed the right to the StART brand in Japan to Live Company Japan a joint venture with M Group Holdings Co. SAG has also licensed the brand to Live Company Korea to create the StART Art Coin.
- Live Company Sports and Entertainment (LCSE) - LCSE owns LCSE Pty in South Africa which has a long-term relationship with Pick 'n' Pay and the Ocean Race. LCSE is a shareholder in E-Movement - the promoter of the Formula E Race in Cape Town. As part of this relationship E-Movement has retained LCSE (through E-Movement holdings) as its implementation partner. E-Movement Holdings a 100% subsidiary of Live Company Group has the right to sell sponsorship for the Formula E race in Cape Town.