



**K-FLEX**

**BRICKLIVE**

**StART**

LIVE COMPANY SPORTS  
&  
ENTERTAINMENT

LIVE COMPANY GROUP

WELCOME TO  
**LIVE**  
**COMPANY**  
**GROUP**

LIVE COMPANY GROUP



# OUR VISION AND WHO WE ARE

TO BE A PREMIER PROVIDER OF LIVE AND ONLINE EVENTS ACROSS MUSIC,  
ART, SPORTS AND BRICK BASED TOURS AND SHOWS

**BRICKLIVE**



**StART**



LIVE COMPANY SPORTS  
&  
ENTERTAINMENT



**K.FLEX**



**AIM listed global business with four key divisions**

BRICKLIVE – Toy brick based tours, shows and consumer kits

KPE – 50% Brand owner and Touring Promotor of K.FLEX Frankfurt and selected European cities

LCSE – Global sports and entertainment events

StART – Physical art shows and a curated digital art platform

K.FLEX - K-pop concert artist procurement and concert set-up

# 2020 UNTIL NOW



## 2020

The COVID 19 Pandemic shut down the majority of our business for close to two years

LVCG survived via careful cash management and support from the Chairman

Created additional division of LCSE - conceptualises, acquires rights, commercialises, develops and delivers sport, lifestyle and entertainment events within the experiential tourism & leisure sector

\*KPE formed - a joint venture between LVCG and Explorado Group

## 2021

Investment in StART Art Global - an online e-commerce platform that features curated works from both established and emerging artists, limited edition prints and merchandise from celebrity artists.

\*KPE launched KPOP.FLEX a festival in Frankfurt scheduled for May 2022. Revenue generated via the following:

- Ticket Sales (50% of all sales)
- Streaming (minimum guarantees apply)
- Sponsorship
- Merchandise (minimum guarantees apply)
- Broadcasting rights

## 2022

KPOP.FLEX held first successful concert in Frankfurt in May with 70,000 tickets sold.

KPOP.FLEX announced dates for Frankfurt 2023 and London 2023

BRICKLIVE held first own event since the pandemic at Evolution London in Battersea Park

BRICKLIVE e-commerce platform went live

StART+ took place in Cape Town

Innaugural StART Seoul took place from 1-6 September

StART London took place from 12-16 October at Saatchi Gallery

StART+ Seoul announced

StART Art Global bought out by LVCG

# K·FLEX™

## INTRODUCTION



# K.FLEX PROJECTED INCOME 2023

**We anticipate that LVCG will receive a significant contribution from K-pop in 2023 alone.**

**Ticket Revenue from several UK and European concerts including London and Frankfurt and others yet to be announced.**

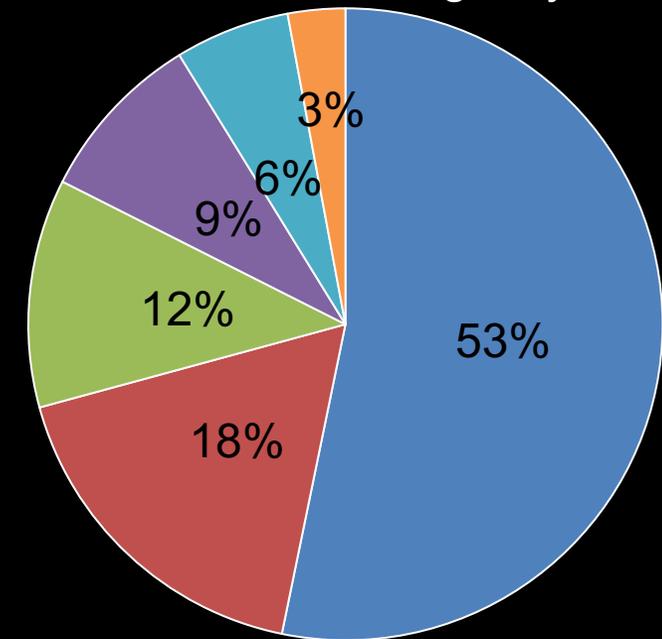
Streaming revenue from each of the locations that we choose to live stream from.

50% of profit from all merchandise sales.

100% of all sponsorship that we acquire, 60% if it involves SBS and 80% if a referral party is involved.

Relevant LVCG staff costs reimbursed for each event.

Annual agency fee from Korea.



# K.FLEX CONCERT FORMAT

**Title:** K.FLEX

**Format:** Concert and K-pop music festival

**Content:** K-pop Artists' Performance Show

**Length:** Approximately 4 hours - 3 hours of which is K-pop performances

**Concert Dates:** Multiple days - usually a Saturday and Sunday but can also be for one day only

**Venue:** Well known stadiums such as Deutsche Bank Park in Frankfurt

**Artists:** Minimum 2 x S Level and 5 x A level artists from an agreed upon list with the option of additional rookie artists

# K.FLEX



# THE FRANKFURT EVENT

KPOP.FLEX had its first event at the Deutsche Bank Park Stadium in Frankfurt on the 14th and 15th of May.

**7 groups performed on the 14th:**

(G)I-DLE, IVE, KAI, Mamamoo, NCT Dream (Renjun, Jeno, Jaemin, Chenle, and Jisung), Enhypen, AB6IX

**7 groups performed on the 15th:**

(G)I-DLE, IVE, KAI, Mamamoo, Monsta X, AB6IX, Dreamcatcher

**Ticket sales:**

Day one sold out - 43,000 tickets

Day two - 30,000

10% of tickets sold were VIP tickets

Tickets sold to fans in over 80 different countries

# K.FLEX

# KPOP.FLEX™

## EUROPE'S FIRST MEGA K-POP FESTIVAL



**14-15 MAY 2022**

**DEUTSCHE BANK PARK, FRANKFURT**

# SOCIAL MEDIA THE NUMBERS



Total followers: 27,525  
Reach: 5,133,110  
Mentions: 5,929 Retweets:  
68,164  
Likes: 287,372  
Daily exposure: 337,057

Gender  
Female: 66.7%  
Male: 33.3%



Total followers: 51,542  
Content Interactions: 873,082  
Reached Audience: 7,065,959  
Impressions: 29,175,149  
Profile visits: 1,920,209  
Website taps: 77,647

Gender  
Female: 90.9%  
Male: 9.1%



Total followers: 8,467  
Video views: 81,7987  
Profile views: 42,023 Likes: 161,479

Gender  
Female: 95.7%  
Male: 4.3%



Total subscribers: 6,405  
Total Impressions: 3,241,221  
Total engagement: 26,725  
Watch time: 2.200 hours

Gender  
Female: 91.7%  
Male: 8.3%



Total followers: 2,944  
Total Engagement: 14,941  
Page reach: 7,765,746  
Profile visits: 79,906

Gender  
Female: 88.4%  
Male: 12.6%

## TRENDING HIGHLIGHTS

1. #KPOPFLEX trending in Music on Twitter on day 1 sellout
2. #kpopflex trending on Weibo: 250 million views
3. #KPOPFLEXOUTFIT trending on TikTok: 5,800 videos made on fan videos of outfits
4. #KPOPFLEX & #KPOPFLEX2022 trending on Twitter over the festival with 10.3 million impressions
5. Artists hashtags trending on all social channels when new artist was announced
6. Over 60k tags on instagram

AS OF 20 JULY 2022

**K·FLEX™**

**STREAMING**



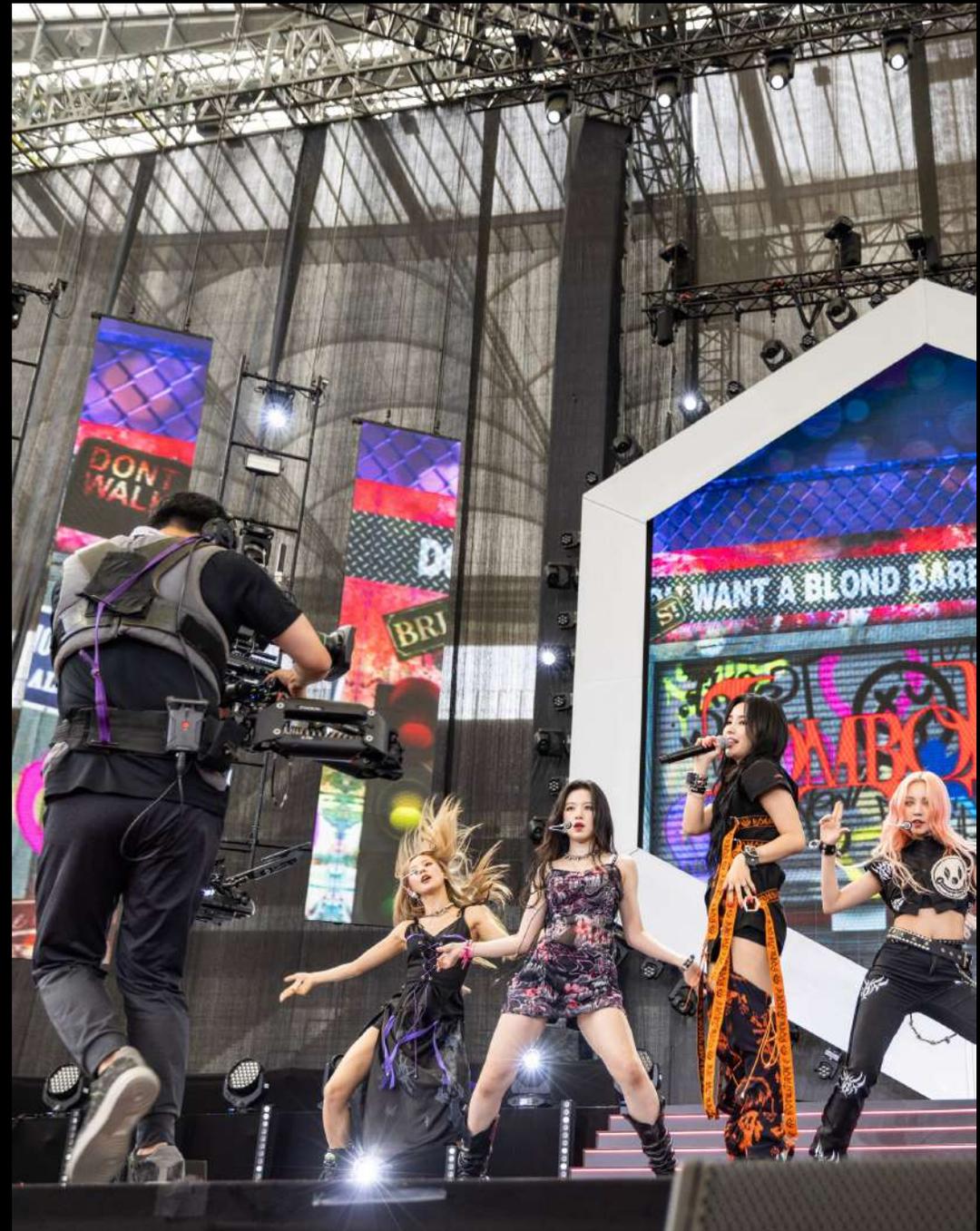
# K.FLEX STREAMING

We have partnered with Doors for our Streaming.

- A level concerts will be streamed as live within ten days of the performance
- Various streaming packages will be available to purchase for A level concerts
- Streaming will include merchandise
- B level concerts are streamed live - immediate

**Doors is a cutting edge digital live platform enabling artists to create premium interactive and monetised experiences for their fans - venues without boundaries.**

Doors has partnered with NEP / Creative Technology across the globe to provide an unparalleled live stream experiences, combining NEP's best in class production with Doors' proprietary streaming technology.





Geo-sensitive and tokenised ticketing

Global Price Harmonisation

135+ currencies



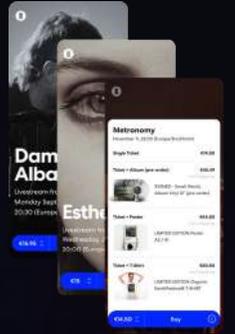
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Clustered and moderated chat rooms

User generated chat rooms



Performance Rights Clearances

Automated global tax reporting

Supporting multiple languages

Access to fan data  
GDPR compliant

Remarkable quality  
Built to scale

Merchandising  
Virtual and physical



K.FLEX™

FUTURE



# CONFIRMED UPCOMING EVENTS

**K·FLEX**

**FRANKFURT**

**17 & 18 JUNE 2023**

**DEUTSCHE BANK PARK STADIUM  
TICKETS AVAILABLE NOW**

**K·FLEX**

**LONDON**

**22 - 24 SEPTEMBER 2023**

**THE O2  
TICKETS COMING SOON...**

**BRICKLIVE™**

# BRICKLIVE

BRICKLIVE designs and builds models of all sizes out of plastic bricks. The larger models form tours. There are 26 tours with two additional ones under construction.

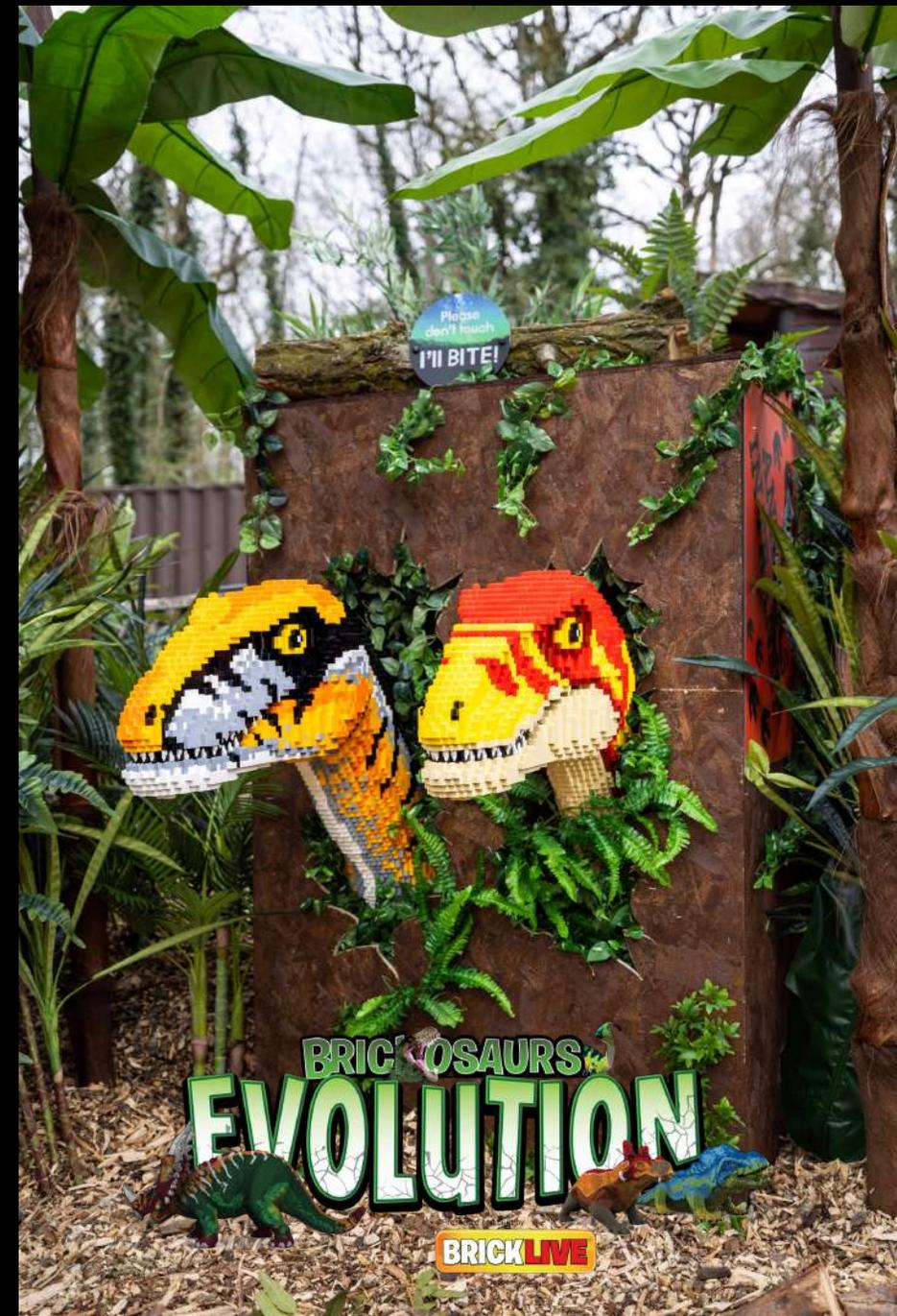
These tours have exhibited around the world and can currently be found in Singapore, USA, Europe and the UK.

We also organise shows that combine tours and physical play spaces. We had one of these in Battersea Park in August this year.

The smaller models are bespoke designs and builds specific to a corporate client's request. Additionally we have designed kits for the general public to purchase. These are available on the newly designed e-commerce site.

## BRICKLIVE SHOWS & EVENTS IN NUMBERS 2022

- Confirmed = 21 (this included shows that started in 2021 and go well into 2022)
- Reserved = 13
- Potential = 23-28 (based on availability/time of year, i.e. holiday periods)
- Currently out on display = 5



# BRICK LIVE

in the Park

## BRICKLIVE IN THE PARK

- August 20 - 24 2022
- Almost 6,000 tickets sold
- 43,000 visitors to the site
- Approx 3,000,000 google impressions
- Second date confirmed for ten days over Easter



St**ART**

# StART

**We are an all encompassing art experience that combines established and new art fairs and shows with a curated digital art presence.**

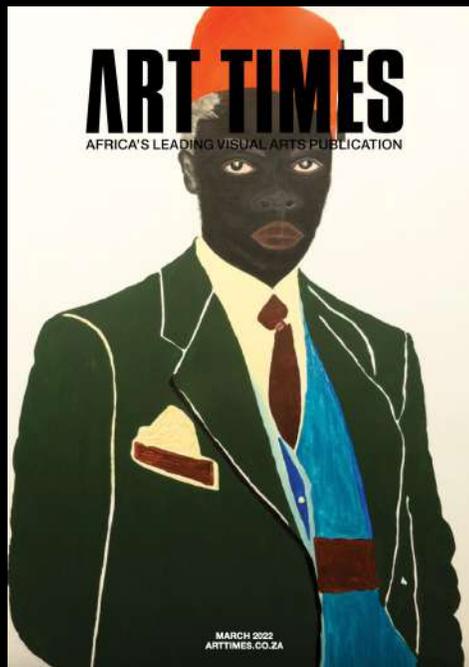
We enable collectors to see artworks in person and online and we give emerging and established artists the opportunity to showcase their works to a global audience.

## **Physical shows include:**

- StART+ Cape Town - Took place in March 2022
- StART Seoul - Took place 1-6 September 2022
- StART London - 13-16 October 2022, Saatchi Gallery
- StART+ London October 2022
- StART+ Seoul November 2022



# StART+ Cape Town



## StART+

The UK's most international art fair brings StART+ to Cape Town to spotlight contemporary South African art  
131A Gallery, Woodstock, Cape Town  
8-12 March 2022  
www.startart.com



Edwin Mkhondo, *Flake*, 2021. Laminated, acrylic on black fabric. Photo: George Cloke/Contrasto



Alvin, *Alvin*, 2021. Laminated acrylic on black fabric. Photo: George Cloke/Contrasto

StART+ has become synonymous with introducing the work of emerging international artists to a global public. From its annual fair at London's prestigious Saatchi Gallery, to its new digital platform StARTart, StART+ showcases works from those beginning to break into the global consciousness to both established collectors and those starting out on their collecting journey.

This March, their latest initiative - StART+, comes to Cape Town to put the spotlight on emerging South African artists.

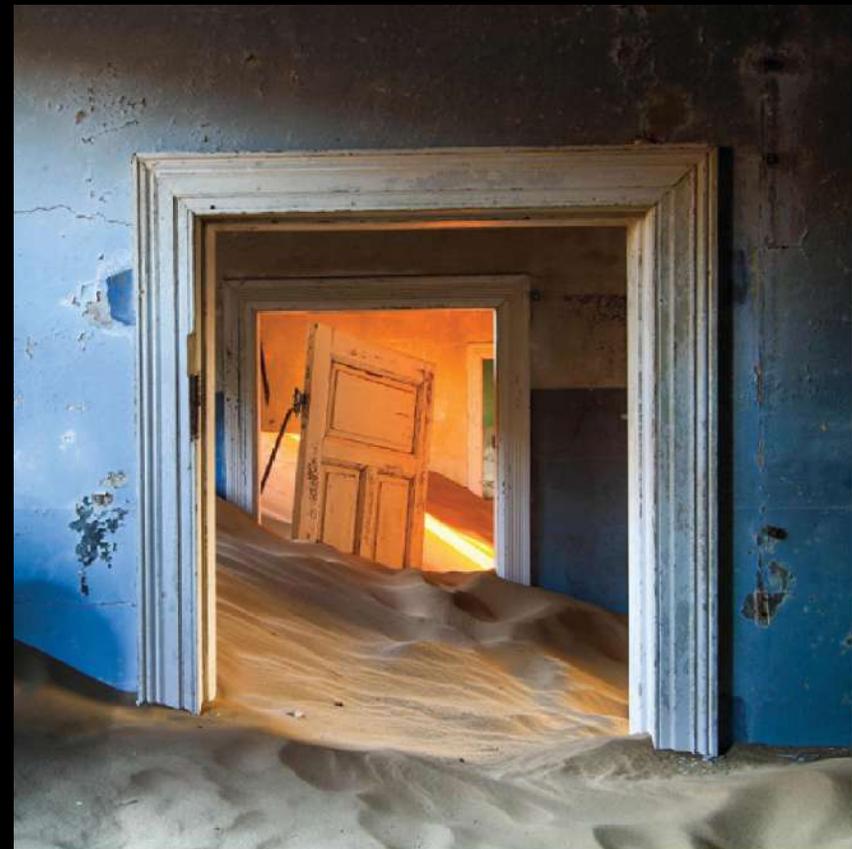
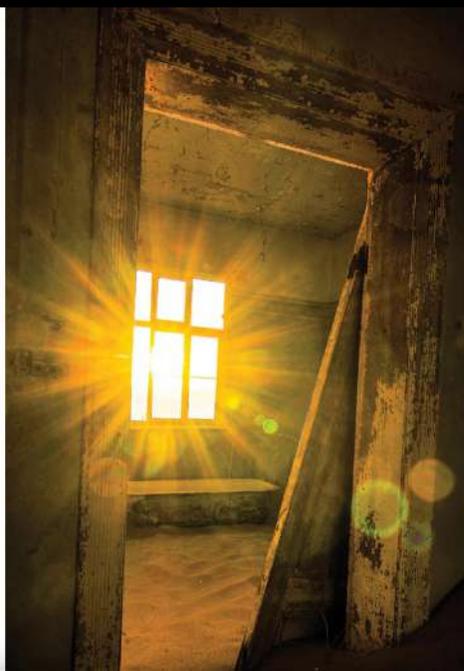
Christian Conrade, Ferdi B. Dick, Conrad Botes, M.J. Lourens and two artists (Olivie Keck and Michael Aronji) who have incorporated AR technology into their physical artworks creating an entirely new visual experience for the viewer will exhibit at independent space 131A Gallery in Woodstock, Cape Town's main arts district.

Gallery 121A's co-director Brett Ballin says, "We're incredibly excited about this collaboration with StART+ as we embrace any opportunity to gain further exposure for our talented artists internationally, and in the current economic climate in SA we see this as an absolute necessity."

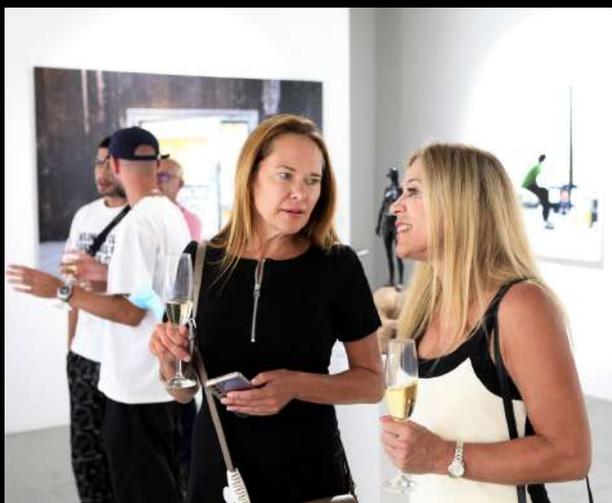
Joining the local South African artists is photographer Marie Jordan, who, with her husband Irish businessman and former motorcycle team owner Eddie Jordan, divides her time between Ireland, Monaco and Cape Town. Her haunting photographs of Namibia's sand-filled ghost town, Kolmanskop, were first exhibited at StART+ in London during Frieze Week 2021. A favourite with the fashion world, Zuhair Murad, also a StART+ art fair exhibitor last year, has collaborated with the likes of Dolce & Gabbana, customising sweaters and bags with his audacious Pop Art approach.

22

WWW.ARTTIMES.CO.ZA



Marie Jordan, *Off the Hook*, 2013. Matt Diasec photograph 150x100cm (Detail)



StART+ founder David Ciclitira says, "We're thrilled to be bringing our latest venture, StART+, to Cape Town. We launched in London's Knightsbridge last October as part of our promise to keep seeking out and supporting new art. There's nowhere more interesting to us at the moment than the contemporary South African art scene, so here we are!"

Capetonian and StART+ CEO Nicola Gross says, "We're a UK company yet a significant number of our staff are South African, so we're incredibly well-placed to shine a light on emerging local talent and then take that talent overseas."

To that end, one exhibiting artist will win the chance to exhibit at StART+ art fair at Saatchi Gallery in London this October, an ongoing feature of StART+'s work to support emerging artists with both physical shows and digital presence.

**Viewing Time: 10am-4pm and Viewing By Appointment.**

**For further information please contact:  
Amy Mac Iver, amy@brookebuckland.com  
+27 82 884 6233**

# StART Seoul 2022

Sung Dong Gu, Seoul Sup 2 gil, 32 Galleria Foret,  
G Floor, Seoul

The fair ran from 1-6 September 2022.

This inaugural StART Seoul cemented StART's commitment to promoting Korean art and artists.

There were artworks from several international artists, however the focus was on promoting emerging Korean artists.

30 artists and 30 galleries exhibited including two members of the iconic K-pop group WINNER.

# StART

SEOUL, 1-6 SEP 2022



# StART Seoul 2022



# StART London 2022

The fair ran from 13 - 16 October 2022 at the iconic Saatchi Gallery.

Over 150 artists / galleries exhibited over the three floors.

For the first time ever an entire gallery space was dedicated to 50 young British artists, giving them a chance to show their works at Saatchi. The prize was sponsored by Martin Miller's Gin.

Two galleries showcased Korean art and there was a ghost booth for artists that weren't able to make it to the show.

**StART also presented several curated Projects including;**

Spotlight Italia - supported by the Italian Embassy London

2021 Global Eye Award winner - Steve Smith

StART.art curated exhibition

Prince's Foundation School of Traditional Arts (PFSTA)  
Ciclitira Prize winner 2021.





LIVE COMPANY SPORTS  
&  
ENTERTAINMENT

# LIVE COMPANY SPORTS & ENTERTAINMENT

Live Company Sports and Entertainment specialises in the conceptualisation, rights acquisition, commercialisation and delivery of sport, lifestyle and entertainment events, LCSE is uniquely positioned to assist governments and corporates looking for investment and brand leverage opportunities in the experiential and mass participation event arenas.

In March we had the very successful Cape Town Cycle tour mass participation event where over 20,000 cyclists road an iconic 109km route.

March also saw the one year out unveiling of the Formula e track in Cape Town. This event was met with great response and positive press. LCSE has a five year contract for the Formula e event.

Other recent events included several wine festivals with Pick 'n' Pay.

In 2023 we will organise The Ocean Race stopover in Cape Town and the Cape Town leg of Formula-e.

LIVE COMPANY SPORTS  
&  
ENTERTAINMENT



# CONTACT US

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LIVE COMPANY GROUP

