



LVCG announces expansion into Japan Live Company Japan

- Live Company Group (LVCG) expands into Japan
- Live Company Japan (LVCJ) – a joint venture – is created
- LVCG signs agreement to license the use of various trademarks and content to (LVCJ)

6 February: Live Company Group announces the creation of a joint venture with Mgroup in Japan. The JV is called Live Company Group Japan (LVCGJ). LVCGJ has signed an agreement with LVCG to license several of its marks. The agreement covers Start art fairs, Kpop concerts – excluding those signed with Birdman - and formula e related events.

The JV sees an injection of cash from Mgroup that will allow LVCG to expand into the Japanese market on many levels with various events. The partnership will serve as a bridge for LVCG connecting Asia and Europe and will allow LVCG to benefit from Mgroup's network and technology.

The agreement between LVCJ and LVCG is for an annual license fee paid to LVCG.

David Ciclitira Chairman of Live Company Group said, *"We have worked in Japan before and I personally believe it is one of the most exciting markets. I look forward to seeing LVCG's brands and events active and strong across the country."*



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About Mgroup.

M Group Holdings, created by Mitsuaki Tachikawa, currently manages 76 companies – including several listed ones. Mitsuaki is the chairman of netprice – an innovative ECTech services company with a platform that has over 600,000 active users and 3.1 million members.



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. The Company organises an annual Japanese KPOP festival called KPOP Lux Nagoya in partnership with Birdman – a leading advertising and entertainment company based in Tokyo.
- StART Art Global (SAG) - SAG owns StART Art Fair in London which has been staged over the last 9 years at the 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.