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13 April 2018

LIVE COMPANY GROUP PLC ("LVCG" or the "Company")

LVCG launches BRICKLIVE Touring and announces a Placing to raise £350,000

BRICKLIVE Touring

LVCG is pleased to announce the debut of a new division, BRICKLIVE Touring, which will take themed BRICKLIVE shows on tour. The first exhibition, entitled BRICKLIVE Animal Paradise, is designed to educate the LEGO fan community about endangered species and will feature more than 65 LEGO animals, including a full-size African elephant and a snow leopard.

Further announcements will be made in due course once specific partnerships and locations have been determined.

Placing

To support this new initiative and commission additional animal builds, LVCG also announces that it has raised £350,000 (gross) through a private placing by Shard Capital Partners LLP, primarily with an existing institutional investor, of 1,000,000 new ordinary shares of 1p each in the Company ("Shares") at a price of 35 pence per new Share.

The new Shares rank *pari passu* with the Company's existing issued Shares and are being issued under the Company's existing share authorities.

Application has been made for the admission of the 1,000,000 new Shares to trading on AIM ("Admission") and dealings are expected to commence on 18 April 2018.

Following Admission, the enlarged issued share capital of the Company will comprise 53,779,218 Shares. Each Share has one voting right. No Shares are held in treasury. Accordingly, the total number of voting rights will be 53,779,218. The above figure may be used by Shareholders as the denominator for the calculation by which they will determine if they are required to notify their interest in, or a change to their interest in, Live Company Group plc under the FCA's Disclosure Guidance and Transparency Rules.

Notice of Results

The Company expects to announce its preliminary results for the year ended 31 December 2017 during May 2018.

LVCG's David Ciclitira Executive Chairman of LVCG stated: *"This is an incredibly exciting opportunity for BRICKLIVE, which we are looking to launch and expand within our Asian markets initially. We believe that the creation of these species in LEGO bricks, together with a tailored educational programme, will be an*

incredibly powerful way to raise awareness of the vital need to protect endangered species, among both parents and children, while also providing a unique platform to further strengthen and grow the BRICKLIVE brand around the world."

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About the Company:

Brick Live Group

Brick Live is a network of partner-driven fan-based shows using BRICKLIVE-created content worldwide. It owns the rights to BRICKLIVE - interactive experiences built around the creative ethos of the world's most popular construction toy - LEGO®. BRICKLIVE actively encourages all to learn, build and play, and provides an inspirational central space where like-minded fans can push the boundaries of their creativity. Brick Live Group is not associated with the LEGO Group and is an independent producer of BRICKLIVE.

Parallel Live Group

Parallel Live was founded by David Ciclitira in 2015 and owns the rights to promote BRICKLIVE in the USA. It will be responsible for running and promoting those events. Including the location hire, event design, event construction, advertising and marketing, media planning, website design, event management, public relations and ticket sales, while Lego Systems, Inc will provide some of the content.

Website: www.livecompanygroup.com

LEI: 213800AQWQYC4FH91312

The information contained within this Announcement is deemed by the Company to constitute inside information as stipulated under the Market Abuse Regulation (EU) No. 596/2014.