

RNS Reach  
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LIVE COMPANY GROUP PLC (“LVCG” or the “Company”)

### **LAUNCH OF BRICKLIVE KIDS IN CHINA**

LVCG is pleased to announce the launch in China of BRICKLIVE Kids, the latest venture in the expansion of the BRICKLIVE brand.

BRICKLIVE Kids will be a permanent childcare crèche, where children can enjoy BRICKLIVE’s classic brick pits in a space of around 100sqm, and will have the safety of full time supervision whilst parents go shopping.

A five-year non-exclusive contract has been signed by Bricklive Centre Education Technology (Beijing) Co. Ltd, Bricklive Group’s joint venture partners in China, with Zhuang Xiang Education Consultant (Beijing) Company Ltd.

The first BRICKLIVE Kids will launch at the end of 2018 at New Yan Sha mall in Beijing, China, with plans to launch 5 additional BRICKLIVE Kids locations over the next 5 years.

**David Ciclitira: Executive Chairman at Live Company Group, said:** “The BRICKLIVE brand continues to prove its versatility and BRICKLIVE centres now feature in cities around the world in venues ranging from ski resorts to shopping malls. LEGO® bricks are used throughout Chinese educational practices and so to be able to tap into the awareness of how it can help children is a prospect we relish and one we are sure will be a huge success.”

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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](http://www.livecompanygroup.com)