

Live Company Group Plc

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Live Company Group surges after it signs deal in Brazil

Live Company Group Plc (LON:LVCG), the Lego bricks events organiser, has entered into a six-year contract relating to BRICKLIVE events in Brazil.

The contract is with Universal Entretenimento e Produções (UEP) and will see UEP organise, promote and stage each BRICKLIVE event, while Live Company subsidiary Bricklive International (BLI) will source and provide content for the events.

Licence fees

BLI will receive licence fees with the potential for further revenues through merchandising and additional content income.

Shares in Live Company shot up, despite the company revealing it had raised £1.6m through a placing of shares at 35p a pop.

The funds raised will support BRICKLIVE'S increased network in South America and Asia.

"To start 2018 with such a significant increase in contracted events speaks volumes for the success of the BRICKLIVE brand. Having had such a successful start to the year, I look forward to continued growth in 2018, especially in our expanded emerging markets. We are delighted to welcome our new institutional and other investors to the register, including Miton Group PLC," said David Ciclitira, the executive chairman of Live Company.

READ: Live Company building on the popularity of a children's favourite
Speaking to Proactive Investors, Ciclitira said the company could theoretically have raised more money, such was the enthusiasm of the institutions, "but we don't need the extra money at the moment".

"Our broker, Shard Capital, thinks it might be because the business is a lot easier to understand than the usual stream of miners and biotechs that are looking for backing from fund managers," he quipped.

Ciclitira identified China as a key market for Live Company, but in all probability, there is hardly a region in the world where the idea of Lego shows is not going to be a goer.

"It's a universal concept," the executive chairman said.

Questioned about the barriers to the entry, Ciclitira said running these sorts of shows might look easy, but it is essential to have the creativity, the relationship with Lego and the right team of people.

"It's about having the partnerships, and having those partnerships at every level," he said.

Price: 46p

Market Cap: £24.74M

Share Information

Code: LVCG

Listing: AIM

52 week	High	Low
	55p	17.1p

Sector: Media & Publishing

Website: www.livecompanygroup.com

Company Synopsis:

Live Company Group (LVCG) is a leading Live Events and Entertainment company. LVCG was founded in 2017 by its Chairman David Ciclitira and is admitted to trading on the AIM market of the London Stock Exchange. Brick Live Group Acquisition

□LVCG has recently acquired the BRICKLIVE Group and the Parallel Live Group.

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For a relatively new company, the BRICKLIVE brand has already made an impact on the primary audience: the kids (although he also mentioned the existence of AFOLs - adult friends of Lego).

"I had some feedback from kids in Switzerland, and the kids remembered the BRICKLIVE brand. It's incredible."

Shares in Live Company were up 17.4% to 49.9p towards the end of trading on Monday.

--- adds management comment and share price ---

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