

Live Company Group PLC

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Live Company to produce Peter Rabbit themed BRICKLIVE tour

Live Company Group PLC (LON:LVCG) has signed an agreement with publisher Frederick Warne & Co to produce a BRICKLIVE tour themed around characters from the Peter Rabbit book series by Beatrix Potter.

The media company said the under the agreement the new tour will be exhibited across the UK and Northern Ireland, the Channel Islands and the Isle of Man with the first tour expected to be launched in the fourth quarter of this year.

WATCH: 2020 already seeing 'strong growth' for Live Company Group

The agreement is for an initial period until 1 January 2023, during which the company will pay a royalty fee based on revenues generated from the tour.

Live Company said the tour will expand its existing intellectual property agreements with Fredrick Warne owner Penguin Ventures, having signed a deal with the firm in September last year to produce a tour themed around the animated film The Snowman and The Snowdog.

"Following the success of The Snowman and The Snowdog, we are delighted to be collaborating with Penguin Ventures again, this time on the iconic and best-selling children's series by Beatrix Potter", said Live Company chairman David Ciclitira.

"We are excited to be bringing these stories to life, developing models and interactive trails for children to enjoy which celebrate Peter Rabbit and friends", he added.

Live Company's shares were steady at 15.5p in late-morning trading on Monday.

--Adds share price--

Price: 9.5

Market Cap: £8.27 m

1 Year Share Price Graph



Share Information

Code: LVCG

Listing: AIM

52 week	High	Low
	56	8.6

Sector: Media

Website: www.livecompanygroup.com

Company Synopsis:

Live Company Group

*Live Company Group (LVCG) is a leading global children's entertainment and education brand. LVCG was founded in 2017 by its Chairman David Ciclitira and is admitted to trading on the AIM market of the London Stock Exchange. *

*The Company's country of incorporation and main country of operation is the United Kingdom. *

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