

# Live Company Group PLC

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## Live Company unveils new contracts for Christmas assets

Live Company Group PLC (LON:LVCG) said it has signed new contracts for two sets of Christmas assets with shopping centres in the UK.

The AIM-listed media and events group said the first set of assets consisting of its Elfie Christmas bundle will be showcased at the Fort shopping centre in Birmingham from November 20, while the second set, consisting of Santa's Express and Santa's sleigh will be at The Mall shopping centre in Luton from November 17. The deal marks the first partnership with the Fort shopping centre for the group.

### WATCH: Live Company 'back on the map' as it prepares to launch biggest tour yet

Live Company noted that its BrickLive Animal Paradise and BrickLive Oceans assets are now in transit to South Africa ready for the first shows in Cape Town. Tickets also recently went on sale for BrickLive SA, which will take place at the Canal Walk shopping centre at the Waterfront in Cape Town from December 16.

"Despite challenging times for our shopping centre partners and following on from our recent first booking for Paddington at the White Rose Shopping Centre, we have secured two new contracts for our Christmas assets - proving once again that our strategy works and our products continue to be in great demand", Live Company chairman David Ciclitira said in a statement.

"While, as a result of [coronavirus], the bookings for Christmas have been later this year we are now close to sold out of all our Christmas assets for 2020", he added.

**Price:** 5.25

**Market Cap:** £5.68 m

#### 1 Year Share Price Graph



March 2020 September 2020 March 2021

#### Share Information

**Code:** LVCG

**Listing:** AIM

52 week	High	Low
	20	3.27

**Sector:** Media

**Website:** [www.livecompanygroup.com](http://www.livecompanygroup.com)

#### Company Synopsis:

Live Company Group (LVCG) plc is a live events and entertainment group. LVCG was founded in 2017 by its Chairman David Ciclitira and was admitted to trading on the AIM market in December 2017 following the reverse acquisition of Brick Live Group and Parallel Live Group by Live Company Group plc (previously Parallel Media Group plc). LVCG owns the BRICKLIVETM&nbsp;brand.

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