

RNS Reach

25 September 2018

LIVE COMPANY GROUP PLC

(“LVCG”, the “Company” or the “Group”)

BL Education signs agreement with Immersive Minds for BRICKLIVE Digital Content

LVCG is pleased to announce that, its wholly-owned subsidiary, Bricklive Education Limited (“BL Education”), has entered into an agreement with pioneers in digital education, ImmersiveMinds Limited (“ImmersiveMinds”).

BL Education will work closely with Immersive Minds, and in particular with founder and director Stephen Reid, who has worked in digital education for the last 18 years, 12 of which he has specialised in Games-Based Learning. He has represented organisations such as Microsoft and BBC, and events such as BETT, ISTE, Minecon Insomnia, Minefaire and Minevention. Stephen will be a director of BL Education, alongside David Ciclitira and Andrew Smith, and will receive a 20% shareholding in BL Education in return for his services.

This exciting collaboration will enable BL Education to develop and enhance educational content for BRICKLIVE shows globally, starting at the recently announced BRICKLIVE Dallas event taking place at the end of January 2019, where ImmersiveMinds have been confirmed to run the ‘Coding Corner’.

Andrew Smith: Managing Director of Live Company Group Plc, said: ‘Education has been at the forefront of our agenda for the Company since its inception and so this partnership cements this goal. Combining education with the digital age will also further increase the demographic of BRICKLIVE, especially as we move into new markets in America and globally. With their experience in teaching digital education, using platforms such as Minecraft and LEGO, and working with reputable companies such as Microsoft, ImmersiveMinds is the ideal partner. Future plans include creating education programmes and lesson plans that we integrate in BRICKLIVE shows.’

Stephen Reid, Director and Founder of ImmersiveMinds, said: ‘ImmersiveMinds are excited to be taking the first steps in bringing our digital creativity and education content to BRICKLIVE through a new partnership. The team at ImmersiveMinds are looking forward to creating content and experiences for BRICKLIVE. Our partnership will offer parents and children a wealth of unique new experiences as part of their visit to BRICKLIVE.’

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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