



Parallel Media Group acquires Brick Live and Parallel Live as it brings BRICKLIVE to AIM

- Parallel Media Group (PMG) has conditionally agreed to acquire Brick Live and Parallel Live
 - Deal will fuel expansion of BRICKLIVE into Europe, the Far East and the Americas
 - Enlarged group to be renamed Live Company Group
 - BRICKLIVE events ran simultaneously across three continents last week

29 November 2017: Parallel Media Group plc today announces that it has conditionally agreed to acquire Brick Live and Parallel Live, to create a new live entertainment events company – Live Company Group – and bring BRICKLIVE to London’s Alternative Investment Market (AIM).

The acquisition of the two companies and of partners’ shares in Brick Live Far East, are valued at £10m, and PMG is raising £1.3m through a share placing at 30p. On completion, the enlarged group will have a market value of £14.5m.

To reflect the enlarged group’s new business focus it will be renamed Live Company Group plc (AIM: LVCG).

The acquisitions of Brick Live and Parallel Live are part of PMG’s strategic plans to expand its live entertainment offering. BRICKLIVE events have received widespread acclaim as a leading network of partner-driven shows designed to showcase the benefits of LEGO® as an educational tool worldwide. Last weekend, BRICKLIVE shows were hosted simultaneously across three continents – Europe, Asia and South America.

The increased profile of being part of a public company will assist Brick Live’s growth strategy and support it in finding further high-quality licensee partners for events.

PMG’s strategy is to build on the success of BRICKLIVE partner-driven events in the UK, South Korea, Japan, Switzerland and Brazil to further extend the global footprint of these shows, with a focus on the Far East and China, in particular.

Brick Live has delivered a phenomenal set of events in 2017. During the past two months alone BRICKLIVE exhibitions have run in Birmingham, Brussels, Campinas in Brazil and Osaka. Meanwhile, the latest BRICKLIVE show will open in Naples tomorrow (Friday 1st December), before ending the year with a special Christmas showcase at London’s Saatchi Gallery, which launched on 25th November and will run until 7th January 2018. Brick Live will have delivered a total of 17 events by the end 2017, with expansion set to bring the total number of shows to 30 in 2018.

The acquisitions and placing are expected to complete on 27th December, following shareholder approval.

David Ciclitira, executive chairman at Parallel Media Group, said: “Since our Birmingham NEC show in October 2016, we have been on an amazing growth journey that is testament to both the talented BRICKLIVE team, and our phenomenal partners. The acquisitions of Brick Live and Parallel Live, and the bringing of BRICKLIVE to the public market, couldn’t come at a better time. Having just successfully launched three BRICKLIVE shows on three continents simultaneously, this is a momentous point in a very successful year. This transaction will give us the springboard we need to take our stand-out events to the next level; expanding into an even greater geographic and fostering an incredible learning environment for even more children around the globe, teaching them that there is no limit to their creativity.”

- ENDS -

Parallel Media Group

Parallel Media Group is a sports and live event entertainment agency founded by David Ciclitira in 1987 and admitted to AIM in August 2001. Parallel Media Group worked within the golf sector for more than 25 years, promoting tournaments on the European tour before moving further into entertainment. In recent years, it has focused on connecting international brands with music solutions in Asia.

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 LEGO® LIVE in the USA as part of a three-year contract. 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.