

MelodyVR Group PLC

('MVR' or the 'Company')

LIVE NATION TO LAUNCH VIRTUAL CONCERTS FROM LONDON'S O2 ACADEMY BRIXTON IN PARTNERSHIP WITH MELODYVR

MelodyVR Group PLC (AIM:MVR), the leading creator of virtual reality entertainment content and operator of the MelodyVR platform, is pleased to announce that it has entered into an exclusive partnership with Live Nation UK for a series of pioneering new live concerts connecting artists and fans in 360° virtual reality. Fans will be able to purchase tickets from Ticketmaster and in-app via the MelodyVR platform.

Live From O2 Academy Brixton will deliver live performances from artists using cutting-edge virtual reality technology, transporting audiences into the iconic London venue from homes around the world. Fans will have the choice of watching each performance from multiple vantage points within the venue including on stage with the artists themselves. Performances will be available in both 360° and virtual reality on the MelodyVR app for anyone with a smartphone or Oculus VR device.

The news follows the success of Wireless Festival's virtual incarnation, Wireless Connect, which concluded yesterday. The ambitious three-day 360° event featured new and exclusive performances from London and LA, with performances from 70 UK and US hip hop, rap, R&B and grime artists. Delivered by Festival Republic and MelodyVR, this pioneering event attracted in excess of 132,000 fans from 34 countries across the world and more than one million interactions over the weekend.

Each **Live From O2 Academy Brixton** show will be entirely bespoke and created in collaboration with artist teams, to deliver an exclusive, unique and premium series of events with high quality production values. This unique opportunity for artists to perform live for their fans will create new opportunities for revenue generation and complement our continuing program of live performance releases, with tickets for this exclusive series sold via the series exclusive ticketing agent - Ticketmaster.

Denis Desmond, Chairman Live Nation U.K. said, *"We look forward to partnering with MelodyVR and presenting **Live From O2 Academy Brixton** which will connect artists with fans globally through the latest and exciting 360° VR technology, direct from a purpose-built studio set within this iconic and world-famous venue."*

CEO of MelodyVR Anthony Matchett said *"MelodyVR's mission is to use our innovative technology to make sure artists can keep staging amazing shows and fans can continue to experience and enjoy the live music that they love. We've helped to take Wireless virtual this weekend, co-creating the successful Wireless Connect, and Live From O2 Academy Brixton is another exciting venture in partnership with Live Nation. Virtual shows are here to complement and support live entertainment, and we are proud to be working with the rest of the industry to ensure that live music doesn't stop."*

Performances will be available on the MelodyVR app for anyone with a smartphone or an Oculus VR device across the UK, USA, Canada, France, Germany, Sweden, Spain, Italy, Portugal, the Netherlands, Ireland, Switzerland, Austria, Greece and Belgium. Ticketmaster is the exclusive ticketing agent for the series. Fans will be able to purchase access to each concert individually.

The full series of **Live From O2 Academy Brixton** to be announced soon.

**For further information please contact:
MelodyVR Group PLC**

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About MelodyVR

MelodyVR launched in 2015 with a simple mandate: not to replace the live music experience, but to harness the power of virtual reality to get people closer to the music they love.

By using VR technology, the founders realized that they could place fans in the crowd or on stage with their favourite musicians at live events. From epic stadium shows to intimate studio performances, the possibilities are endless: capacity restrictions are eliminated, music lovers can attend otherwise sold-out dates, and the barriers (distance, age, cost, access) that might keep people from experiencing their heroes live are swept away. The result? Artists can reach more fans than ever before, with a level of intimacy which has previously not been possible.

MelodyVR is the only licensed VR music platform and has the world's largest library of exclusive immersive and interactive music experiences from the likes of Post Malone, Lewis Capaldi, Blake Shelton, Wiz Khalifa, Kelly Clarkson, Niall Horan, Fall Out Boy, Julia Michaels, KISS, The Chainsmokers

Available on smartphones and VR headsets, the MelodyVR app can be downloaded at **on.melodyvr.com/App**

About Live Nation Entertainment

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, and Live Nation Media & Sponsorship. For additional information, visit www.livenationentertainment.com