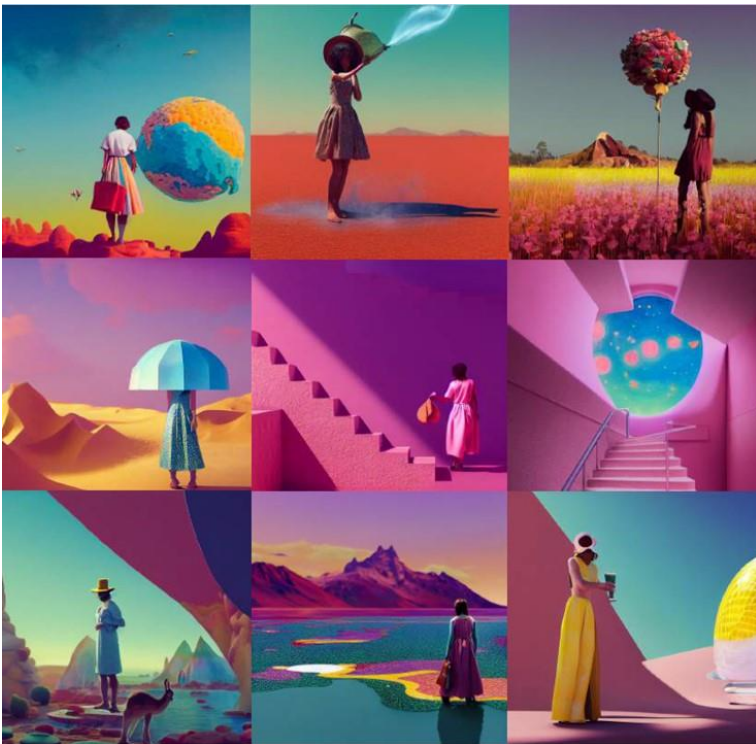


PRESS RELEASE

Tokyo, Japan/ April 27, 2023 LIVE BOARD, INC.

LIVE BOARD participates in the "ArtCrush World Tour" conducted by ArtCrush, an international organization that supports digital art and artists.



Live Board



LIVE BOARD, INC. is participating in the "Art Crash World Tour," an international "Art x DOOH" project by Artcrush (<https://www.artcrush.xyz/>), an organization that supports digital art artists all over the world, to provide value to artists, digital OOH (DOOH) media, and audiences.

The artwork will be aired on the Aoyama Street Billboard and Works Minami-Aoyama, DOOH screens owned by LIVE BOARD, from May 8 (Mon.) to 14 (Sun.), 2023.

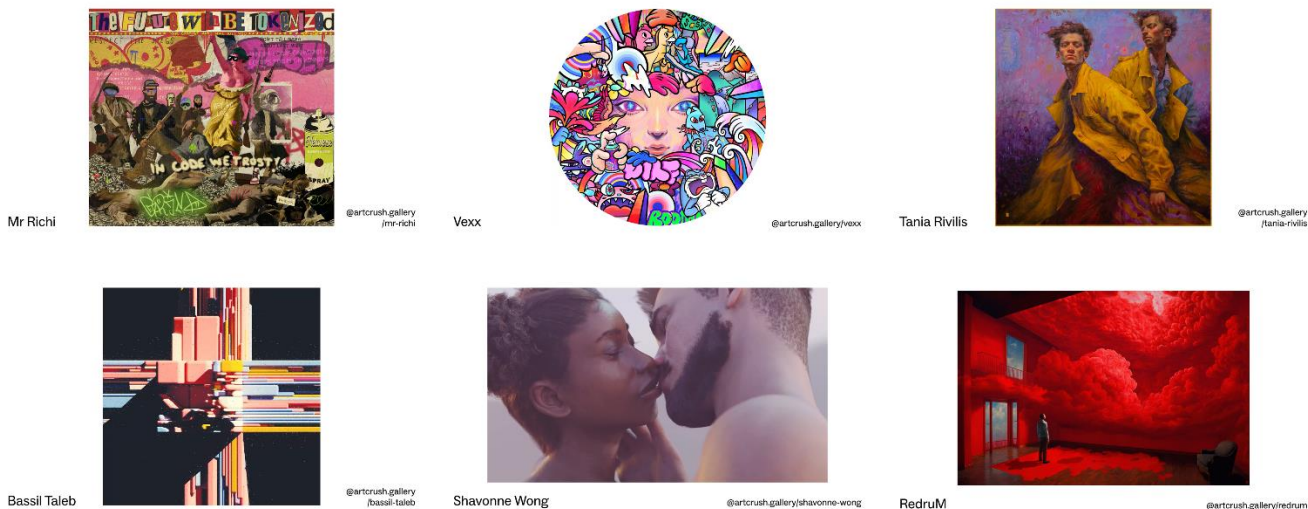
- Artcrush Comments

We exhibit Outstanding Art in up to 100,000 Billboards across the World. From Paris to Tokyo and from Shoreditch to Times Square. Our mission is to Color the Life of People in Outstanding Ways, by bringing Digital Art into the life and hearts of Millions.

Based on the policy that "good digital art enriches people's minds and lives," Artcrush World Tour will run from March 13 to June 4, 2023, in 10 cities worldwide (London, Hong Kong, Milan, New York, Amsterdam, Lagos, San Francisco, Melbourne, Paris, and Tokyo) will utilize DOOH to publish artists' works. Artcrush will continue to

partner with progressive OOH companies to implement activities that will benefit digital art, artists, and their cities.

Twitter : <https://mobile.twitter.com/artcrushgallery>



- Media Details

Effective on : May 8-14, 2023

Media venue : [Aoyama Street Billboard](#) , [Works Minami Aoyama Building](#) (Tokyo,Japan)

LIVE BOARD will continue to utilize the broad reach of its media network to disseminate information about these social activities to the world.

◆About LIVE BOARD, INC.

An operator of a digital OOH ad network that achieves data-driven targeting and effectiveness verification.

LIVE BOARD is the first company in Japan to achieve impression-based advertisement delivery in OOH. We deploy advertisement delivery and billing systems in accordance with actual conditions that are based on the estimated number of viewers "at that time, in that place, and for that specific ad," even during the COVID-19 pandemic, when people's movement patterns are prone to change. In addition, by combining big data from Japan's largest carriers with our own network, which includes a wide range of digital OOH across Japan, including outdoor, indoor, train, and station OOH ads, we have been able to deliver personalized ads, such as targeting by gender and age, that was not possible with traditional OOH.

Company Name : LIVE BOARD, INC

Business Details : DOOH Advertising Distribution Platform Management, DOOH Advertising Media Development, DOOH Advertising Space Sales

Website : <https://liveboard.co.jp/en/>

Media Contact : info_press@liveboard.co.jp