



## The LEGO Group significantly expands Singapore office to support growth in Asia

**A new main office in Singapore is another important milestone in the LEGO Group's globalisation, in accordance with the company's strategy to reach even more children all over the world with creative play experiences.**

*Singapore, December 4:* Today, the LEGO Group inaugurates brand new facilities for the office in Singapore - one of the company's five main offices around the world. 220 LEGO employees work in the office in Singapore today; a number that has steadily increased over the past few years. The new office can house 400 LEGO employees, and as such, it further enables the LEGO Group in adjusting for expected growth in the future.

The need for new and more spacious surroundings is the result of the extraordinary double-digit growth that the LEGO Group has achieved globally over the last ten years, not least in Asia.

*"It is our ultimate ambition to bring creative LEGO play experiences to children across the globe, to enable them to develop and learn through creative play. To do that we need to be present globally and attract talented employees in many locations. As part of this effort, Asia is an important growth driver. Our main office here in Singapore is one of the key elements for us to fulfil our global ambition, and I am very excited that we now have surroundings to accommodate the increasing number of employees,"* says Chief Commercial Officer of the LEGO Group, Loren I. Shuster.

The increasing presence in Asia will be further supported by the factory that the LEGO Group is building in Jiaxing, China. The factory recently began packaging the first LEGO sets, and when fully operational, it will produce the vast majority of LEGO® products for Asia.

*"We have experienced substantial growth in Asia, and with our own factory in the region, we will be able to provide even more children with LEGO play experiences. The Jiaxing factory will operate under the same global standards as our other manufacturing facilities, as all LEGO products live up to the strictest global safety and quality requirements",* says Loren I. Shuster.



## **New ways of working**

The importance of Asia is underlined by the fact that two of the LEGO Group's five main offices are placed in Asia. As the first office in the region, the new office in Singapore has applied the new ways of working, called Activity Based Working, that were introduced with the opening of the main office in London in 2014.

*"At the LEGO Group, we realise that a key part of our success has been the conscious approach we have taken as a company not to "divisionalise" the business. Instead, we have a very flat corporate structure where we encourage employees to think "end to end" across the business to maximize the benefit of the whole as opposed to simply what may be best for a certain individual or team. Our new way of working – Activity Based Working – helps facilitate and foster our collaborative spirit in the company, a key part of our corporate culture",* says Senior Vice President & Head of Asia-Pacific for the LEGO Group, Marko Ilincic.

## **About the Singapore office:**

- The main office in Singapore houses employees from many global functions, among others Procurement, IT, Finance, Legal Affairs and HR, as well as management for LEGO Asia Pacific.
- The office is located in the commercial building South Beach Tower, on 38 Beach Road in Singapore's central Bay Area.
- The LEGO office will span three floors, covering 56,481 square feet. That is almost three times the size of the former Singapore office.
- The new office has room for 400 LEGO employees in the current office layout, with 220 LEGO employees currently based in the office.

## **Offices:**

While the LEGO Group has been well represented around the world through local sales offices for several years, in 2013 the LEGO Group reinforced its commitment of globalising the company by announcing its intention to grow and establish a number of main offices. Currently, the LEGO Group has five main offices around the world:

- Billund, Denmark (Headquarter)
- Enfield, Connecticut, USA
- London, UK
- Shanghai, China
- Singapore



**Production facilities:**

- The LEGO Group currently owns and operates its own factories, in
  - Billund, Denmark
  - Monterrey, Mexico
  - Nyíregyháza, Hungary
  - Kladno, Czech Republic
- In April 2014, the construction of a LEGO factory was officially initiated in Jiaxing, China, 120 km south of Shanghai. The factory will supply all of Asia with LEGO products.

**For further information:**

Roar Rude Trangbæk  
LEGO Group Press Officer  
Ph: +45 7950 4348  
Mail: [media@LEGO.com](mailto:media@LEGO.com)