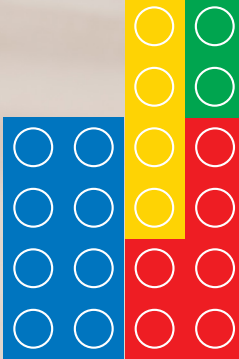




# The LEGO Group

## A short presentation



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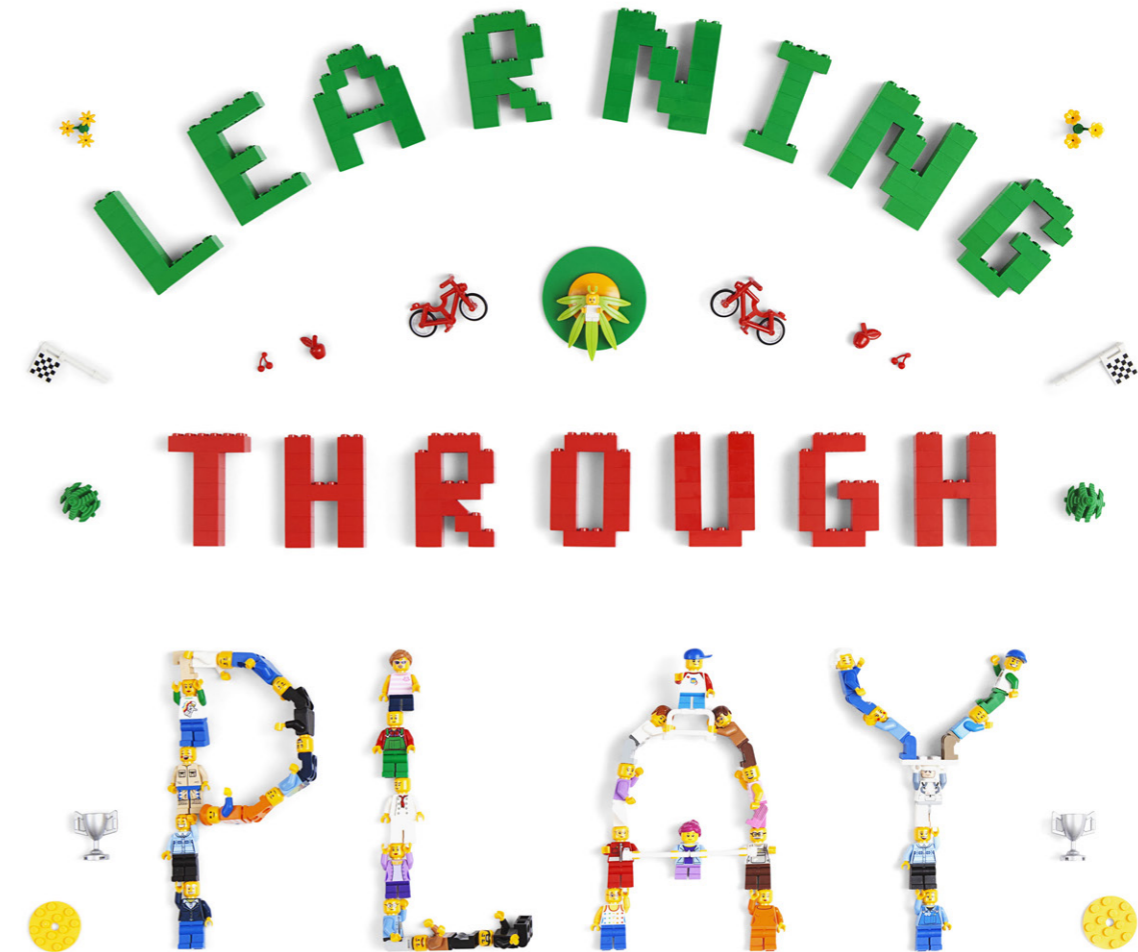
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Based on the iconic LEGO® brick, the LEGO Group is one of the world's leading manufacturers of play materials with headquarters in Billund, Denmark, and main offices in Enfield (USA), London (UK), Shanghai (China), and Singapore.

This booklet provides highlights on how we set out to achieve our mission to inspire and develop the builders of tomorrow through creative play and learning.

“ We feel a huge sense of responsibility to make a difference for children by providing quality products and experiences that stimulate fun and learning.”

— Thomas Kirk Kristiansen,  
fourth generation representative  
of the LEGO Group owner family.





Bali Padda  
President and CEO of the LEGO Group

“Our mission at the LEGO Group is to inspire and develop the builders of tomorrow.”

## ‘Children are our role models’

We think of children as our role models, and we believe they deserve only the best. Ever since the LEGO Group was founded in 1932, our focus has always been on providing fun and engaging play materials of the highest quality and safety for children.

Through LEGO® play experiences, we want to create opportunities for children to reach their potential. All LEGO play experiences are based on the underlying philosophy of learning and development through play, and the LEGO System in Play enables us to constantly innovate to provide children with play experiences that encourage them to problem-solve, discover, and be creative.

Our core values – *Imagination, Creativity, Fun, Learning, Caring, and Quality* – are important to us not only because they define who we are as a company and what we stand for but also because they guide us in our work towards our ambition of enabling future generations to build a better world.

## The LEGO® Strategy

It is the LEGO Group's aspiration to further globalise and innovate the LEGO® System in Play through:

### Sustaining core commercial and operational momentum

We will sustain the growth of our core business, through inventing great products within existing and new product lines. Also, we will continue implementing ongoing improvement initiatives across the entire company.

### Expanding global presence

We will expand our global presence. We will do this commercially through focus on new emerging markets such as China, operationally through the establishment of new factories in key geographies, and organisationally through the establishment of main offices.



### Leveraging digitalisation

We consider digitalisation as a way to make our core business – physical LEGO® play – even more fun and exciting. To do this, we will leverage digitalisation to connect in new ways with consumers, shoppers, and retail partners.

### Creating the organisation of the future

We will build a truly global and diverse organisation to meet the adaptive challenges, gain competitive advantage against intensifying competition, and build required stewardship of environment, governance and social responsibility.



## Organisational structure

The LEGO Group is 75 percent owned by the third and fourth generations of the Kirk Kristiansen founding family, Kjeld Kirk Kristiansen and his three children, through their investment company KIRKBI A/S. The remaining 25 percent is owned by the LEGO Foundation.

In the beginning of 2017, LEGO Group CEO, Bali Padda, announced a new Executive Leadership Team, which covers the following strategic business areas:

- Business Transformation
- Finance, Governance and Responsibility
- Market Management and Development
- Operations
- People Operations and Development
- Product and Marketing Development

Learn more: [www.LEGO.com/Aboutus](http://www.LEGO.com/Aboutus)

## The LEGO Foundation

From South Africa to Ukraine, the LEGO Foundation aims to make children's lives better – and communities stronger – by building a future where learning through play empowers children to become creative, engaged, lifelong learners.

There is an increased global attention on the need for children to develop stronger life skills, including critical thinking, creativity, and social skills, but there is only limited understanding of the power of play and of how to make play an integrated part of learning. The power of play is therefore not exploited to its full potential.

The LEGO Foundation has established three focus areas: Early Childhood, Education, and Communities in South Africa, Mexico and Denmark. The LEGO Foundation's objective is to ensure that the fundamental value of play is clearly understood, and that play-based learning becomes a reality for children all over the world.

The Foundation partners with e.g. organisations, academic institutions, school systems and governments who already work within the field of play and quality early childhood education to achieve strong, sustained impact.

The LEGO Foundation activities are funded through its 25% ownership of the LEGO Group.

Learn more: [www.LEGOFoundation.com](http://www.LEGOFoundation.com)

The **LEGO** Foundation



## LEGO® Education

LEGO® Education offers playful learning experiences and teaching solutions based on the LEGO brick, curriculum-relevant material, and physical and digital resources for preschool, elementary, and middle school.

For more than 35 years, LEGO Education has partnered with educators to support teaching in an inspiring, engaging, and effective way. LEGO Education's educational solutions range from the humanities to science, and enable every student to succeed by encouraging them to become active, collaborative learners,

build skills for future challenges, and establish a positive mind-set toward learning.

LEGO Education takes the pursuit of hands-on learning very seriously. It does this in conjunction with educators who play a critical role encouraging students' budding interest during the span of their academic careers in school and in after-school programmes, such as *FIRST*® LEGO® League and World Robotics Olympiad.

Learn more: [www.LEGOEducation.com](http://www.LEGOEducation.com)





# Play experiences for every child

Being committed to bringing high-quality LEGO® play experiences to millions of children around the world, we are focused on providing a product range that reflects the individual needs and interests of every child.



LEGO® play experiences **enable learning through play** by encouraging children to reason systematically and think creatively. They offer endless hours of engagement, as all LEGO bricks are based on the LEGO System in Play, **which allows children to build anything they can imagine** – over and over again.

LEGO® products are challenge-graduated to reflect the fact that children grow older and develop. Most of our products include building instructions to provide inspiration and ensure that children **experience different building techniques and challenges** suitable for their age and skills.

Theme-based LEGO products **provide storytelling settings** that children can immerse themselves into and further shape their own stories around – be it LEGO owned themes or themes based on licensed products.

Digital platforms open up **a world of possibilities** for seamlessly merging physical and digital play. LEGO experiences such as online gaming, videogames, console games, Apps, TV series, and movies are all great means to do this.

From curious small hands to exciting roleplay and advanced building challenges over to engaging digital and educational exploration, we seek to provide **a product assortment broad enough to appeal to every child.**

**Only the imagination sets the limit to what you can build.**



# Highlight of LEGO® products

## LEGO® Classics



LEGO® DUPLO®  
(1½-5)



LEGO® Juniors  
(4-7)



LEGO® Classic  
(4-99)



LEGO® Creator 3in1  
(6+)

For a full overview of  
LEGO® products, please visit:  
[www.LEGO.com/Products](http://www.LEGO.com/Products)

## LEGO® Themes



LEGO® City  
(5+)



LEGO® NEXO  
KNIGHTS™  
(5+)



LEGO® NINJAGO®  
(5+)



LEGO® Friends  
(5-12)



LEGO® Elves  
(5-12)



LEGO® Minifigures  
(5+)

## LEGO® Advanced



LEGO® Technic  
(7+)



LEGO® Architecture  
(12+)



LEGO® Creator Expert  
(16+)



LEGO® MINDSTORMS®  
(7+)

## LEGO® Collaborations



LEGO® Star Wars™  
(5+)



LEGO® Minecraft™  
(5+)



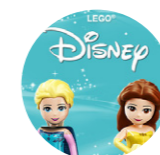
LEGO® Marvel  
Super Heroes  
(5+)



LEGO® DC Comics  
Super Heroes  
(5+)



LEGO® DC Super Hero  
Girls™  
(5+)



LEGO® | Disney™  
(5-12)

## LEGO® Education



LEGO® Education  
BuildMe Emotions  
(3+)



LEGO® Education  
Early Simple  
Machines  
(5+)



LEGO® Education  
WeDo 2.0  
(7+)



LEGO® Education  
Simple & Powered  
Machines  
(8+)



LEGO® Education  
Renewable Energy  
(8+)



LEGO®  
MINDSTORMS®  
Education EV3  
(10+)



Did you know that there are 915,103,765 ways to combine six two-by-four LEGO® bricks of the same colour?

# Innovation and production

We want to continue creating new opportunities for children to reach their potential by learning through play. We constantly innovate to provide children with high-quality and safe products that encourage them to problem-solve, collaborate, discover, and imagine.



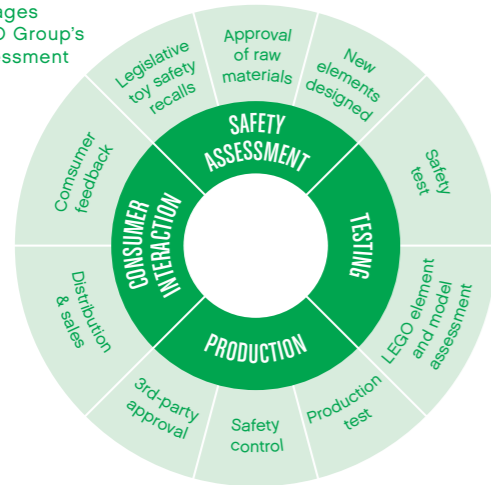


# Innovating for children

Our talented designers have solid insight into children's play patterns and interests at different ages. However, our most valuable insight comes from children themselves. Including children in concept and product testing is an integrated part of our innovation process.

Furthermore, all feedback we receive on LEGO® play experiences from children and parents, once our products have been explored throughout playrooms across the world, is taken very seriously and used as a crucial source in updating and improving LEGO play experiences.

The four stages of the LEGO Group's Safety Assessment



# Quality and safety above all else

It is essential that children can enjoy safe and high-quality LEGO® play experiences. Therefore, we invest in quality and safety by working closely with designers to ensure new elements and products are tested thoroughly in anticipation of how a child may play with our products.

Each LEGO element and all LEGO products adhere to the strictest global safety and quality standards, and our meticulous approach to product quality and safety has ensured us zero product recalls since 2009.

Our world-class accomplishments in making safe products enable us to play a central role in major associations promoting and regulating toy safety in the world, including the European (CEN) and International (ISO) Toy Safety Standardisation Committees. We also contribute to the work of the ASTM International Toy Safety Committee, which shapes standards in the USA, and the Chinese National Technical Committee for Standardisation for Toys.

## Physical and chemical testing – a few examples:



**Bite test**  
We simulate a child biting LEGO® DUPLO® elements to ensure that nothing breaks off during play. We use a device shaped as a child's mouth and bite with a force equivalent to 22.5 kg.



**Impact test**  
We drop a 1 kg metal disc onto potential weak points on LEGO® DUPLO® elements from a height of 12 cm. This is to ensure the element does not break or splinter during play.



**Compression test**  
We simulate a young child stepping on certain LEGO® elements by pressing a metal disc with a force equivalent to 15 kg on the element to ensure that it does not break or splinter during play.



**Drop test**  
We drop the elements from a height of 1.5 m and 1.0 m five times onto a hard surface to ensure that LEGO® DUPLO® and LEGO elements do not splinter or break when a child drops them during play.



**Full ingredients list**  
We have the full ingredients list of every raw material and decoration ink we use for LEGO® elements. We consider whether any additional substance could theoretically be present, for example through unintentional contamination.



**Hazard classification**  
We consult official hazard classification databases to check if individual substances have an inherent hazard that a child could be exposed to during play.



**Colour migration**  
We perform chemical tests where we simulate children subjecting LEGO® elements to sweat and saliva. This ensures that no colour pigments migrate from the LEGO element when in contact with these fluids.

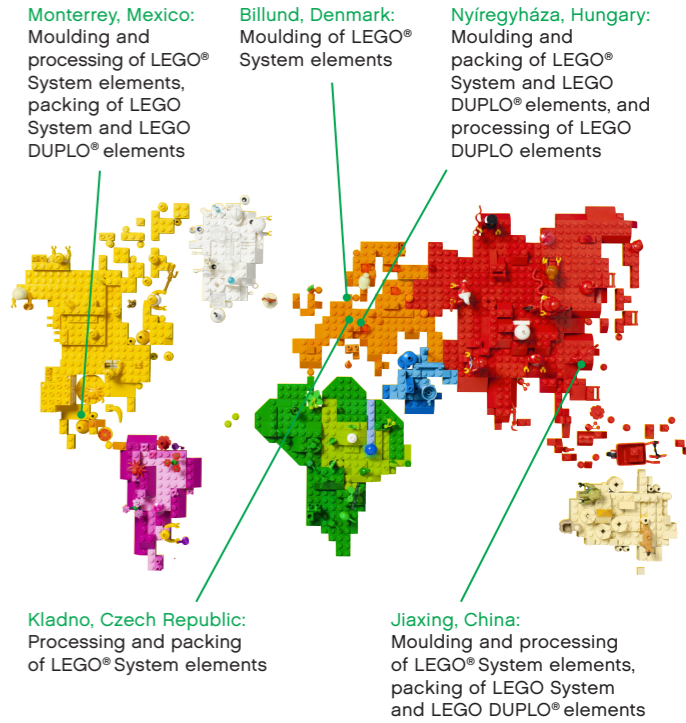


**Content analysis**  
We make a total content analysis to determine that no substances are present above legal limits or internally adopted limits.



**Substance migration**  
We also determine that no substance migrates from LEGO® elements, at any level of concern, taking into consideration that children could put LEGO elements in their mouth during play.

All our production facilities adhere to the same strict safety and quality regulations, and the methods used to produce LEGO® elements are standardised across our factories. This ensures consistent high quality across all LEGO elements regardless of which of the five LEGO factories they are manufactured at:



Learn more: [www.LEGO.com/Responsibility](http://www.LEGO.com/Responsibility)

## Key figures & production fun facts

No. of different colours used in production: **60+**

The moulds used to produce LEGO® elements are accurate to within four my (= 0.004 mm) – less than the width of a single hair.

This accuracy ensures what we refer to as clutch power

No. of different types of LEGO® elements: **3,700+**

Approximate no. of LEGO® elements sold per year:

**75 billion**  
– in more than 140 countries

Employees: **19,000+**  
of more than 80 nationalities

More than **130** LEGO® Brand Retail Stores worldwide



Approximate number of LEGO® tyres produced per year:

**700,000,000+**

**°C** During the moulding process, the plastic is heated to 230-310°C before injected into the moulds with a pressure of up to 29,000 psi. In comparison, a car's tyre pressure is 29 to 43 psi. On average, it takes ten seconds to cool and eject new elements.

Product recalls since 2009: **0**

# Company timeline

Through almost a century, the LEGO Group has grown from being a small local company into being one of the world's leading suppliers of creative play and learning materials. Here is a timeline summing up a family belief in an idea, the meaning and substance of the LEGO® name and brand, and our most iconic historical events.



1932



2017



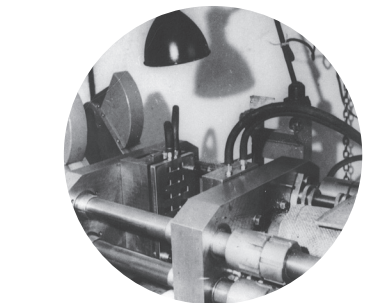
## 1930s

**1932** Master carpenter and joiner, Ole Kirk Kristiansen, starts making wooden toys. As an apprenticed carpenter, he pursues high quality and craftsmanship in everything he does



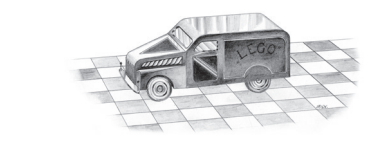
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# LEGO

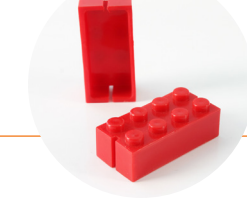


**1946** Ole Kirk Kristiansen orders his first plastic injection moulding machine from Great Britain

## 1940s



**1937** Ole Kirk Kristiansen's son, Godtfred Kirk Christiansen, begins designing wooden toys at the age of 17



**1949** Ole Kirk Kristiansen sees potential in plastic bricks and tries to convince his sons: "Have you no faith? Can't you see if we do this right, we can sell these bricks all over the world?"

## 1950s

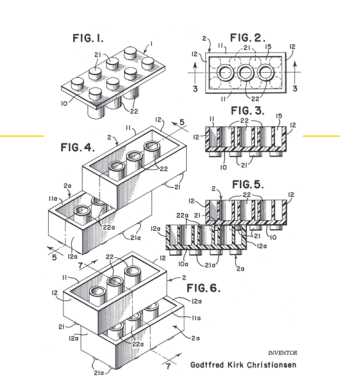


**1953** Automatic Binding Bricks change name to LEGO® Mursten (LEGO Bricks). The name "LEGO" is now moulded on every brick

**1955** Godtfred Kirk Christiansen launches the LEGO® System in Play as a structured system of products – the more bricks you have, the more you can build. "Our idea has been to create a toy that prepares the child for life – appealing to its imagination and developing the creative urge and joy of creation that are the driving forces in every human being"



**1949** The forerunner of the LEGO® bricks we know today, is launched under the name "Automatic Binding Bricks"



**1958** The LEGO® brick is patented with a new coupling principle, the one we know today, opening up to endless building possibilities



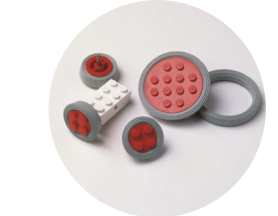
**1957** Godtfred Kirk Christiansen takes over the day to day management from his father. He sees himself as a manufacturer: "We want only the best ... we must make better bricks from even better material on even better machinery. We must get the best people for our company"

**1956** The LEGO Group enters the German market and establishes a sales company, the first outside Denmark

## 1960s

**1960** A fire destroys the company's wooden toy warehouse and the production of wooden toys is discontinued

**1962** The LEGO® wheel is launched, introducing movement to the LEGO System in Play



**1963** Godtfred Kirk Christiansen announces the 10 LEGO® characteristics:

1. Unlimited play possibilities
2. For girls, for boys
3. Enthusiasm at all ages
4. Play all year round
5. Stimulating and harmonious play
6. Endless hours of play
7. Imagination, creativity, development
8. More LEGO, greater play value
9. Always topical
10. Safety and quality

**1964** The first LEGO® building instruction is introduced



## 1970s

**1969** LEGO® DUPLO® bricks – twice the size of a LEGO brick on all dimensions – is launched globally for the youngest children

**1968** The first LEGOLAND® Park opens in Billund

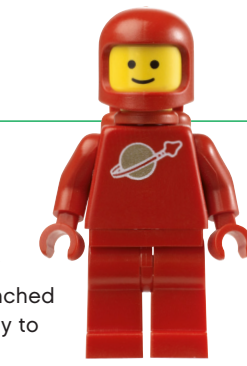


**1977** Kjeld Kirk Kristiansen, grandson of Ole Kirk Kristiansen, joins the company management



**1975** The LEGO Group establishes a sales office in Enfield, USA – today representing one of the LEGO Group's five global main offices

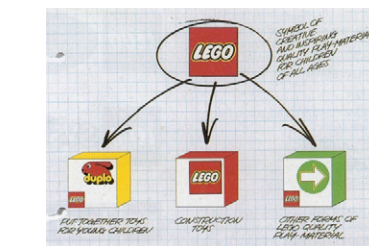
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**1977** LEGO® Technic is launched – challenging older children to build like in real life



**1979** Kjeld Kirk Kristiansen becomes CEO of the LEGO Group. Being the first within the owner family to hold a formal business degree, he brings new ideas and renewed energy into the company and has one primary focus: children and their development. "Our products must exist on children's own terms. To put it simply: what the future LEGO products do in the heads of tomorrow's children is important"



**1978** Kjeld Kirk Kristiansen develops the "System within the System" to offer children the right products at the right age and for the right purpose. New product programmes and themes such as Castle, Space and Town are launched as part of this strategy

## 1980s

**1980** The LEGO Group establishes a department to develop educational material based on the belief that LEGO® products are more than a toy. Today LEGO® Education works with educational systems throughout the world

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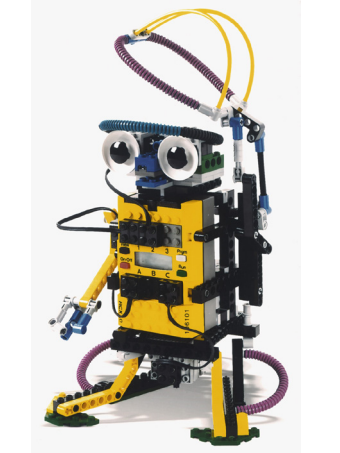
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**1998** The LEGO Group and MIT Media Lab launch LEGO® MINDSTORMS®, an intelligent LEGO brick integrating robot technology and the LEGO building system



LEGO Group founder, Ole Kirk Kristiansen, with his son Godtfred Kirk Christiansen and grandson Kjeld Kirk Kristiansen. The family-owned LEGO Group is today owned by Kjeld Kirk Kristiansen and his three children.



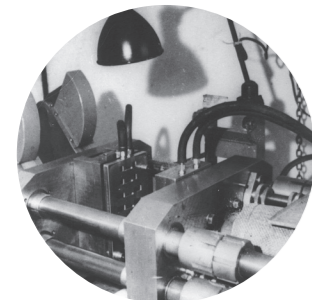
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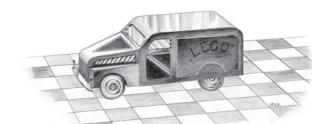
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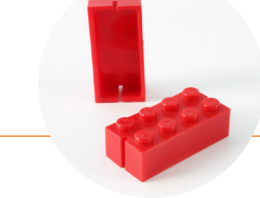


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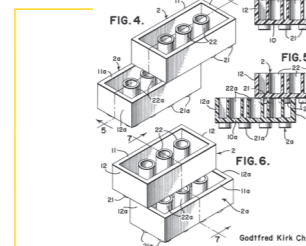
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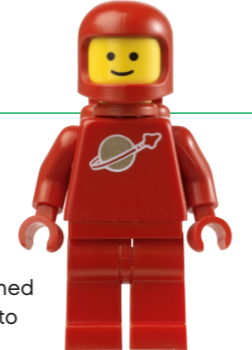
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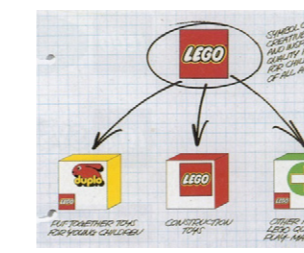
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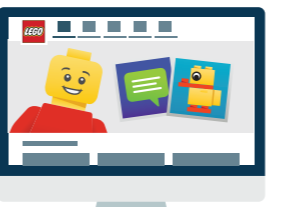
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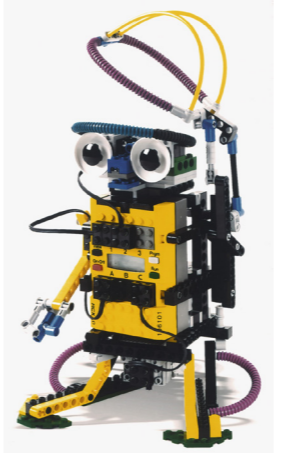
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## 2000s



2001 LEGO® Creator products, encouraging children and adults to build without rules and limitations, are launched



1999 The LEGO® brick is elected "Toy of the Century"

1999 LEGOLAND® California opens



2004 LEGO® licensed Minifigures no longer have yellow faces – Harry Potter, for example, assumes a more natural skin tone

2004 The LEGO Group faces a serious crisis and establishes a survival and turnaround plan. As part of this plan, Jørgen Vig Knudstorp succeeds Kjeld Kirk Kristiansen as President and CEO. He revitalises the company by reintroducing a strong focus on the core business – the brick and the LEGO® System in Play



2002 The first LEGO® Brand Retail Store opens in Cologne, Germany – the same year LEGOLAND® Deutschland opens

2009 A LEGO® factory opens in Monterrey, Mexico

2008 A LEGO® factory opens in Nyíregyháza, Hungary

2008 Kjeld Kirk Kristiansen is inducted into the Toy Industry Hall of Fame, USA. The honour is motivated by the fact that the LEGO Group has revolutionised the way children play and build with bricks



2007 Thomas Kirk Kristiansen joins the Board of Directors, representing the continuation of the Kirk Kristiansen family ownership

2005 The LEGO Group sells the LEGOLAND® Parks to Merlin Entertainments Group and becomes a major shareholder of Merlin Entertainments Group

## 2010s



2011 LEGO® NINJAGO® is launched and quickly becomes an evergreen

2011 LEGOLAND® Florida opens



2012 LEGO® Friends is launched, introducing a new mini-doll figure

2012 LEGOLAND® Malaysia opens



2013 The LEGO Group opens a new office in Singapore



2016 Thomas Kirk Kristiansen becomes the more active owner as the Kirk Kristiansen family takes important steps in the smooth handover to the next generation.

2016 A new LEGO® factory opens in Jiaxing, China



2014 The last two of the LEGO Group's five global main offices are inaugurated in London and Shanghai respectively



2014 THE LEGO® MOVIE™ premieres in cinemas all over the world

2016 LEGOLAND® Dubai opens

2017 Bali Padda succeeds Jørgen Vig Knudstorp, who takes on the role as Chairman of the LEGO Brand Group



2017 LEGO® BOOST launches in the second half year in select markets, merging digital programming and physical building



2017 LEGOLAND® Japan opens

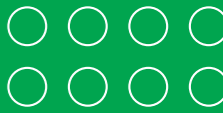
2017 LEGO® House opens

Did you know that LEGO® bricks produced since 1958 are fully compatible with LEGO bricks produced today?



# Building a better tomorrow

As a family-owned company with a long-term mission, the LEGO Group is uniquely placed to deliver a positive impact on children, society and the planet.



**Our mission at the LEGO Group is to ‘inspire and develop the builders of tomorrow’. It is this focus on future generations that drives our responsibility efforts.**

For **children**, it means creating new opportunities to reach their potential by learning through play. Our physical products adhere to the strictest global safety and quality standards, and our digital experiences support safe and playful learning. Through our products and the joint activities of the LEGO Group, the LEGO Foundation and LEGO® Education, we support the development of children all over the world. Together with global strategic partners, we work to ensure our activities are respectful of children and to encourage and inspire other businesses to respect children’s rights.

We work in a sustainable manner to ensure we reduce our impact on the **planet** through improving energy efficiency, reducing waste, and our goal of balancing 100% of our energy

consumption with production of renewable energy by 2020 and beyond. We will also continue to invest in research to meet our ambitious goal of using only sustainable materials in our core products and packaging by 2030.

We support **society** and the communities where we are present. This is reflected in our work with our partners to engage children in activities through our Local Community Engagement programme for the benefit of children and their families. The culture of the LEGO Group is defined by caring for employees, and safety is a key priority which we will never compromise. We strive to operate ethically and transparently, and to uphold human rights.

Learn more: [www.LEGO.com/Responsibility](http://www.LEGO.com/Responsibility)



Did you know that the LEGO Group signed the United Nations Global Compact in 2003 as the first company in the toy industry? We are committed to embrace, support and enact United Nations' directions within the areas of human rights, labour standards, the environment and anti-corruption.



# LEGO® communities

It is important to the LEGO Group to have close contact with our fans and consumers throughout the world and to this end, we engage in many initiatives to strengthen ties between LEGO® enthusiasts and us.





## LEGO.com

Available in 26 markets and 19 different languages, LEGO.com is the official website of the LEGO Group for LEGO® fans of all ages to play and learn about our values, products and experiences.

Ultimately, the site aims to connect consumers with the LEGO brick and bring them closer to our brand, empowering creative play through online storytelling and LEGO play experiences. It encourages children to share their own creations through activities that celebrate their imagination and the endless possibilities of the LEGO System of Play.

Globally, more than 18 million people visit the site every month on average.

Learn more: [www.LEGO.com](http://www.LEGO.com)

## LEGO® Life

LEGO® Life is a new social platform targeted towards children under the age of 13. Launched by the LEGO Group in January 2017\*, LEGO Life is a social, personal, and creative experience that extends play through an evolving community of inspiration while adhering to the highest standards for child safety online. LEGO Life is available as a digital App for both mobile and tablet, and it provides children with a platform where they can express their creativity, share their LEGO creations, interact with LEGO characters, and inspire one another.

LEGO Life also engages LEGO fans aged 5-10 via print magazine, taking over from the previous LEGO Club magazine, with around 2 million subscribers that have moved across from LEGO Club to LEGO Life.

\*LEGO Life launched in January 2017 in the US, UK, France, Germany, Denmark, Austria and Switzerland, with additional markets launching in 2017 and 2018.

Learn more: [www.LEGO.com/Life](http://www.LEGO.com/Life)



## LEGO® adult fan communities

LEGO® User Groups (LUGs) act as forums where adult LEGO enthusiasts can share their hobby amongst each other. The groups have their own websites, blogs and discussion forums, and many meet face-to-face on a regular basis. There are over 280 recognised LUGs worldwide with more than 400,000 registered members; these fans are referred to as AFOLs (Adult Fans of LEGO).

Through the LEGO Ambassador Network (LAN), the LEGO Group and AFOLs build mutually beneficial relations around activities such as events, public exhibitions and review of new LEGO products. AFOLs are also invited to take active part in product suggestion and selection on the LEGO Ideas crowdsourcing platform.

Learn more: <https://LAN.LEGO.com>

## LEGO® Social Media

Through close dialogue and engagement on social media, we strive to create value for consumers. Listening to our consumers is a key contributor to our success, and social platforms allow us to connect meaningfully with our many fans across borders.

**Connect with us on:** Facebook, YouTube, Instagram, Pinterest, Twitter, Google+, LinkedIn and via the LEGO® TV App.

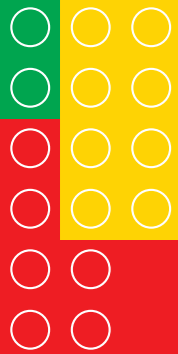


Did you know that your brain is making use of the most critical skills for learning when playing with LEGO® bricks? Even when you build and rebuild with just a few bricks you stimulate more than 20 skills, supporting competences such as problem solving, creativity, empathy, communication and collaboration.



# Explore LEGO® play

It is essential for us to provide a broad variety of fun and engaging LEGO® play experiences, for children and adults to interact with and explore, and to celebrate and discuss with our fans the many great moments LEGO play offers.



## LEGO® Build the Change

LEGO® Build the Change is a global non-profit event-based concept operated by the LEGO Group. Build the Change has existed since 2007 and falls under the LEGO Group's Local Community Engagement programme. It is a hands-on minds-on concept under constant development, accommodating children's interests and engagement, and it seeks to inspire children to express their vision and dreams of a better tomorrow using LEGO bricks.

The events are always topic specific with outset in surroundings children can relate to – be it their school, city or local community. The concept is equally relevant for LEGO Group activities and activities by external partners who seek to give children a voice and involve them in their thoughts and plans about the future.

Learn more: [www.LEGO.com/BuildtheChange](http://www.LEGO.com/BuildtheChange)

## LEGO® Inside Tour

Each year LEGO® enthusiasts have the opportunity to join the exclusive LEGO Inside Tour. During the tour, fans learn about the company history, culture and values; go on a factory tour; meet LEGO employees from different business areas; and enjoy building competitions with LEGO designers.

At the end of the tour, participants receive a unique gift produced in close cooperation with LEGO Group owner Kjeld Kirk Kristiansen.

Learn more: [www.LEGO.com/Aboutus](http://www.LEGO.com/Aboutus)



## FIRST® LEGO® League and FIRST® LEGO® League Jr.



FIRST® LEGO® League is an annual team-based programme introducing children aged 9 to 16 to the fun and excitement of STEM subjects: Science, Technology, Engineering and Mathematics. The programme, established in 1998 as a collaboration between LEGO Education and the American non-profit organisation FIRST®, now reaches more than 255,000 students in over 85 countries. Each year, an annual challenge is announced to engage teams in authentic scientific research and hands-on robotics design using LEGO MINDSTORMS®. In FIRST® LEGO League, there is also a strong emphasis on a set of fundamental core values – emphasising the importance of friendly competition and mutual gain – as well as developing 21st century skills such as teamwork, problem solving, and critical thinking.

In 2004, FIRST® LEGO® League Jr. was established to capture the curiosity of younger children aged 6 to 10 to engage them in the wonders of science and technology. Children design, build, programme, test, and present LEGO models based on real-world challenges, and incorporate movement into their creations by using LEGO Education WeDo 2.0. FIRST® LEGO League Jr. engages more than 68,000 children in over 30 countries.

Learn more: [www.FIRSTLEGOleague.org](http://www.FIRSTLEGOleague.org)  
and [www.FIRSTLEGOleaguejr.org](http://www.FIRSTLEGOleaguejr.org)

## LEGO® Brand Retail Stores



Through our more than 130 LEGO® Brand Retail Stores in 10 countries, we bring LEGO play to life through an interactive and vibrant shopping experience designed just for children.

Upon entering a LEGO Brand Retail Store, visitors are invited to interact with LEGO play experiences: from building personalised LEGO

Minifigures to selecting specific bricks in the Pick & Build wall over to watching a LEGO product come to life through the LEGO Digital Box. Other than offering the biggest assortment of LEGO products in one place, play areas to unlock one's creativity, and expert building tips from store associates, LEGO Brand Retail Stores also run monthly in-store activities.

Learn more: [www.LEGO.com/Stores](http://www.LEGO.com/Stores)

## LEGO® House



During the second half of 2017, a new experience house, LEGO® House – Home of the Brick, opens in Billund, Denmark. It allows fans of all ages to discover the LEGO Group's history and values and be inspired by the LEGO brick's endless play and learning possibilities. Six different experience zones, three restaurants, and a state of the art LEGO Brand Retail Store invites guests to interact, build and play in a breathtaking setting.

Learn more: [www.LEGOHouse.com](http://www.LEGOHouse.com)

**The LEGO House represents 21 LEGO bricks built on top of one another. At the very top, the Masterpiece Gallery will be situated, shaped to resemble and be a tribute to the classic 2X4 LEGO brick.**

## LEGOLAND® Parks



LEGOLAND® Parks are family parks presenting exciting worlds of adventures inspired by the creativity and endless opportunities of the LEGO® brick and fun LEGO play themes. The LEGO Group sold its four LEGOLAND Parks in 2005 to Merlin Entertainments Group\*, which has continued to invest in these and new parks around the world. Currently, LEGOLAND Parks can be enjoyed at the following destinations:

**LEGOLAND® Billund Resort**  
**LEGOLAND® Windsor Resort**  
**LEGOLAND® California Resort**  
**LEGOLAND® Deutschland Resort**  
**LEGOLAND® Florida Resort**  
**LEGOLAND® Malaysia Resort**  
**LEGOLAND® Dubai**  
**LEGOLAND® Japan**

Merlin Entertainments Group has also developed a second LEGO based attraction – LEGOLAND Discovery Centres: small indoor versions of the LEGOLAND Parks featuring models and activities around the LEGO play experience with 19 centres operating worldwide.

\*KIRKBI A/S (owning 75% of the LEGO Group) owns 29.9% of Merlin Entertainments Group.

Learn more: [www.LEGOLAND.com](http://www.LEGOLAND.com)  
 and [www.LEGOLANDdiscoverycenter.com](http://www.LEGOLANDdiscoverycenter.com)

## Using the LEGO® brand

- **ALWAYS** write the LEGO brand name in capital letters.
- **ALWAYS** use a descriptive noun after the LEGO brand name, it must never appear on its own.
  - E.g. wrong use: I play with LEGO.
  - E.g. correct use: I play with LEGO bricks.
- **ALWAYS** accompany the LEGO brand name by the Registered symbol ® in headlines and the first time it appears in copy text.
- **NEVER** use the LEGO brand name as a generic term, add a possessive 's,' plural 's' or hyphen.
  - E.g. wrong use: LEGO's, LEGOs, LEGO-bricks.
  - E.g. correct use: the LEGO brand's, LEGO bricks.
- **NEVER** use the Registered symbol ® in connection with a company name.
  - E.g. wrong use: LEGO® System A/S.
  - E.g. correct use: LEGO System A/S.
- **NEVER** change or adjust the graphical design of the LEGO logo.

**Thank you for helping us protect the LEGO® brand!**

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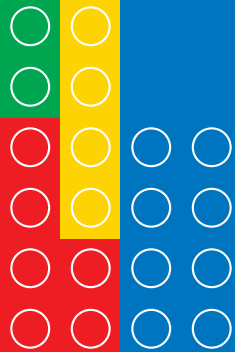
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Learn more about the LEGO Group  
and LEGO Group activities at  
[www.LEGO.com/Aboutus](http://www.LEGO.com/Aboutus)



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