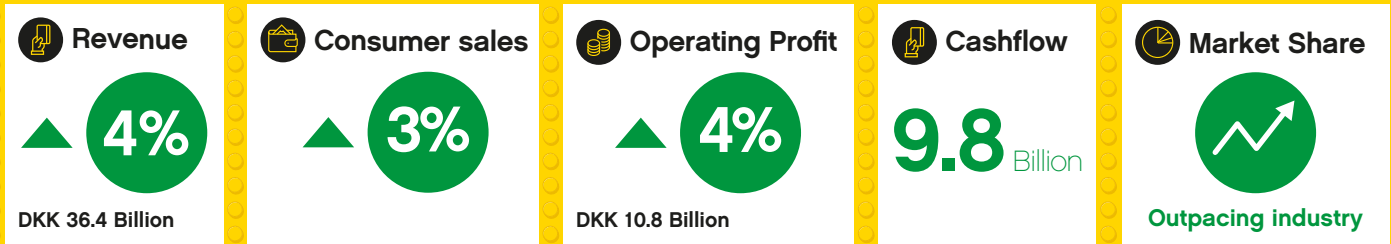
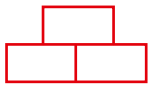


# The LEGO Group – Financial Highlights 2018



## Inspiring the builders of tomorrow

Innovation and digitalization are key to reinventing ourselves every year



**The Brick is our heart**

**93%**

\*Of parents believe LEGO® bricks help their children be creative.



**Fluid play**

**77%**

\*Of parents believe digital play boosts creativity.



**Blending AR, coding & robotics**

**67%**

\*Of parents say their child will have to compete with robots in the future for their job.

*\*The LEGO Play Well Report*

## Expanding presence in China



**140+ Stores**

**30 Cities in 2019**



**Strong double-digit growth in 2018**



**2 New flagship stores**

■ Beijing 2019  
■ Shanghai 2018

## Top performing themes (In random order)



LEGO® Technic™



LEGO® NINJAGO®



LEGO® City



LEGO® Friends



LEGO® StarWars™

## Revenue increased in every region



Americas



Europe, Middle East & Africa



Asia & Pacific

“We set out with one aim in 2018, to stabilise the business. We are pleased to have achieved this, and to have delivered modest top and bottom line growth. We also grew market share in our largest markets globally, bucking industry trends.”

*Niels B Christiansen, CEO*

## Sustainability

Ambition to use sustainable materials in products by 2030 and packaging by 2025

**83** Elements from sustainable sources starting 2018

Children reached through Local Community Engagement

**840,000**

**26** countries in 2018

