

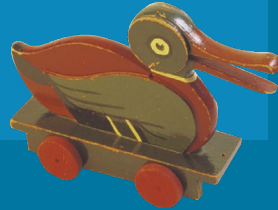


The LEGO Group at a glance

Family-owned
Danish company
founded in



The LEGO name
comes from 'LEg GOdt',
meaning
'play well'

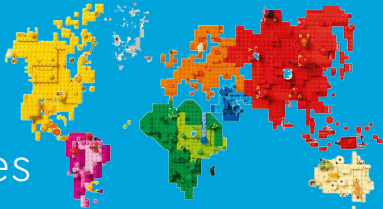


#1
Reputable
Brand

Source: RepTrak® 2023



120
countries



27,300+
colleagues

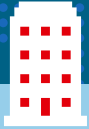


25% of profits
to the
LEGO Foundation





Our global team



Hubs

Billund
(headquarters)
London
Enfield, CT
Singapore
Shanghai



Factories

Billund, Denmark
Kladno, Czech Rep.
Nyíregyháza, Hungary
Monterrey, Mexico
Jiaxing, China

2024: Binh Duong, Vietnam
2025: Richmond, VA, USA



Sales offices

37

Sales offices

4

Digital Sales Offices



Stores

1000+

LEGO®
branded stores



What we stand for





Belief

Mission

Vision

Idea

Values

Promises

Spirit

Children are our role models





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To inspire and develop the builders of tomorrow





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A global force for Learning- through-Play

We are taking an active position on play's crucial but undervalued role in developing 21st century skills





The skills we need have changed

21st century skills



What we mean by Learning-through-Play

Joyful

Socially
interactive

Actively
engaging

Meaningful

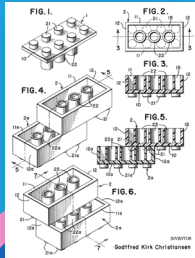
Iterative





1932

The first wooden toys

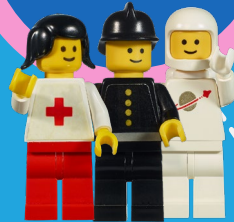


1958

the LEGO® brick patented

1978

Minifigure



2017

LEGO Life app



1998

MINDSTORMS®



2020

LEGO Super Mario™





System-in-Play

The LEGO® System-in-Play is at the very heart of who we are and what we stand for

Belief

Mission

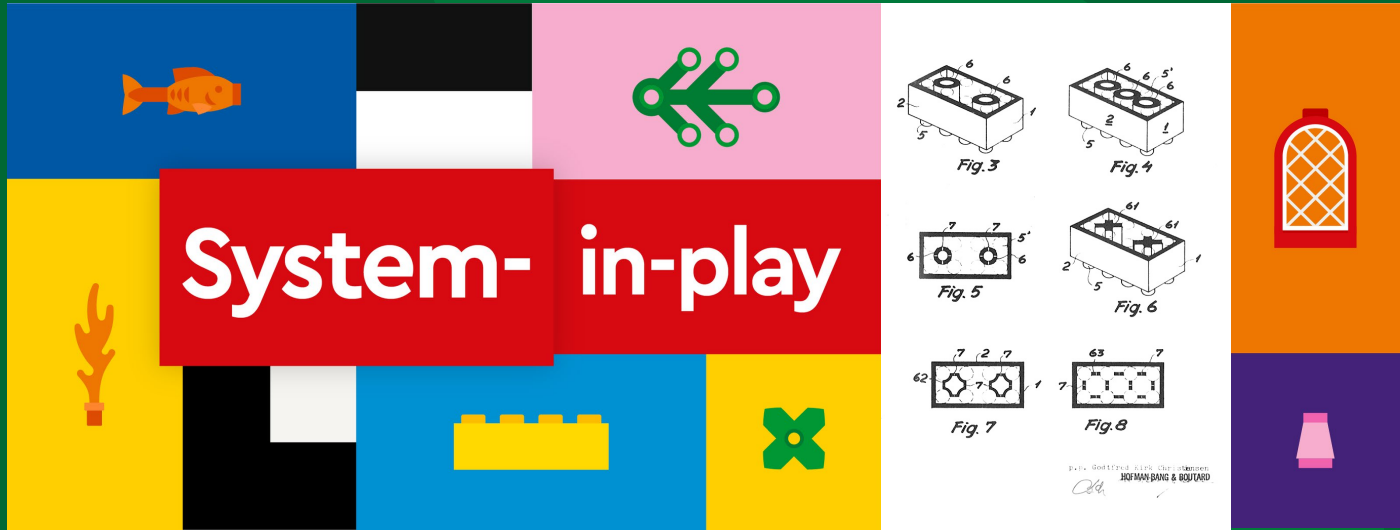
Vision

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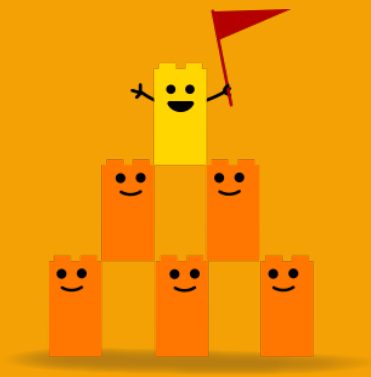


We want
to make a
positive
impact

Planet Promise

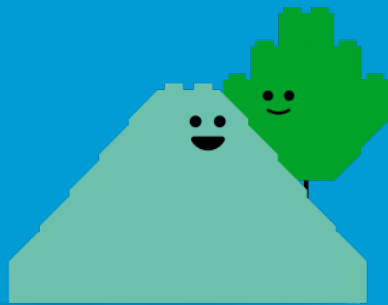
To play our part in building a sustainable future and have a positive impact on society & the planet.





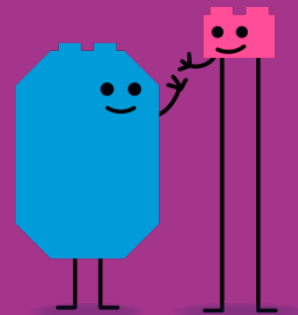
Children

Lead the effort for all children to develop and apply the breadth of skills to improve life, planet and society.



Environment

Leave a positive environmental footprint by promoting a business model where products never become waste.



People

Build fair, equitable and responsible workplaces – ours and our suppliers.

Sustainability impact areas



... and LEGO Italy?

We are placed in Milan
Via Ettore Romagnoli 6

About 70
Colleagues

Local, regional and Global functions





During the last years we faced a lot of challenges - covid; inflation; conflicts - all have an impact on our employees health

Through internal surveys we try to improve mental well-being: Headspace
mindfulness
EAP Employee Assistance Program
Smart Working
trying to improve employee motivation and satisfaction

We continue to commit to concrete actions to strengthen Diversity and Inclusion

We continue to listen to our employees





THANKS
FOR
YOUR
ATTENTION