



Founded by Ole Kirk Kristiansen, the LEGO® Group is one of the world's leading manufacturers of play materials. The LEGO brand name is based on the Danish term, Leg Godt, meaning 'play well' and reflects the brand's deep commitment to inspire and develop the builders of tomorrow

Market

The LEGO Group is represented in many parts of the world and is a privately held, family-owned company with headquarters in Billund (Denmark) and main offices in Enfield (USA), London (UK), Shanghai (China) and Singapore.

Sixty years on from when the LEGO brick was patented, and 40 years after the creation of the first LEGO Minifigure, the LEGO brand belief in every child's right to play well is as strong as ever. It is the LEGO philosophy that 'good quality play' enriches a child's life – and lays the foundation for later adult life.

Product

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.

The classic LEGO brick design has stayed the same over the past six decades. First patented in 1958, a LEGO brick purchased at that time would be compatible with a brand new 2019 brick.

From curious small hands to exciting roleplay and advanced building challenges over to engaging digital and educational exploration, LEGO products seek to provide an assortment broad enough to appeal to every child, no matter building ability or age.

Achievements

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.

In 2000, the LEGO brick was awarded double honours being named Toy of the Century by both US FORTUNE magazine and the British Association of Toy Retailers in recognition of its longstanding success. Since this, the brand has

gone from strength to strength thanks to its dedication to innovation and being able to rebuild and reinvent. It is heralded for its ability to continue to inspire creative thinking and imagination in children.

There are now more than 60 different brick colours in production and the number of different types of LEGO elements – including all types of LEGO bricks and other elements – has reached in excess of 3,700.

THERE ARE 915,103,765 DIFFERENT WAYS OF COMBINING SIX EIGHT-STUD BRICKS OF THE SAME COLOUR

The first LEGO Movie™ was released in 2014, bringing the brand's iconic Minifigures to life. The much-anticipated sequel launched in 2019, once again delighting and amusing fans, young and old.

The new LEGO Harry Potter™ Hogwarts™ Great Hall set became one of the 23 LEGO sets to appear in the top 100 selling items in the UK toy market



(Source: NPD 2018) and topped Christmas lists across the UK after it was included in the prestigious 2018 DreamToys toys of the year.

January 2019 marked 50 years since the LEGO Group unveiled its inaugural large brick for small hands in 1969. LEGO DUPLO® derives from the Latin word 'duplex' meaning 'double' and are twice the size of classic LEGO bricks on all dimensions so all bricks fit into the LEGO System in Play.

Recent Developments

Today's children are seamlessly merging what is real and what is virtual, reinventing play – there are now endless opportunities for children's imaginations to run wild in both the real and virtual worlds.

Inspired by the blurred lines between the digital and physical worlds, this move into 'fluid' play, with physical and digital experiences inspired the launch of LEGO Hidden Side, the only play experience available today that fully and seamlessly integrates augmented reality (AR) and physical construction to reveal a hidden world of interactive play.

The LEGO Group is committed to innovating to bring new play experiences to all build levels and ages as it knows play is fundamental: not only is it great fun, it is vital to a child's ability to develop core life skills such as confidence, communication, creativity and critical thinking.

Promotion

The 'Plants from Plants' campaign in 2018 saw LEGO botanical elements such as leaves, bushes and trees being made from plant-based plastic sourced from sugarcane. This move is part of the LEGO Group's ambition to use sustainable materials in core products by 2030 and packaging by 2025.

The new sustainable LEGO elements are made from polyethylene, which is a soft, durable and flexible plastic, and while they are based on sugarcane material, they are technically identical to those produced using conventional



Brand History

- 1932** The LEGO Group is founded in Denmark by carpenter and wooden toy maker, Ole Kirk Kristiansen.
- 1958** The LEGO brick, in its present form, is launched. The interlocking principle with tubes makes it unique and offers unlimited building possibilities.
- 1977** The LEGO TECHNIC™ brand is introduced, including parts such as gears, beams and gearboxes.
- 1978** The LEGO Minifigure is born and each Minifigure is designed with moveable arms and legs.
- 1986** The LEGO TECHNIC Computer Control is launched, later paving the way for the first computer-controlled LEGO robots.
- 1998** Software is incorporated into LEGO products, to produce LEGO MINDSTORMS, allowing LEGO robots to be programmed to perform many different operations.
- 2001** The BIONICLE® universe is introduced, the first complete story developed from scratch as the basis for a new product range.
- 2006** LEGO MINDSTORMS NXT is launched allowing consumers to build and programme a robot that can see, hear, feel, speak and move.
- 2012** The LEGO Friends range is launched.
- 2014** The LEGO MOVIE™ is released.
- 2017** LEGO BOOST is launched, uniting digital programming with physical construction.
- 2018** The LEGO brick celebrates its 60th anniversary and the iconic LEGO Minifigure celebrates its 40th birthday.
- 2019** The LEGO® MOVIE 2: THE SECOND PART™ is launched.

plastic. The elements have been tested to ensure the plant-based plastic meets the high standards for quality and safety that the LEGO Group has, and that consumers expect from LEGO products.

The unique LEGO brick design, and the LEGO Group's uncompromised focus on quality and safety during the past 87 years, ensures that two LEGO bricks produced decades apart can still fit together. As the LEGO Group is working towards

using sustainable materials in its core products and packaging, it will remain strongly rooted and driven by the uncompromised focus on high product quality and safety.

Brand Values

Guided by the company spirit, 'Only the best is good enough', the company is committed to the development of play experiences to inspire and develop the builders of tomorrow.

The brand's core values of Imagination, Creativity, Fun, Learning, Caring, and Quality are important not only because they define who the LEGO Group is as a company and what it stands for, but also because they guide its ambition of enabling future generations to build a better world.

