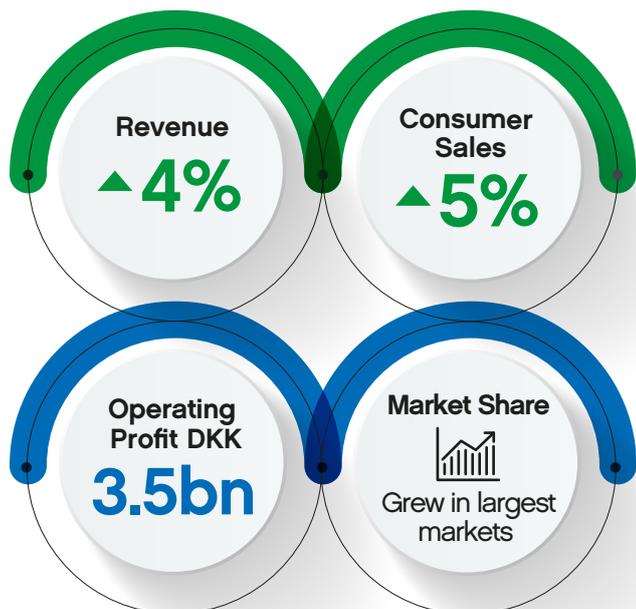


The LEGO Group 1H 2019 Financial Results



We are satisfied with our performance given the transformative shifts which continue to reshape the global toy industry. Against this backdrop, we continue to grow consumer sales and market share in our largest markets.”

Niels B Christiansen, CEO



Investing in long-term growth

Play experiences: Blending digital & physical play

LEGO® Hidden Side™ Best of augmented reality and building



LEGO® BOOST coding & robotics for ages 7+



Retail experience: When & where people want to shop



590+ stores worldwide by end of 2019



Innovative ecommerce platform



Mutually beneficial customer partnerships

New markets: Bringing play to more children

China



140+ stores

In **35** cities by the end of 2019
Strong double digit growth

India



Mumbai Office



Opening in early 2020



Top selling themes



LEGO® City



LEGO® Marvel Avengers



LEGO® Technic



LEGO® Creator



LEGO® Friends



LEGO® Star Wars™

DKK

Financial highlights

	2019	2018
mDKK Income Statement 1 January – 30 June		
Revenue	14,782	14,254
Expenses	-11,284	-10,073
Operating profit	3,498	4,181
Financial income & expenses	-27	-210
Profit before income tax	3,471	3,971
Tax on profit for the period	-800	-927
Net profit for the period	2,671	3,044

	2019	2018
Balance Sheet 30 June		
Intangible assets, property, plant & equip.	12,093	11,679
Right-of-use assets	2,117	0
Other non-current assets	845	789
Cash at banks	750	543
Other current assets	9,729	10,669
Total assets	25,534	23,680
Equity	16,518	16,658
Provisions and pension obligations	287	297
Interest-bearing liabilities	162	173
Lease liabilities	2,194	0
Other liabilities	6,373	6,552
Total equity and liabilities	25,534	23,680

	2019	2018
Cash Flow Statement 1 January – 30 June		
Cash flows from operating activities	3,143	4,148
Purchases of intangible assets, property, plant and equipment	-713	-602
Cash flows from financing activities	-2,754	-3,627
Total cash flows	-324	-81