



2021 Performance Highlights



"Thank you to our colleagues for their dedication in meeting extraordinary demand for LEGO® products in 2021. We are pleased with the progress we made. Our strong financial performance allows us to accelerate strategic investments to support long-term growth."

Niels B. Christiansen, CEO

The LEGO Group



Financial Highlights

+27%

Revenue
DKK 55.3 billion

+22%

Consumer Sales

+32%

Operating Profit
DKK 17.0 billion



Market Share
Grew in all market groups

Innovating Retail

832

LEGO branded stores globally

(165 opened in 2021)



340

stores in China
(95 opened in 2021)

70

stores feature new immersive retail experience



Accelerating Digital

4

 digital hubs

- Denmark
Billund Copenhagen
- UK
- China



Innovating Play

49%

of portfolio was new in 2021



9.6

million downloads of digital Building Instructions



Investing In Our People

'Top in class'



motivation and satisfaction among employees in the LEGO Group People Pulse against external benchmark*



Top-Selling Themes



LEGO® City



LEGO® Technic

LEGO® Creator Expert

LEGO® Harry Potter™



LEGO® Star Wars™

Positive Impact on the Planet & Society

98%

increase in solar panel capacity at LEGO factories compared to 2020

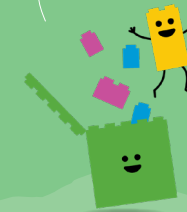


2.8 billion (DKK)

donated by the LEGO Foundation, which owns 25% of the LEGO Group, to support children & families in need.

3.5+ million

children reached with learning through play activities



1st

prototype brick made from recycled material