

H1 2022 Performance Highlights



'We got off to a strong start in 2022 and are very satisfied with our performance which landed above expectations after an exceptional 2021. We continued to deliver higher consumer sales and double-digit top line growth driven by demand for our strong portfolio and execution by our amazing team.'

Niels B. Christiansen, CEO



Investing in digital

3x size of
global digital team **over 3 years**

1,800
colleagues in

Copenhagen | Billund | London | Shanghai

Growing retail reach

833 stores globally*
349 in China

66 stores
opened in H1



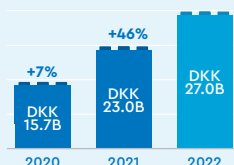
*all stores in Russia are closed

H1 2022 Financial highlights

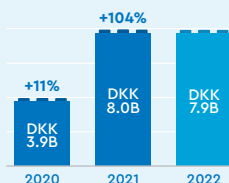
13%
Consumer Sales



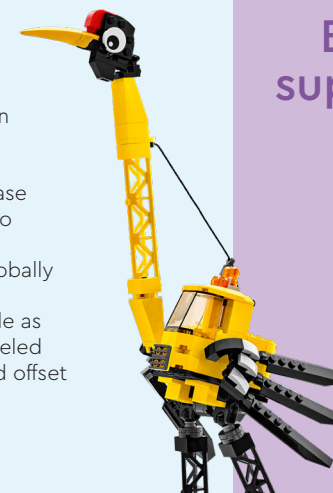
17%
Revenue
DKK 27.0 billion



Stable
Operating Profit
DKK 7.9 billion



- **Top line growth** driven by strong demand
- **Consumer sales** increase due to diverse portfolio
- **Market share** grew globally
- **Operating profit** stable as strong performance fueled strategic initiatives and offset cost inflation



Expanding global supply chain network

2 New factories
USD 1 Billion each by 2025



1st
carbon-neutral run factories

Creating impact

25% of the LEGO Group's
dividend goes to The LEGO Foundation

More than

DKK 1 billion

in donations pledged by The LEGO Foundation to support children and families in need and give children the chance to play & learn.



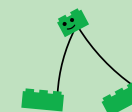
Building a sustainable future

1st LEGO® boxes

with **paper-based bags** to gradually replace **single-use plastic** from H2 2022

326,586 kg

of LEGO bricks donated to the LEGO Replay programme since 2019



Top themes

LEGO® Star Wars™
LEGO® City
LEGO® Technic
LEGO® Icons
LEGO® Friends
LEGO® Harry Potter™

