

# The LEGO Group

## 2019 Financial Results



### Financial Highlights

38.5bn

Revenue DKK

+6%

Revenue Growth vs. 2018

+5.6%

Consumer Sales Growth vs. 2018

10.8bn

Operating Profit DKK

9.6bn

Cash Flow DKK

Market Share

**Grew in all major markets**

### Innovating & Investing for Long-term Growth

#### Innovating Play

60%

of 2019 products were new



**LEGO® Hidden Side**  
Fluid play blends building & technology



25

years of the **LEGO® Games Team**



It was a strong year for the LEGO Group. We outpaced the toy industry and grew consumer sales, revenue, profit and market share in all our major markets."

Niels B. Christiansen, CEO

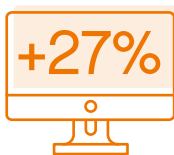
#### Innovating Retail

150

new stores in 2019

570

stores worldwide



+27%  
visitors to upgraded **LEGO.com**



**Elevating** retail partnerships

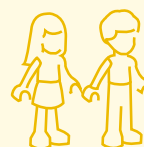
#### Top-selling Themes



**LEGO® City**



**LEGO® Marvel Super Heroes**



**LEGO® Friends**



**LEGO® Classic**



**LEGO® Star Wars™**



**LEGO® Technic**

#### Expanding Geographic Reach



**China:**

**Strong double-digit growth**

**China:**

140

stores in 35 cities at the end of 2019

**India:**

Opening office in 2020

