

 <b>Corporate Policy</b>	Prepared by Date	Approved by Date	Version	Page
	Morten Juel Willemann 2014.09.05	John Hansen 2014.09.09	4	1/1

## Quality Policy

This policy covers all aspects of the Value Chain from vision and strategy, development, demand, supply and to customers and consumers and it applies to all LEGO branded products and services.

## Objective

The name LEGO means play well. We are passionately committed to protect our brand by using the highest quality standards and our aim is to exceed customer and consumer expectations regarding our products, services and their experience of the LEGO brand. This means we must deliver better than anyone.

We monitor feedback from our stakeholders and requirements from the surrounding society to continuously improve our products and processes.

Everyone in the LEGO Group plays a crucial role in building an extraordinary brand that enriches children's lives and help to inspire the builders of tomorrow.

## The LEGO Group Way

Our approach to ensure premium quality is based on 4 principles:

- Plan: We design quality into our products and processes. We carefully plan our quality assurance activities. We set ambitious targets and make plans to achieve them and ensure the required resources and competences.
- Do: We ensure timely execution of the relevant quality activities. This is achieved through clear definition of authorities and responsibilities.
- Check: We verify that crucial quality tasks are executed as expected. We monitor the crucial targets and verify the important processes.
- Act: We take the necessary actions to improve performance and through leadership we initiate an extra effort when required to meet our ambitions.

The 4 principles are embedded in our Integrated Management System that describes the specific requirements and quality processes. The functional leadership teams must ensure that the system is effectively implemented. The Corporate Quality leadership team is responsible for maintaining the policy world-wide and each employee in the LEGO Group has the right and duty to call attention to circumstances which in his/her opinion could have a significant impact on our brand.

## Where to find more information / whom to contact:

Vice President  
Corporate Quality