The LEGO Group
A short presentation 2014
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Inspire and develop the builders of tomorrow

Learn and develop through play
It is the LEGO® philosophy that 'good quality play' enriches a child's life – and lays the foundation for later adult life. We believe that play is a key element in children's growth and development, and stimulates the imagination, the emergence of ideas, and creative expression. All LEGO products are based on this underlying philosophy of learning and development through play.

Only the best is good enough
True to its motto 'Only the best is good enough', the LEGO Group has been emphasising the importance of high quality since 1932, where the founder Ole Kirk Kristiansen began making wooden toys. High quality and safe products have remained the focal point for the LEGO Group through the years. And it still is, 82 years after the foundation. LEGO products are tested rigorously to live up to the strictest safety and quality standards – and our own high expectations. This approach has made children and adults return to LEGO products time and again.

Systematic creativity
LEGO bricks are all part of the LEGO system – which essentially means that they can easily be combined in innumerable ways – and just as easily be dismantled. The more LEGO bricks you have, the more fertile your creativity can become. The combination of a structured system, logic and unlimited creativity encourages the child to learn through play in a wholly unique LEGO fashion.

A positive impact
The LEGO Group wants to leave a positive impact – be it in respect to the Group's stakeholders or the wider community. The LEGO Group is committed to caring for the environment and the society that children will inherit, and to inspiring and developing the builders of tomorrow.

“Children - and their parents - should continue to have very high expectations of us”

CEO, the LEGO Group
Jørgen Vig Knudstorp
LEGO® products
for all children

There is a LEGO® product for every child. The entire range of LEGO sets is graduated in their challenge to reflect the fact that children grow older and develop. All LEGO bricks can be combined in a multitude of creative variations no matter which category they belong to.

**Preschool products**
LEGO® DUPLO® is a versatile building system, especially designed for little hands. It offers an unlimited source of creative play for preschoolers (ages 1½-5) encouraging them to imagine, build, create and explore whole new worlds. We believe that playing is the best way to learn - and with LEGO DUPLO there are so many ways to play – and learn.

**Bricks & More**
Bricks & More is the name given to sets or buckets with classic LEGO bricks and special parts such as windows, wheels and roof tiles. No building instructions – just a bit of imagination. Run out of ideas? There are booklets enclosed – with illustrations to feed the active mind. Bricks & More is available in DUPLO bricks and standard LEGO Bricks.

**Play themes**
Play themes are the products that are built up around a story. For example, there are themes such as City, Knights’ Castle, Chima™, Ninjago, Friends and many more. As well as enjoying building, the child can spend many hours playing with the finished model, rebuilding it as well as combining it with other sets or themes.

Some of the play themes are based on licensed products. Here the LEGO Group has acquired the rights to recreate the universe and characters in LEGO bricks. Examples of series produced by the LEGO Group under licence include the LEGO® Star Wars™ product line and Super Heroes™ products based on characters from the LEGO® DC Comics™ Super Heroes and Marvel universes.

**LEGO® MINDSTORMS®**
In 2013, the LEGO® MINDSTORMS® EV3 was launched. With LEGO MINDSTORMS EV3 you can create and programme robots that walk, talk, think and do everything you can imagine. In addition to programming the robots you can also command them with your smart device or the included remote control. The first LEGO MINDSTORMS was launched in 1998.
LEGO® Education

LEGO Education resources are developed specially for classrooms and after school programmes, for teachers and students. Students learn by making things and in this process explore their ideas and discover how things work. When you work hands-on, you remember better than if someone simply tells you. This is the philosophy behind LEGO Education’s teaching concepts.

Digital offerings

The LEGO Group delivers digital play experiences that embody core LEGO values in new ways with interactive technology in video games, apps and online activities, which integrate physical and digital LEGO play.

The LEGO Group aims to provide digital content, play spaces and tools that inspire and motivate children to live and share stories of their own creation. The digital offerings live up to the same strict safety and quality standards that consumers expect from physical LEGO sets.

LEGO® video games

LEGO video games are played on consoles, computers, tablets and smart-phones. They enable players to immerse themselves in beloved environments such as LEGO® Star Wars™, LEGO Batman™ and LEGO Harry Potter™, discovering new adventures, battling enemies and using creativity to progress in game. User-friendly gameplay, multiplayer capabilities, well-known franchises and a unique LEGO sense of humour combined make LEGO video games a popular way of engaging with the LEGO Brand.

915 million ways to combine

There are 915 million ways to combine six LEGO bricks of the same colour.
Organisation

Family owned company
The LEGO Group is today owned by the third and fourth generations of the Kirk Kristiansen founding family: Kjeld Kirk Kristiansen and his three children.

Kjeld Kirk Kristiansen was appointed President and CEO of the LEGO Group in 1979. In 2004, Jørgen Vig Knudstorp succeeded Kjeld Kirk Kristiansen as President and CEO of the LEGO Group.

The wheel
Three strategic business areas are represented in the Management Board today: Operations, Marketing and Business Enabling.

Learn more about the LEGO Group organisation at www.LEGO.com/aboutus
The LEGO Group in key figures

Turnover 2013
25,382 million

Sold in more than
130 countries

Net profit 2013:
DKK 6,119 million

Capacity investment 2013:
DKK 2,644 million

Highest product safety:
0 product recalls for the 4th year running
Our impact, today and tomorrow

Guided by our core principles, we embed responsibility at the heart of all our operations to ensure we constantly optimise our activities to improve on our environmental, social and governance impact, and adhere to stakeholder expectations and the United Nations Global Compact. Some 2013 highlights are:

Supporting Children’s Right to Grow
The LEGO Group, the LEGO Foundation and LEGO Education collaborate on many initiatives to positively impact children’s right to grow. Examples from 2013 include:

• Donated 250,000 LEGO® sets to children globally to provide fun and exciting play experiences
• Worked with 600,000 children globally across schools and kindergartens from both developed and non-developed countries
• Reached more children than ever with the LEGO play experience, more than 75 million

Reducing our environmental impact
To minimise our negative impact on the world we live in today and the planet our children will inherit tomorrow, we constantly seek out more sustainable operation measures; among other initiatives, in 2013 we:

• Joined the WWF Climate Savers programme to show our commitment to reducing our total CO₂ emissions (incl. suppliers)
• Improved our energy efficiency by 6.7%, adding to a total improvement of 30% over the last 5 years
• Achieved our target of recycling 90% of our waste
• Reduced the size of all new LEGO boxes by 18%, bringing our CO₂ impact from packaging down by about 10%, and saving approx. 4,000 tonnes of cardboard annually

Upholding impeccable product safety measures
To ensure the best possible safety standards, we base our entire production procedure around the EU Toy Safety Directive and our zero product recall policy. In doing this, we can once again claim to have:

• Achieved zero product recalls (4th year running)
• Ensured full compliance to the EU Toy Safety Directive

Empowering our highly dedicated workforce
To maintain a high level of motivation and satisfaction among our employees, the LEGO Group places great emphasis on employees’ rights, health and safety. Through our efforts in 2013, we achieved:

• Our best employee safety rate ever of 1.7 injuries per million working hours, a decrease of 40% in number of injuries compared to 2009
• An employee motivation and satisfaction score 14 index points ahead of benchmarks
• Promoting a 37% share of female leaders to a director level and above

Read our Annual Report and Responsibility Report at www.LEGO.com/aboutus/newsroom
The LEGO® Strategy

It is the LEGO Group’s aspiration to further globalise and innovate the LEGO® system-in-play through:

Sustaining core commercial and operational momentum
We will sustain the growth of our core business, covering children aged 1½-11, through development of great products within existing product lines such as LEGO® DUPLO®, LEGO City, Creator, Friends etc., but also through developing and launching new product lines. Also, we will initiate ongoing improvement initiatives within procurement, production and marketing.

Expanding the global presence
We will expand our global presence - eventually reaching children in every country of the world. We will do this commercially through focus on new emerging markets such as China, operationally through the establishment of new factories and organisationally through the establishment of new centrally located sales offices.

Leveraging digitalisation
We consider digitalisation as a way to make our core business – the physical LEGO play - even more attractive and exciting. To do this, we will leverage digitalisation over a broad range of topics - e.g. integrating physical and digital play, e-commerce, marketing and our business/enterprise system.

Create the organisation of the future
We will build a truly global and diverse organisation to meet the adaptive challenges, gain competitive advantage against intensifying competition and build the required stewardship of environment, governance and social responsibility.
How LEGO® products are made

Good ideas come to life
Concept and product development takes place primarily at our Billund headquarters in Denmark. The LEGO Group also has a listening post in Los Angeles to help monitor the latest trends. The creative core is made up of more than 180 designers representing 24 nationalities. Most of the designers have trained at schools of design, art or architecture.

Children decide
The designers know a lot about children’s play patterns, how children develop and the interests of children at different ages. But even so, we keep on asking children what they think about new potential product ideas. Every year, we listen to the children’s voices, and a lot of new ideas and products are tested. Only the products the children vouch for will reach final production.

High quality and safety
Systematic creativity is the focal point of all LEGO® products – and so is high quality and safety. If we look at the youngest children for instance, the size of the element is vital. The preschool elements are large and thanks to the way they are moulded no bits can become loose. Due to this and other precautions, children from the age of 18 months can play safely with LEGO® DUPLO® products. All LEGO elements adhere to the strictest safety standards.

Production facilities around the world
LEGO bricks are manufactured at the Group’s own factories in Denmark, Hungary, Czech Republic and Mexico. The locations have been selected in order to be close to the Group’s most important markets in Europe and North America. Furthermore, a new factory is on its way in China to serve the growing Asian market. In addition, some elements and finished products are procured from external suppliers.

Precision since 1958 secures compatibility
During the moulding process, the plastic is heated to 230-310°C. It is then injected into the moulds at a pressure of 40-150 tons, depending on which element is being produced. On an average, it takes ten seconds to cool and eject new elements. The moulds used in production are accurate to within five my (= 0.005 mm). All LEGO elements are fully compatible, no matter when they were made during the period from 1958 until now or by which factory.

More than 55 billion elements
In 2013, more than 55 billion elements were made, equivalent to approx. 105,000 elements a minute – or 1,750 elements every second. There are more than 3,000 different elements in the LEGO range – in more than 50 different colours. Each element may be sold in a wide variety of different colours and decorations.
A growing population

The biggest population group on earth
The first LEGO® minifigure appeared on the market in 1978. Since then the little yellow figure has gone from strength to strength. Over the years more than 5 billion minifigures have been produced – making it the world's biggest population group.

Variety of guises
The minifigure has appeared in many guises, including knight, astronaut, police officer, racing driver, Santa Claus, crane operator, footballer, explorer, nurse, basketball player, scuba diver, skier, firefighter, skeleton, pirate, skater, lion and queen.

From neutral to emotions
When the minifigure first appeared, it was decided that its face should have only one colour: yellow. And that its facial features should be happy and neutral. The figure would have no sex, race or role – these would be determined by the child's imagination and play. It was not until the launch of LEGO Pirates in the 1980s that figures who could be evil or good, happy or grumpy were developed and launched.

From yellow to a wider range of skin colours
With licensed products such as LEGO® Star Wars™ and LEGO® Harry Potter™ the figure began appearing in specific roles, and with LEGO Basketball in 2003 it took on authentic skin colours. In 2004 the LEGO minifigure assumed an even wider range of skin colours when it was decided that the figures in licensed products should resemble the original characters as closely as possible. One result was that the figures in LEGO Harry Potter™ changed from yellow to a more character authentic skin colour.

5 billion minifigures
Over the years more than 5 billion minifigures have been produced – making it the world’s biggest population group.
1974: The first minifigure is born - introducing role play and characters in the LEGO® play. The minifigure as we know it today is launched in 1978.

1978: The first minifigures are launched for the themes Town, Space and Castle. There are seven different figures to start with.

1978: Two months after the appearance of the first minifigures the first female minifigure arrives on the scene: a hospital nurse.

1989: Minifigures change their facial expressions. Now they can be either good or bad – and can even have a patch over one eye! Some of the figures are equipped with a wooden leg and hook.

1997: The minifigure comes to life. In the computer game "Panic on LEGO Island" the minifigure makes its first-ever appearance as an animated character. The launch of this new game is preceded by extensive experiment in developing the figure’s movements and language.

1998: With the new Star Wars™ characters the minifigure makes its first appearance in a specific role. This personification of the minifigure is later extended to LEGO® Harry Potter™, LEGO Studios, LEGO Basketball and other series.

2000: In LEGO Football the minifigure is mounted on a spring – becoming a functional element. There is further development with LEGO Basketball – when the spring is used to activate the figure’s hip movement.

2003: For the first time in the history of the minifigure its yellow facial colouring is replaced by a more authentic skin colour in LEGO Basketball where the players even have hair-styling printed on their heads.

2004: LEGO licensed minfigures no longer have yellow faces – Harry Potter, for example, assumes a more natural skin tone.

2010: Minifigures are launched as collector’s items. Each minifigure comes in a sealed “mystery” bag, so you never know which minifigure you will get. You can exchange minifigures with other collectors to obtain a full collection.
It all began in 1932…

The LEGO Group is a family owned company with a long history. Here is a short summary of important historic events.

1932: Master carpenter, Ole Kirk Kristiansen, starts making wooden toys

1955: “The LEGO® System of Play” is introduced, emphasising the importance of learning through play

1958: The LEGO Brick is launched with a new coupling system - the one we know today

1969: LEGO® DUPLO® is launched for the youngest children

1974: The first minifigure is born - introducing role play and characters in the LEGO play experience. The minifigure as we know it today is launched in 1978

1977: LEGO Technic is launched - challenging older children
1988: The first official LEGO® World Cup building championships are held in Billund.

1989: LEGO® MINDSTORMS® is launched based on the collaboration between the LEGO Group and Massachusetts Institute of Technology, USA.

1999: The LEGO brick is elected “Toy of the Century”.

2012: LEGO Friends is launched introducing a new mini doll figure.

2014: The LEGO Movie premieres in cinemas all over the world.

Learn more about the LEGO history at www.LEGO.com
LEGO® Community

It is important to the LEGO Group to have close contact with our fans and consumers throughout the world. And to this end, we engage in many initiatives to strengthen ties between LEGO enthusiasts and the Group.

**LEGO.com**
LEGO.com is the official website of the LEGO Group. The aim of LEGO.com is to enhance and deepen the product experience through storytelling, creative experiences, social and community features and showcase the creativity of LEGO fans of all ages. LEGO.com is more than just an online shop. It is a place where children, parents and LEGO fans of all ages can play and learn about the LEGO Group’s values and ideas through games, stories and activities. LEGO.com is available in 21 markets and globally over 15 million people visit the site every month, the majority returning every day - making it one of the more engaging family and children’s sites on the Internet.

**LEGO® Club**
The LEGO Club is for children aged four to 11 years and has a global membership of nearly 5 million. Through the LEGO Club, members receive an exclusive magazine, emails and have access to a special LEGO Club Website in these markets: UK, Ireland, Germany, Switzerland, Austria, France, Netherlands, Norway, Sweden, Denmark, Finland, Poland, Belgium, Czech Republic, Australia, New Zealand, Canada, and the USA.

The magazine, email and website feature members’ “Cool Creations”, comics, activities, behind the scenes, “first to know” articles, building challenges, exclusive building steps, competitions and much more.

**Adult LEGO User Communities**
A growing number of adult LEGO enthusiasts have been setting up “LUGs” (“LEGO User Groups”) in which to share their LEGO hobby. They call themselves “AFOLs” (“Adult Fans of LEGO”). The LEGO Group has actively developed relations with approx. 200 “LUGs” with a total of more than 200,000 registered members. The groups have their own websites, blogs and discussion forums. The most popular LEGO fan blogs have more than 300,000 unique visitors each month.

**Collaboration with LEGO User Communities**
The LEGO Group works closely with adult LEGO fans across the globe. Collaboration extends to activities such as events, public exhibitions and review of new LEGO® products. To help promote the huge amount of high quality content which is being shared online by LEGO fans, the LEGO Group is hosting the ReBrick website. Collaboration also includes giving AFOLs opportunities to get directly involved in product development, as was the case with e.g. LEGO Architecture and LEGO® MINDSTORMS® EV3, and to suggest new LEGO products on the LEGO CUUSOO crowdsourcing platform.

In 2005 the LEGO Group announced its “LEGO Ambassador” network for AFOLs worldwide. The purpose of this programme is to expand mutually useful relations between the LEGO Group and its loyal, talented and committed fans.
The current LEGO Ambassador network has more than 100 members representing “LUGs” from more than 35 countries all over the world.

Some LEGO fans have turned their passion for building and creating with LEGO bricks into a full-time or part-time profession. 12 of those have been appointed LEGO Certified Professionals and have been officially recognised by the LEGO Group as trusted business partners.

**LEGO® Inside Tour**
Each year it is possible to join a very exclusive visit to the LEGO Group. Enthusiasts from all over the world take part in these Inside Tours. During the tour, guests learn about the company’s history, culture and values, they meet LEGO employees who work in many different areas of the business and have close-quarter encounters with LEGO designers, who engage the fans in building competitions with LEGO bricks.

**Social Media**
The use of social media is expanding at an explosive rate, and consumers across the world increasingly expect an open dialogue with companies and organisations in which they are interested.

The LEGO Group wants to engage in a dialogue with consumers, for instance via social media, because staying close to our consumers is one of the key factors behind the LEGO Group’s success.

In May 2011, the LEGO Group presented its official LEGO page on Facebook. The company was permitted to take over the page from a LEGO fan who had set up the page in 2008. By the end of 2013, more than seven million people had registered that they “liked” the official LEGO Facebook page.

The LEGO Group has also set up a page on LinkedIn aimed at jobseekers and a Twitter channel, which by the end of 2013 had more than 100,000 followers. Furthermore, the LEGO Group has pages on Google+, Instagram, Pinterest and an official YouTube channel with more than 250,000 subscribers.
LEGO® Education

Have you ever witnessed a student at the exact moment they realise they have learned something? There is an excitement, a sense of accomplishment, a desire to continue to learn more. LEGO® Education is the division within the LEGO Group that is responsible for promoting playful learning to educators.

**Playful learning experiences**
LEGO Education delivers teacher and student success through a unique system for playful learning consisting of a combination of relevant curriculum, the LEGO system of bricks and digital manipulatives, and our 4C approach to teaching. With this approach, we believe that success is better enabled through playful learning experiences, which are designed to build skills as well as knowledge and to promote a positive mindset to learning.

**From preschool through university**
LEGO Education resources span the continuum from preschool through university and provide valuable lessons in all curriculum subjects from STEM (Science, Technology, Engineering and Mathematics) to humanities, language and literacy.

More information on LEGO Education at [www.LEGOEducation.com](http://www.LEGOEducation.com)

FIRST® LEGO® League

FIRST® LEGO® League is an annual science and technology competition for children and youth aged nine to 16 years. The competition was established in 1998 in collaboration between the American non-profit organisation FIRST (For Inspiration and Recognition of Science and Technology) and the LEGO Group to increase children’s and youth’s interest in science and mathematical/technical subjects.

**Team work**
Teams are made up of five to 10 members competing against other teams in various disciplines. The teams build their own LEGO® MINDSTORMS® robots and compete with them on a special obstacle course. In addition, the teams choose and solve a real-world challenge.

**230,000 children involved**
In the 2014/2015 season, 230,000 children from more than 70 countries will be involved in FIRST® LEGO® League and will explore the future of learning during the FLL WORLD CLASS season. The tournaments in each individual country are organised by a number of non-profit organisations. Globally FIRST® LEGO® League is supported by companies like e.g. National Instruments, 3M and Rockwell Automation, companies which also have the goal of contributing to increasing children’s and youth’s interest in science and technology.

More information on FIRST LEGO League at [www.FIRSTLEGOLeague.org](http://www.FIRSTLEGOLeague.org)
The LEGO Foundation was founded in 1986, and its activities are based on the belief that all children should have access to quality play and learning experiences.

The LEGO Foundation is dedicated to building a future where learning through play empowers children to become creative, engaged, lifelong learners. Its work is about re-defining play and re-imagining learning. In collaboration with thought leaders, influencers, educators and parents, the LEGO Foundation aims to equip, inspire and activate champions for play.

Visit www.LEGOFoundation.com to learn more.
LEGOLAND® parks

LEGOLAND® Parks
LEGOLAND parks are family parks in which children enter an exciting world of adventure built of LEGO® bricks. The LEGO Group sold its LEGOLAND parks in 2005. The purchaser was Merlin Entertainments. A new company was set up under the deal – Merlin Entertainments Group. Today the company owns a number of family attractions all over the world, including six LEGOLAND parks, 11 LEGOLAND Discovery Centers, Madame Tussauds®, SEA LIFE®, London Eye®, Gardaland® (Italy) and Heide Park® (Germany). KIRKBI A/S (owning 75% of the LEGO Group) owns 29.9% of Merlin Entertainments Group.

LEGOLAND® Billund
The park opened in 1968 and quickly became Denmark’s most popular tourist attraction outside the capital, Copenhagen. In 2012 the park celebrated visitor number 50 million since the opening in 1968. More than 60 million LEGO bricks have been used to create the unique environment with knights, pirates, cowboys, polar explorers and other impressive LEGO models.

LEGOLAND® Windsor Resort
A second park was opened in 1996 – in Windsor. The LEGOLAND Windsor Resort is located approx. 22 miles west of London, with Windsor Castle as its nearest neighbour. The Resort features over 55 interactive rides, live shows and attractions plus the unique LEGOLAND Windsor Resort Hotel which opened in 2012. Over 80 million LEGO bricks have been used to create the thousands of LEGO models across the Resort.

LEGOLAND® California
The third LEGOLAND park opened in 1999 in Carlsbad, USA, 30 miles north of San Diego. Like the other LEGOLAND Parks, LEGOLAND California combines interactive attractions, family activities, shows, restaurants, shops and LEGO models. More than 35 million LEGO bricks were used in the construction of the park’s 15,000 LEGO models.

LEGOLAND® Deutschland
The fourth LEGOLAND park opened in 2002 in Günzburg in Southern Germany. A total of 55 million LEGO bricks were used to build life-size giraffes and hippopotami and to create interactive games and learning. Attractions and shows also help to give the visitor a fun and exciting experience.

LEGOLAND® Florida
The park opened in 2011 and is a 150-acre interactive theme park dedicated to families with children between the ages of two and 12. Located in Winter Haven, just 45 minutes from Orlando and Tampa, the park features more than 50 rides, shows and attractions – including a water park.

LEGOLAND® Malaysia
LEGOLAND Malaysia is the first LEGOLAND park in Asia. It opened in 2012. The family theme park has more than 40 interactive rides, shows and attractions. The 15,000 LEGO models found throughout the park are created out of 50 million LEGO bricks. LEGOLAND Malaysia covers 76 acres – the same area as 50 full-size football pitches.
Fun LEGO® facts

• LEGO® products are on sale in more than 130 countries.
• The LEGO Club has nearly 5 million members worldwide.
• On average, every person on earth owns 94 LEGO bricks.
• With a production of over 500 million tyres in 2013, the LEGO Group is one of the world's largest tyre manufacturers.
• Laid end to end, the number of LEGO bricks produced in 2013 would reach more than 20 times round the world.
• If you built a column of about 40 billion LEGO bricks, it would reach the moon.
• In the manufacture of LEGO bricks the tolerance of the knob is 2/100 mm.
• Over the years, approx. 700 billion LEGO elements have been manufactured.
• In 2013, the LEGO Group achieved a global production of more than 55 billion elements – equivalent to approx. 105,000 elements a minute or 1,750 elements every second.
• In 2013, the 1x1 round plate was the LEGO element produced in the largest numbers. A total of approx. 1.8 billion 1x1 round plates in various colours were moulded. If the transparent version of the 1x1 round plate is added, the total production amounts to approx. 3.15 billion elements.
• In 2013, approx. 26 billion LEGO elements were made at the factory in Billund, Denmark – equivalent to nearly 3 million elements an hour or 49,000 a minute.
• In 2013, 1.5 million sets per week, on average, containing more than 480 million LEGO elements were packed at the LEGO factory in Monterrey, Mexico.
• The new high-bay warehouse at the LEGO factory in Kladno, Czech Republic, has a total capacity of approx. 200 km of shelf space with room for approx. 360,000 storage boxes with LEGO elements. The automated cranes in the high-bay warehouse can handle approx. 1,300 boxes per hour.
• 2.5 million LEGO® DUPLO® elements are moulded daily at the LEGO factory in Hungary – if you laid them in a line, it would stretch 42 km.
• In 2013 approx. 500 million minifigures were produced. If you put them next to each other in a line, it would stretch approx. 11,500 km – exceeding the distance from Billund, Denmark to Singapore in Asia by 1,500 km.
• Ole Kirk Kristiansen, the Founder, came up with the name "LEGO" in 1934. He took the first two letters of the Danish words “LEG GODT”, meaning “play well”, and combined them – quite unaware that one meaning of the word in Latin is “…I put together”.
In 2013, approx. 500 million minifigures were produced.

The LEGO® Club has nearly 5 million members.

Over the years, approx. 700 billion LEGO elements have been manufactured.

Global production of more than 55 billion elements in 2013.

On average, every person on earth owns 94 LEGO bricks.

40 billion LEGO bricks would reach the moon.

In 2013, approx. 500 million minifigures were produced.

40 billion LEGO bricks would reach the moon.
Using the LEGO® brand name

Please help us protect our brand name:

• The LEGO® brand name should always be written in capital letters.

• The LEGO brand name must never be used as a generic term or in plural or as a possessive pronoun, e.g. "LEGO's".

• When the LEGO brand name is used as part of a noun, it must never appear on its own.

It should always be accompanied by a noun. For example, LEGO set, LEGO products, LEGO Group, LEGO play materials, LEGO bricks, LEGO universe, etc.

• The first time the LEGO brand name appears it must be accompanied by the Registered symbol ®.

However, the ® is never to be used in connection with a company name – e.g. the LEGO Group, LEGO GmbH, LEGO Systems, Inc. etc.

Thank you for helping us!
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