



The LEGO Group was founded in 1932 and today is one of the world's largest toy manufacturers. In 2008 it celebrates the 50th anniversary of the LEGO® brick and the 30th anniversary of the minifigure. The purpose and vision of the LEGO Group is to inspire children to explore and challenge their own creative potential. LEGO products have undergone extensive development over the decades, but the foundation remains the traditional LEGO brick.



### Market

Today the LEGO Group is the world's fifth largest toy manufacturer. In 2007 LEGO® UK achieved an unprecedented 24 per cent increase in consumer sales and the largest year-on-year sales growth out of all the top 10 toy manufacturers, despite the economic downturn towards the end of the year (Source: NPD EPOS).

Globally, LEGO pre-tax profit reached £139 million against £126 million in 2006 (conversion from DKK to GBP at exchange rate at year-end 2007).

The LEGO Group has achieved its success by offering a range of quality toys centred around its building systems which has stood the test of time, growing significantly despite the technology boom. LEGO toys inspire fun, creative, engaging and challenging play for children which in turn develops inventive and structured problem solving, curiosity and imagination, interpersonal skills and physical motor skills.

### Achievements

With seven LEGO® sets sold each second, it's little surprise that the world's children spend five billion hours a year playing with LEGO toys. Incredibly, over the past 50 years enough LEGO bricks have been manufactured to give each of the world's six billion inhabitants 62 LEGO bricks each.

In recognition of this achievement and its longevity, in 2000 the LEGO brick was awarded double honours – named Toy of the Century by both US Fortune Magazine and the British Association of Toy Retailers.

The LEGO Group has also been awarded the title of the World's Most Respected Company by the Reputation Institute's annual report, which surveyed more than 60,000 consumers in 29 countries.

The LEGO Group is headquartered in Billund, Denmark but has subsidiaries and branches throughout the world and a global workforce of 4,500 people. LEGO products are sold in more than 130 countries.

### Product

LEGO® toys are developed and marketed to suit all ages and stages of development from toddlers, schoolchildren and teenagers to young-at-heart adults.

The LEGO Group's core creative team of 120 designers, representing 15 different nationalities, work constantly to develop innovative products that promote creativity and play.

Pre-school products, including LEGO DUPLO, cater for the youngest children, encouraging them through creative play to use their hands and develop their motor skills.

Creative Building sets or buckets contain traditional LEGO bricks and special parts such as windows, wheels, roof tiles and other items made for builders who like to apply their imagination and think creatively.

Play Themes are sets which build up around a story, such as a fire station, the police or a castle. Children can experience enjoyment through the build as well as many hours of play with the finished models. New



themes for 2008 include LEGO CITY Coast Guard and LEGO Agents. Embracing fantasy, BIONICLE continues to grow with the Mistika and Vehicles ranges, and LEGO Technic is brought to life with power functions.

The more advanced software based LEGO MINDSTORMS NXT enables the user to design and build real robots which can be programmed to perform different operations, reacting to the user's voice or controlled via a mobile phone.

The LEGO Factory website gives children the opportunity to build their own virtual models on a computer using LEGO Digital Designer and to have the bricks to build the physical LEGO model sent by post.

### Recent Developments

In 2008, the LEGO Group celebrates the 50th anniversary of the LEGO® brick and the 30th anniversary of the minifigure.

Key product developments for the year include a new LEGO Indiana Jones™ range, with play sets representing the most iconic scenes from each of the four movies. Building on the phenomenal success of LEGO Star Wars™, new Clone Wars sets and characters support the new 3D CGI TV series. Another new product bringing a movie to life is LEGO Speed Racer which is based on the futuristic world of Grand Prix jet-powered racing.

### Promotion

One of the priorities of the LEGO Group is to have close contact with its consumers throughout the world and it engages in many initiatives to strengthen ties between LEGO® enthusiasts and the company.

In 2008, the LEGO Group is holding a global building competition to find the world's biggest LEGO fan; the competition is open to 6-9 year-olds from 39 countries around the world.

In the UK, the LEGO Group supports the National Autistic Society (NAS). Fundraising activities include a Guinness World Record attempt to build more than 45,000 minifigures in one day, creating an army of Clone Troopers.

The LEGO Club for children in the 6-12 age group has a membership of 2.4 million worldwide, including the US, Canada, Germany, Switzerland and the Netherlands. Through the LEGO Club website, members can share pictures of their favourite building work and draw inspiration for future play. In the UK, 250,000 LEGO Club members receive the LEGO Club magazine five times per year.

In 2007 the main LEGO website had an average of 11,662,740 individual visitors a month – up 43 per cent on 2006 – with each spending an average of 14 minutes at the site.

In addition to these activities, the LEGO Group uses a mix of TV advertising, PR, sponsorship, in-store demonstrators and targeted shows and events to support its brand image and products.

### Brand Values

The founder's grandson, Kjeld Kirk Kristiansen, owns the LEGO Group, and has been true to his grandfather's core values while pushing the company forward to achieve worldwide success.

The LEGO® brand is a guarantee of quality and originality and it strives to be the best and most credible company in the toy business.

Children are the basis of the LEGO Group – inquisitive, creative and imaginative – with an innate urge to learn.

It is the LEGO philosophy that 'good play' enriches a child's life – and its subsequent adulthood. With this in mind, the LEGO Group's wide range of products is founded on the same basic philosophy of learning and developing – through play.

[www.lego.com](http://www.lego.com)

1932

The LEGO Group is founded in Denmark by carpenter and wooden toy maker, Ole Kirk Kristiansen.

1958

The LEGO brick in its present form is launched. The interlocking principle with its tubes makes it unique and offers unlimited building possibilities.

1977

The LEGO TECHNIC brand is introduced, including parts such as gears, beams and gearboxes.

1978

The LEGO minifigure is born. Originally yellow in colour, the figures are generic to capture children's imagination and each minifigure is designed with moveable arms and legs.

1986

The LEGO TECHNIC Computer Control is launched, later paving the way for the first computer-controlled LEGO robots.

1989

The facial expressions on minifigures change, so they can either be 'good' or 'bad'.

1998

Software is incorporated into LEGO products, to produce LEGO MINDSTORMS, allowing LEGO robots to be programmed to perform many different operations.

2001

The BIONICLE universe is introduced, marking the first time the LEGO Group develops a complete story from scratch as the basis for a new product range.

2006

LEGO MINDSTORMS NXT is launched – in just half an hour consumers can build and programme a robot that can see, hear, feel, speak and move.

2008

The LEGO brick celebrates its 50th anniversary and the iconic LEGO minifigure celebrates its 30th birthday.

### Things you didn't know about LEGO®

The name 'LEGO' is an abbreviation of two Danish words, 'leg godt', meaning 'play well' and also means 'I put together' in Latin.

More than 400 million children and adults will play with LEGO bricks this year.

If you built a column of 40 billion LEGO bricks, it would reach the moon.

There are 915,103,765 different ways of combining six eight-stud bricks of the same colour.

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