

Exhibit 1

LEGO Traffic Light Policy

CONFIDENTIAL

**LEGO Partnership and LEGO Branded Product Traffic Light Policy**  
 (Only for distribution within global partnerships & internal stakeholder functions)

	Allowed	
	NOT allowed unless consent given by LEGO in advance on a case-by-case basis and at LEGO's discretion	
	NOT allowed under any circumstance	
CATEGORIES	Merchandise produced by partners and branded <i>FIRST</i> <sup>®</sup> LEGO <sup>®</sup> League	Sponsoring Partnerships for <i>FIRST</i> <sup>®</sup> LEGO <sup>®</sup> League
FOOD AND BEVERAGES		
Food, all		
Beverages, all		
NON-FOOD		
Non-Profit		
Charities & non-profit organisations		N/A
Retailers		
Loyalty Retailer Programs e.g. Collector albums		
Publishing/Media		
Newspapers & Magazines*		
Books		
Videos, Music CDs, DVDs		
Software Companies		
Health & beauty		
Dental care (e.g. Tooth brush)		
Cosmetic, fragrances except Shampoo, lotions and toothpaste for kids		
Shampoo, lotions and toothpaste for kids		
Tattoos		
Face paints		
Hair accessories		
Children's Adhesive Bandages		
Apparel & Accessories		
Children's Clothing		
Foot & Head Wear		
Bags, purses, etc.		
Watches		
Eye and sun glasses		
Jewellery		
Service Providers		

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Travel Agencies, Summer House rental, Hotels, Resorts		
Phone Cards		
Credit Cards		
Broadband & satellite providers		
Mobile communication service providers		
Financial Institutions		
Insurance companies		
Sharing Economy e.g. Uber, Airbnb		
<b>Domestic</b>		
Bedding, towels, etc.		
Room decor - wall paper, stickers		
Room decor - paint		
<b>Furniture/Home</b>		
Pet Care products (Containment and accessories)		
Storage systems / Products besides furniture		
Furniture		
Bean Bags		
<b>Consumer Electronics</b>		
Home products connected directly to mains (lamps, fans, tele-phones, nightlights, etc.)		
Audio/Video products directly connected to mains (radio, clock radio, video, TV, DVD player, CD player, PC, etc.)		
Audio/Video products connected to mains via adaptor (radio, clock radio, video, TV, DVD player, digital picture frames, video camera, CD player, laptops, etc.)		
Audio/Video products, battery operated (radio, MP3/MP4, Video, digital cameras, digital picture frames, video camera, etc.)		
Electronic accessories to video, console/, computer, MP3/MP4, mobile phone, etc.( e.g. game controllers, keyboard, PC mouse, loudspeakers, WEB Cam, USB sticks/flash drives, external drives, hubs, etc.)		
Non-electronic accessories to video, console/, computer, MP3/MP4, mobile phone, etc.( e.g. skins, decorations, customization, etc.)		
Headphones		
Hardware (laptops and PC's)		
Camera and Camera Films		
Electronic Role Play (spy gear, dress up, voice changer)		
Lights (battery operated)		
<b>Gift items</b>		
Key chains		
Pens, pencils		
Desk Decorations, picture frames		
Lighters		
<b>Housewares</b>		
Drinking jars, cups, flasks		
Food containers, lunch boxes, plates		
Cutlery		
Ice Cube trays		
Cooking accessories/utensils		
Picture frames, clocks, etc.		

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House hold equipment with mains connection	Red	Green
<b>Infant products</b>	Grey	Grey
Dinner Ware (e.g. drinking cups, drinking bottles, plates and food containers)	Green	Green
Feeding Bottles	Yellow	Green
Push chairs, prams	Red	Green
Textiles (cot accessories & nursing products)	Green	Green
Baby cribs and travel cots	Yellow	Green
Diapers,	Red	Green
Wipes, Tissues, toilet paper	Red	Green
<b>Sporting goods</b>	Grey	Grey
Bicycles, skateboards, skates, snow gear etc including protection gear	Red	Green
Balls	Green	Green
<b>Outdoor products</b>	Grey	Grey
Trampolines, Jumping castles, etc.	Red	Green
Pools and water slides	Red	Green
Ride-ons (self-propelled and powered)	Red	Green
Play scapes/Play huts	Red	Green
<b>Stationery/paper</b>	Grey	Grey
Stationery and Paper,	Green	Green
Glue	Yellow	Green
Gift wrap, greeting cards,	Green	Green
Party goods (excluding candles and latex balloons)	Green	Green
Party Goods (candles, inflated & non-inflated latex balloons)	Red	Green
Magnets, not small parts	Yellow	Red
Magnets, small parts equipment	Red	Red
Stickers	Green	Green
Office supplies	Yellow	Green
Crackers	Red	Green
<b>Toys</b>	Grey	Grey
Board games	Green	Green
Puzzles and Trading Cards	Green	Green
Plush toys	Green	Green
Infant toys	Yellow	Green
Battery operated toys e.g. RC's	Yellow	Green
Role Play	Yellow	Green
Activity modelling dough	Red	Red
<b>Transportation</b>	Grey	Grey
Cars, Car Rental	Red	Green
Car repair	Red	Green
Back of Car equipment and acc. (non-safety ..)	Green	Green
Back of Car equipment and acc. (Safety equipment)	Yellow	Green
Tyres	Red	Green
Petrol, petrol forecourt	Red	Green
Motor oil	Red	Green
Ferries, Trains & Coaches	Red	Green
Airlines, Airports	Red	Green

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<b>Energy Service Providers</b>		
Gas, Electricity, Water Suppliers		
<b>NON FOOD</b>		
Batteries		
Detergents, softeners etc		
Cleaners, Bleachers		
Mobile phones/		
Medical devices (e.g. hearing aids)		
<b>NO-GO</b>		
Vitamins		
Medicines		
Paint (industrial)		
Alcohol		
Cigarettes & Tobacco		
<b>Other categories</b>		
Arms		
Defence and security		Not companies who have defense as their primary business (e.g. Nasa OK)
Religious and political organisations/parties		
Chemical industry		
Construction toys		

If in doubt about any of the traffic lights please ask for advise from the Partner Service team in Billund or use [firstlegoleague@LEGO.com](mailto:firstlegoleague@LEGO.com).