

PRIVATE AND CONFIDENTIAL

The LEGO® Group's Responsible Marketing to Children Policy

A letter from the Office of the Chief Marketing Officer

I am pleased to introduce the LEGO Group's Responsible Marketing to Children Policy.

This corporate policy reaffirms that we are a value-driven company. Kids are our primary concern and we want to reach every child only through ethical means, in full accordance with the values that define our LEGO Brand Framework - those of caring, quality, nurturing creativity, development, imagination and learning.

As a global brand, the LEGO Group must abide by its own policies at a global level – we believe that child's fundamental right to privacy and safety should not change depending on where they live.

The Responsible Marketing to Children Policy is an evolution of our existing Marketing to Children Policy and has been calibrated to provide comprehensive coverage for the latest child-marketing legislation applicable across all global geographies. Crucially though, it takes our commitment to excellence as an industry-shaping pioneer beyond the necessary adherence to this legislation.

It is mandatory for all LEGO Group employees as well as external partners working for the LEGO Group across commercial communications to comply with this policy, which marks an important step for each and every one of us to protect children and parents throughout the world that have placed their intrinsic trust in us.

Thank you for tailoring our on-going market campaign activity accordingly.

Julia Goldin
Executive Vice President, Chief Marketing Officer