



## Facts about the LEGO Group

(rolling 12 months)

### Social impact

|   |                  |
|---|------------------|
| LEGO Group Community Engagement activities 2017:                  | More than 160    |
| LEGO Group Community Engagement activities 2017: Children engaged | More than 71.500 |
| FIRST® LEGO® League (6-10 years) participants                     | 245.000          |
| FIRST® LEGO® League Jr. (9-16 years) participants                 | 63.600           |

### Digital Apps

|  |              |
|--|--------------|
| LEGO® Life: no. of downloads           | 3 million    |
| LEGO® Life: markets launched in        | 21           |
| LEGO® published Apps:                  | 26           |
| LEGO® published Apps: no. of downloads | 164.000.000+ |

### LEGO.com data

|  |                |
|--|----------------|
| LEGO.com: unique visitors  | 145.2 million  |
| LEGO.com: average time spent across site   | 8.6 minutes    |
| LEGO.com: most used content: Games, Videos, Product Information, Building instructions |                |
| LEGO® YouTube subscribers  | 1.480.600+     |
| LEGO® YouTube views  | 2.270.000.000+ |

### Product impact

|   |          |
|---|----------|
| No. of countries LEGO® products are sold in   | 123      |
| Countries the LEGO Group has sales offices in | 37       |
| No. of LEGO® Brand Retail Stores              | 127      |
| Consumer satisfaction score (NPS)             | 72.8     |
| LEGO® Ideas: unique monthly visitors          | 597.800+ |
| LEGO® Ideas: site members                     | 829.200+ |
| LEGO® Ideas: new activated users              | 266.000+ |
| Recognised LEGO® User Groups                  | 250      |
| Adult Fans of LEGO® members                   | 500.000  |



LEGO Group Interim Results 2017

## Highest selling LEGO® themes based on consumer sales

(Random order)

LEGO® Friends

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LEGO® Creator

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LEGO® City

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LEGO® *Star Wars*™

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LEGO® DUPLO®

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THE LEGO® BATMAN MOVIE

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LEGO® NEXO KNIGHTS™

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LEGO® NINJAGO®

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LEGO® Super Heroes

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LEGO® Technic

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