

# The LEGO Group 2019 Financial Results



## Financial Highlights

38.5bn

Revenue DKK

+6%

Revenue Growth vs. 2018

+5.6%

Consumer Sales Growth vs. 2018

10.8bn

Operating Profit DKK

9.6bn

Cash Flow DKK

Market Share  
**Grew in all major markets**

## Innovating & Investing for Long-term Growth

### Innovating Play

60%

of 2019 products were new



**LEGO® Hidden Side**  
Fluid play blends building & technology



25

years of the **LEGO® Games Team**



It was a strong year for the LEGO Group. We outpaced the toy industry and grew consumer sales, revenue, profit and market share in all our major markets."

Niels B. Christiansen, CEO

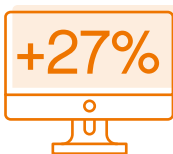
### Innovating Retail

150

new stores in 2019

570

stores worldwide



+27%  
visitors to upgraded **LEGO.com** e-commerce site



**Elevating** retail partnerships

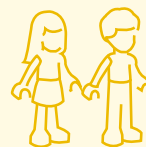
### Top-selling Themes



LEGO® City



LEGO® Marvel Super Heroes



LEGO® Friends



LEGO® Classic



LEGO® Star Wars™



LEGO® Technic

### Expanding Geographic Reach



**China:**

Strong double-digit growth

**China:**

140

stores in 35 cities at the end of 2019

**India:**

Opening office in 2020

