



Public Affairs Council

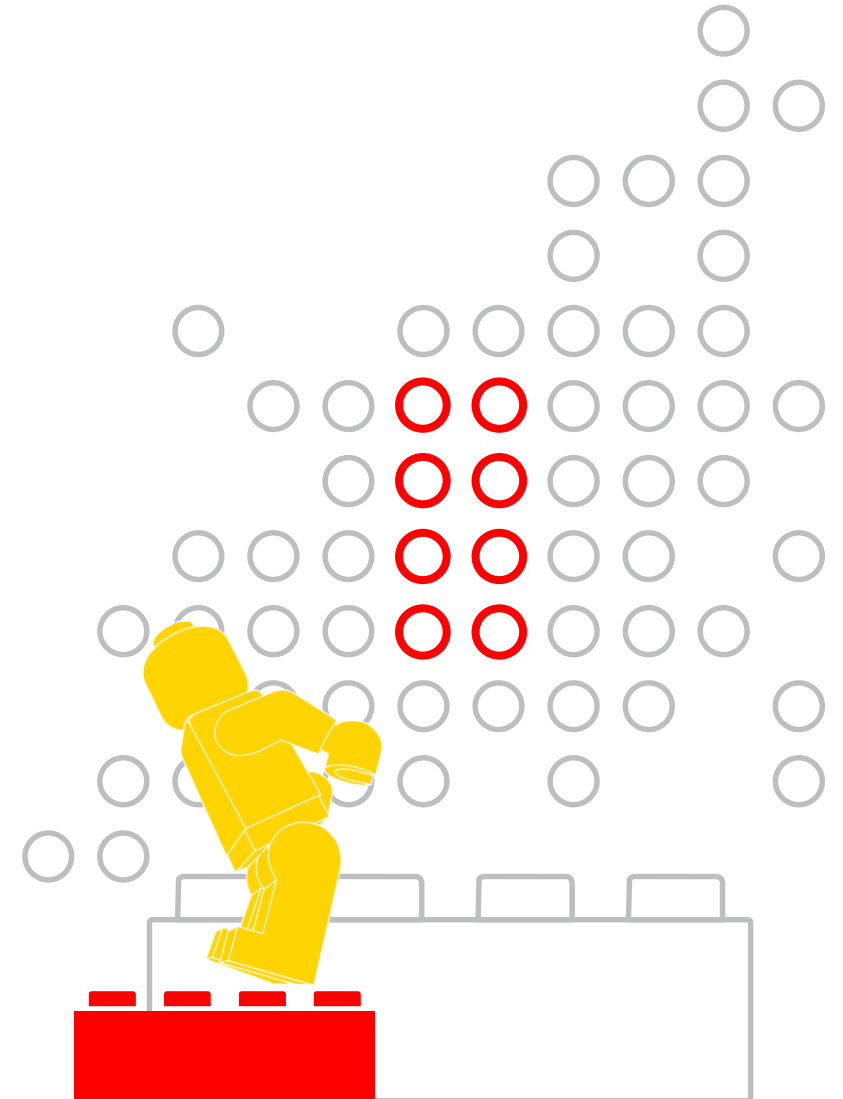
Working with Embassies

The LEGO Group

Oct. 2, 2019

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Sr. Manager, Government and Public Affairs



I will share...

1 Who we are at LEGO Group

2 Our Partner Promise

3 Partnership Examples

4 Q&A



The LEGO Group: Who We Are



Family owned
Danish



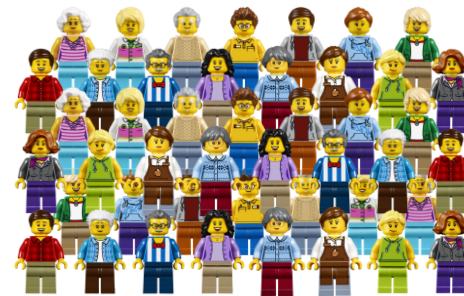
Founded



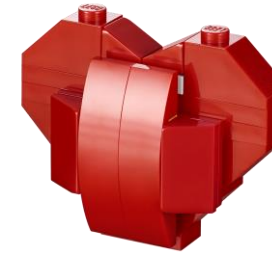
#1
Toy company



140
countries



17,000
colleagues



#2
reputable brand

... and a Long History of Innovation



1932
First wooden
duck

1958
the LEGO® brick



1978
Minifigure



1998
Mindstorms®

LEGO
comes from Danish
'LEG GODT'
meaning 'play well'



LEGO Elements Produced in 2018



75+ Billion



Who is the #1 Tire Producer?



730 Million Annually



“

Our Mission:

**To inspire and develop
the builders of tomorrow**

”

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Our Focus on Children

When children play, they learn

21st century skills

- Emotional
- Cognitive
- Physical
- Social
- Creative

**65% kindergarten children
will have jobs not yet created**

**We are committed to driving a
corporate agenda that gives kids
what they need to succeed**





How does the Government and Public Affairs Team Support this mission?

- Support business continuity (mitigate risk).
- Build stakeholder networks.
- Engaging with thought leaders on our responsibility agenda – including strategic partners.
- Bring best practices and insights back to the business.



EVERYTHING IS COOL WHEN YOU'RE PART OF A TEAM!

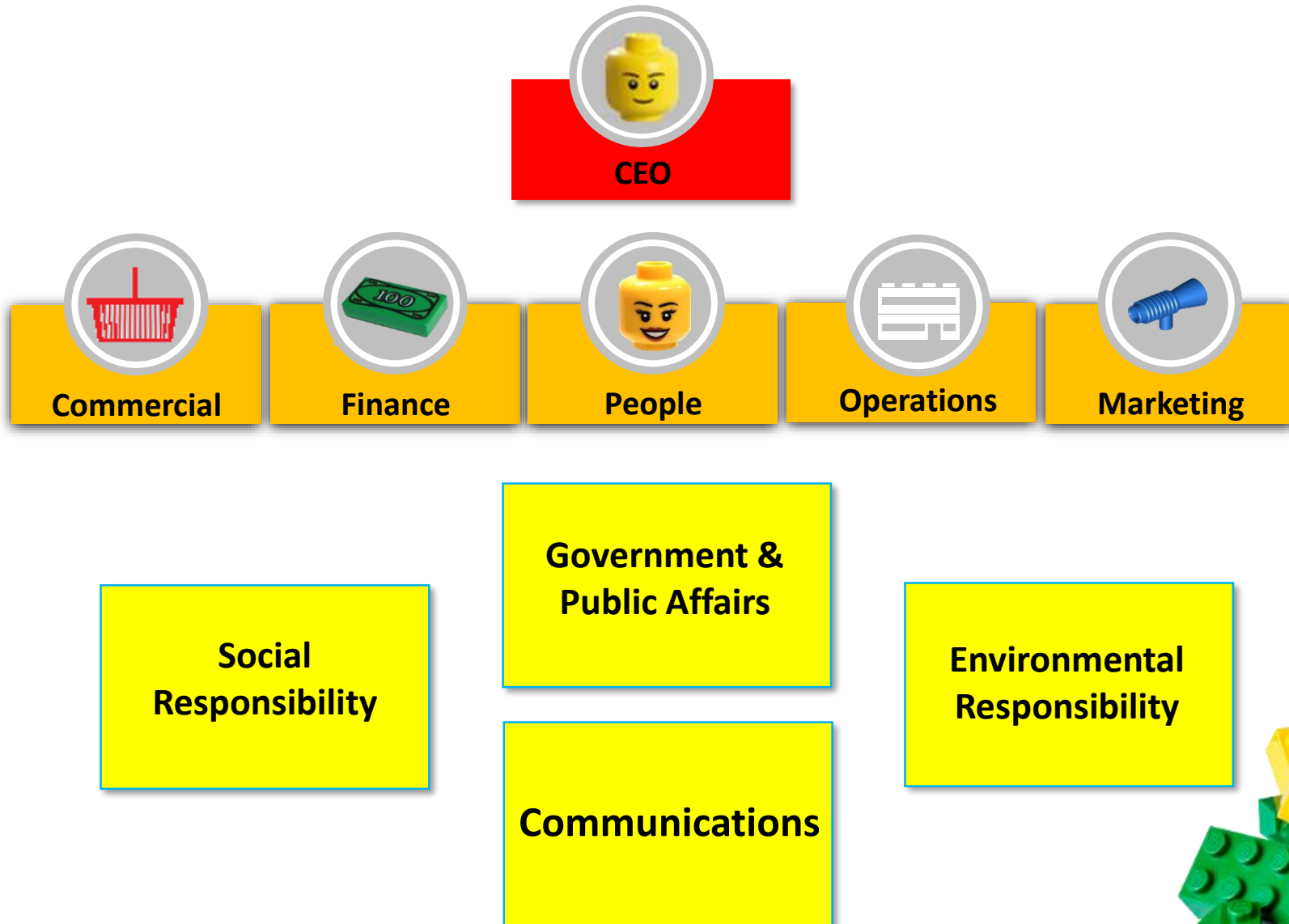


DON'T GO IT ALONE!

To ensure maximum impact, our external affairs approach requires internal alignment, particularly with the LEGO Corporate Affairs team!

- ❖ Communications
- ❖ Environmental Responsibility
- ❖ Social Responsibility
- ❖ People Operations

The LEGO Group Corp. Affairs Team



Partner Promise

The LEGO Group's pledge to deliver 'Mutual Value Creation'

How do we do this?

- Deliver exceptional products
- Offer an association with a world class brand
- Build a relationship based on operational excellence
- Be a trusted partner
- Create mutual, sustainable financial value



Partnering With The Embassy



Key Areas of Partnership

- **Issue Monitoring**
 - E.g. US and Latin America trade policy
- **Network Building**
 - A well-connected embassy can help provide introductions in key areas
- **International Issue Briefs**
 - Embassy networks are global, and you have access to advisors from around the world
- **Mission Alignment**
 - Where alignment exists in your mission, collaboration is mutually beneficial
- **Event Collaboration**



EU Open House

- Annual Event hosted by Danish Embassy
- Fun opportunity to engage the public, embassy staff
- LEGO racetracks, builds offer opportunity for DC parents to engage the brand
- Other EU embassies participate



Our Planet Promise

To make a positive environmental impact

- Sustainable products & packaging
- Plants from Plants
- Clean Energy
- Zero Waste
- Educating Consumers
- Listening to Children



We want to remain
100%
renewable

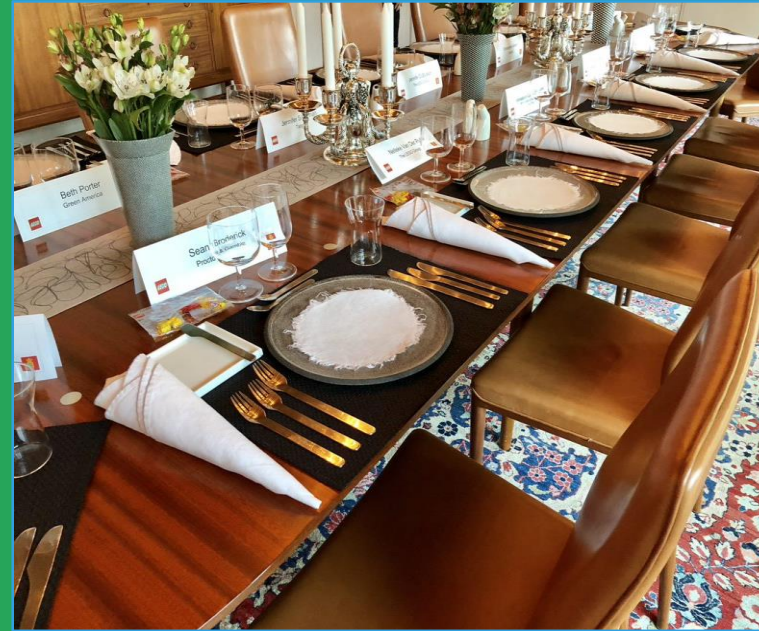
Sustainable
materials by
2030

Embassy as Planet Partner:

Strong environmental values alignment

Public Affairs Discussion

- For LEGO: New materials development
- NGOs, Academics, Brands
- Hosted by Amb. Lars Gert Lose
- Intimate setting, excellent conversation
- Reputation boost





Thank you!

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