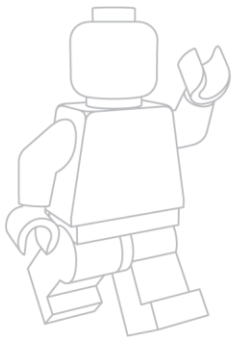




Students in IT

@ The LEGO Group

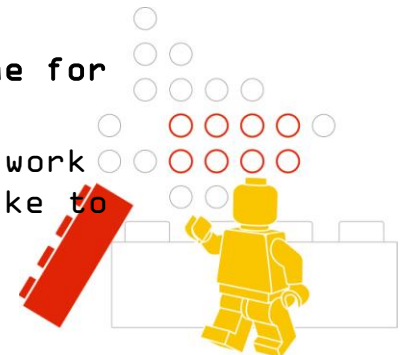
Aarhus University, 6 September 2011



Background

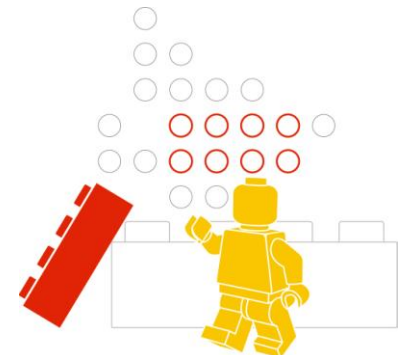
The ambition

- By fall 2011 and going forward there should be 10+ students employed @ IT in the LEGO group - across the functional areas in CIT, LSC IT and Web Technology
- Students have proven to be a great pool of employees in IT organizations
 - They are quick to onboard and understand the context they work in
 - The students inspire the full time employees by providing new input and thinking out of the box - they challenge us to also think in new ways
 - The students provide us with insight to the latest technology and trends as they're exposed to them via their education
 - The students provide a positive impact on the social dimension
- Adding students to the workforce is a good pipeline for recruitment
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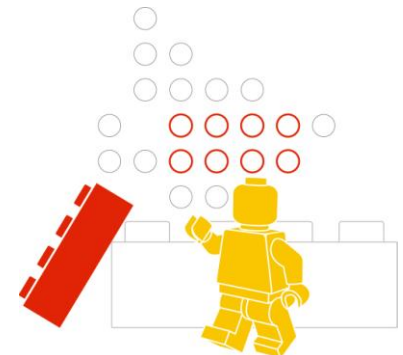
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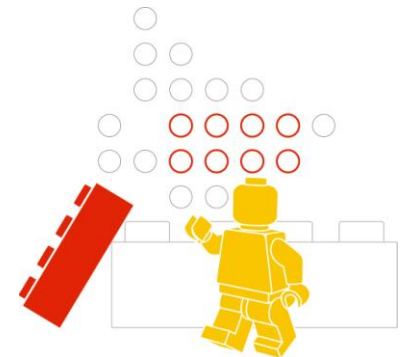


Press Releases, August 30, 2011

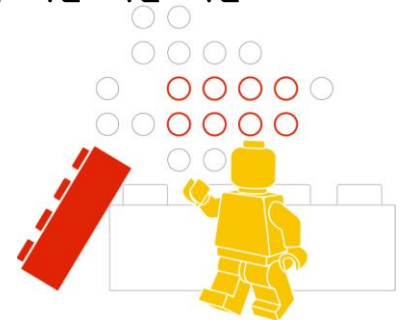
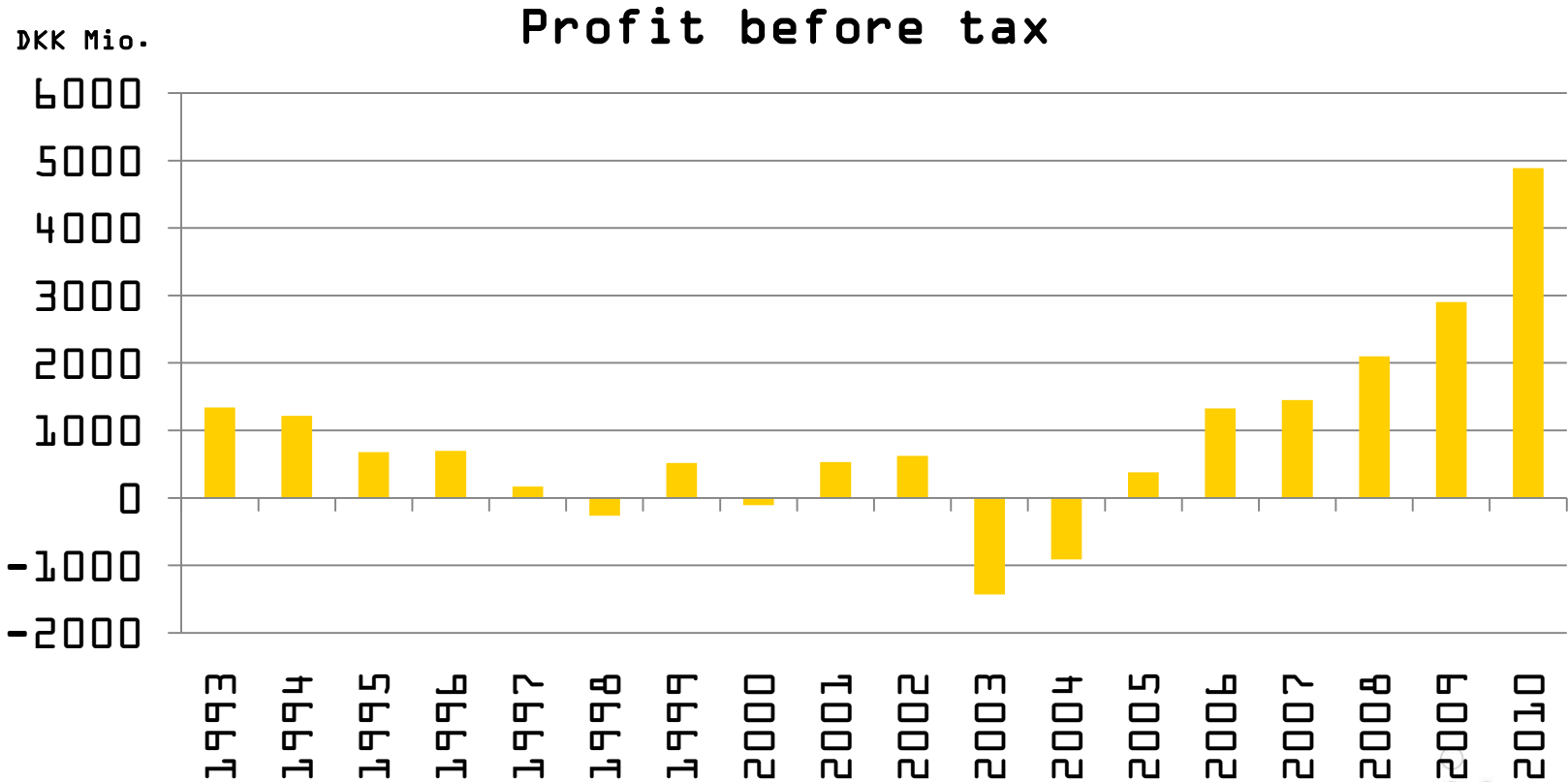
“LEGO Group reports strong interim result”

*[...The strong growth in the LEGO Group's financial results continued in the first half of 2011, with net **sales increasing by 25%**. The operating profit was DKK 2,030m compared with DKK 1,470m for the first half of 2010...]*

*[...The global toy market continues its trend of recent years, with a 2% increase during the first half of 2011. **Consumer sales of LEGO products hit double-digit growth rates on almost all markets served by the company.** The LEGO Group thus continues to expand its market share - its share of the global toy market is now about 7%...]*

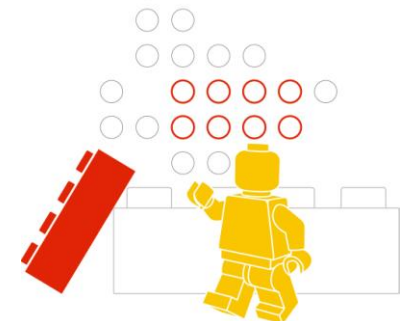


Strong growth in the LEGO Group



The LEGO Group

- Founded in 1932 by Ole Kirk Kristiansen.
- Name from 1934:
“LEG GODT” (play well)
→ “LEGO”.
- One brand company.
- 9,767 employees (March 2011).



LEGO® mission, vision and spirit

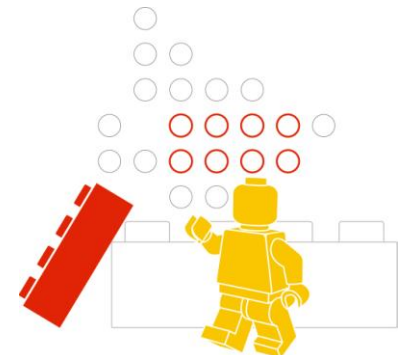
Mission: Inspire and develop the builders of tomorrow.

Vision: Inventing the future of play.

Spirit:



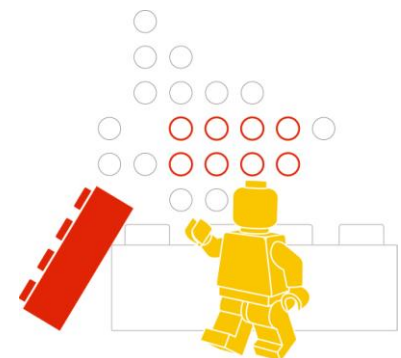
Only the best is good enough



LEGO® Brand Framework

- our brand core and 4 promises

Mission	Inspire and develop the builders of tomorrow	
Vision	Inventing the future of play	
Promises	Play Promise Joy of building. Pride of creation.	Partner Promise Mutual value creation
	Planet Promise Positive impact	People Promise Succeed together
Spirit	Only the best is good enough	
Values	Imagination - Creativity - Fun Learning - Caring - Quality	

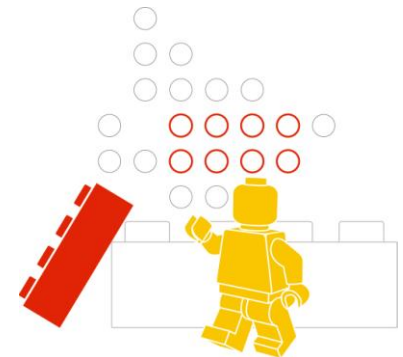


Family ownership

An original business with real quality and an authentic meaning and soul.



Picture of the three generations taken at Ole Kirk's 60th birthday in 1951.




Organisation



Chief Executive Officer
Jørgen Vig Knudstorp


Markets & Products (M&P)



Executive Vice President
Mads Nipper

Markets & Products (M&P) has global responsibility for development of new products for retail customers, development of marketing materials, global marketing and sales to retail customers worldwide.


Community, Education & Direct (CED)



Executive Vice President
Lisbeth Valther

Community, Education & Direct (CED) is responsible for direct contact with consumers as well as sales via brand retail stores, online sales and mailorder. In addition, this business area is responsible for digital business. And CED is also responsible for the Group's development, marketing and sale of educational materials.

Corporate Center (CC)



Executive Vice President
Christian Iversen

Corporate Center (CC) covers a combination of strategic and supportive functions: IT, Human Resources, Corporate Communications, Corporate Governance & Sustainability, Service Center, Continuous Improvement and Corporate Legal Affairs.

Global Supply Chain (GSC)



Executive Vice President
Iqbal Padda

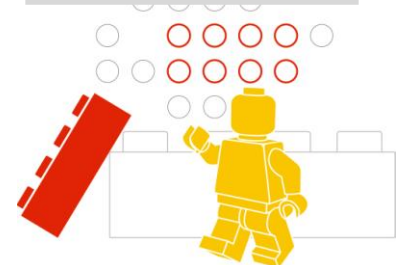
Global Supply Chain (GSC) is responsible for the Group's supply chain, from procurement and production - including moulding, decoration and packing - to shipping and distribution to the retail trade.

Corporate Finance



Chief Financial Officer
Sten Daugaard

Corporate Finance is responsible for financial management and controlling as well as follow up on business planning and strategic initiatives.

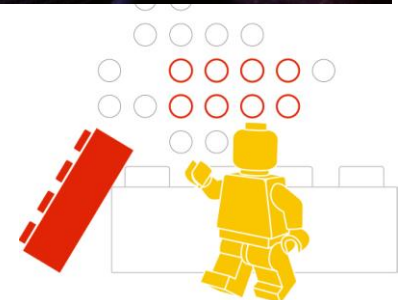


LEGO® world map

Headquarters: Denmark (Billund)

Concept and product development: Denmark, Germany, UK, Japan and the USA.

Production: Denmark, The Czech Republic, Hungary & Mexico



The LEGO® portfolio



LEGO® DUPLO®



Creative Building

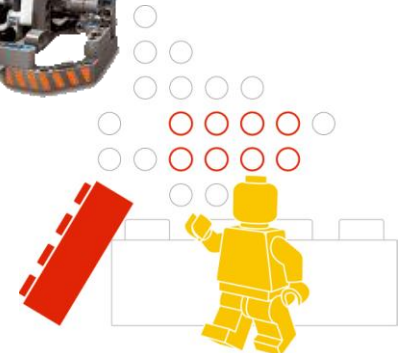


Play themes

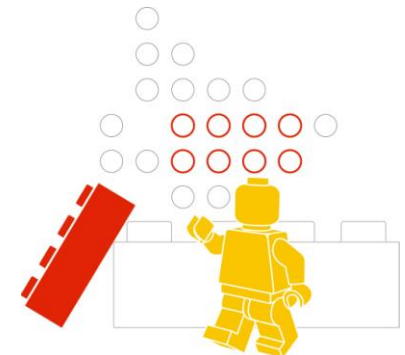
LEGO® MINDSTORMS®



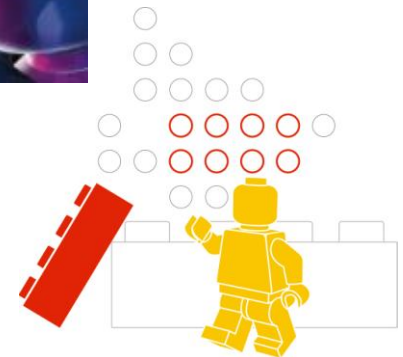
LEGO Games



Community, Education & Direct



LEGO® Universe



LEGOLAND® parks

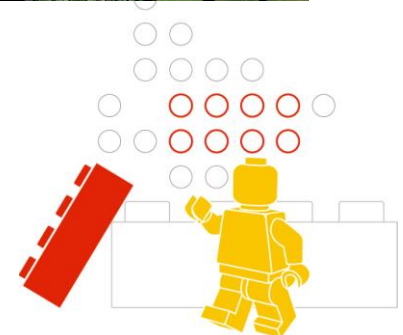


In July 2005, the LEGO Group sold its four LEGOLAND® parks (in Denmark, Germany, England and the USA) to Merlin Entertainments Group.

KIRKBI A/S (parent company of the LEGO Group) owns approx. 36% of Merlin Entertainments

New LEGOLAND parks to be established:

- Florida, USA towards the end of 2011
- Iskandar, Malaysia in 2012



The history of the LEGO® product



1932

Carpenter Ole Kirk Kristiansen starts to manufacture wooden



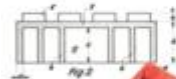
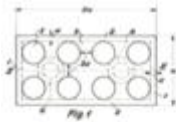
1949

The first LEGO® brick in plastic is moulded.



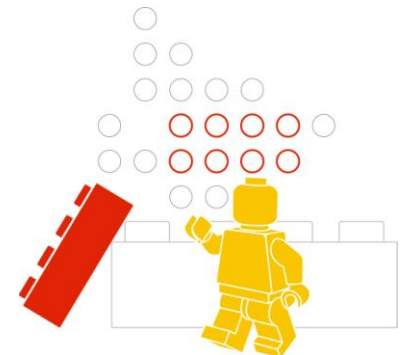
1955

“LEGO System in Play” is introduced together with the first Playful learning concept, stressing the importance of learning through play.

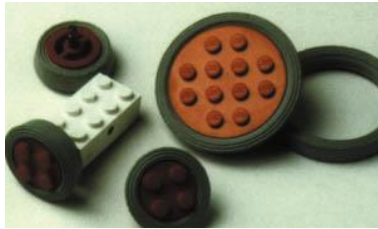


1958

A LEGO brick with a new clutching system is launched. The foundation for the toy of the century is made.



The history of the LEGO® product



1962

The LEGO® wheel is invented.

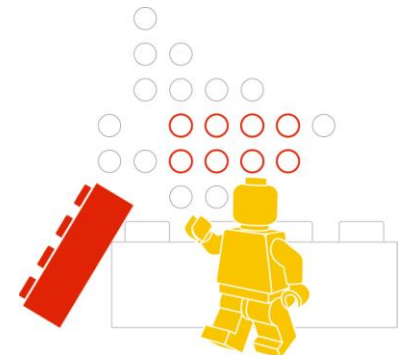
The large brick for small fingers - LEGO® DUPLØ® - is launched.

1969



1974

The LEGO figure is born. The figures represent a new LEGO concept where role play and personality become part of playing with LEGO bricks.

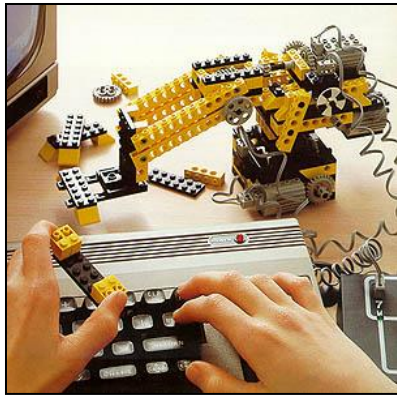


The history of the LEGO® product

LEGO® Technic is introduced. The program challenges older children to build vehicles and other machinery.

The LEGO minifigure is launched.

LEGO play themes are introduced and focus is directed towards role play and storytelling.



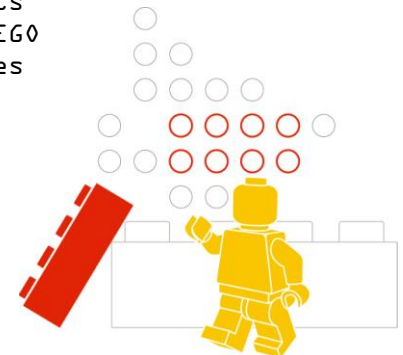
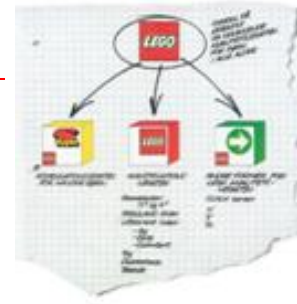
1986

LEGO Technic Computer Control is launched as one of the first results of the partnership with Media Laboratory at Massachusetts Institute of Technology, USA. LEGO products for educational purposes benefit from this innovation.

1978



1979



The history of the LEGO® product

The first computer game is introduced.

1997



1998

The LEGO Group signs a license agreement with Lucasfilm Ltd. and obtains the right to develop, produce and market LEGO® products based on the Star Wars™ movies. Later, the LEGO Group signs agreements with e.g. Disney, Hit Entertainment and Warner Bros.

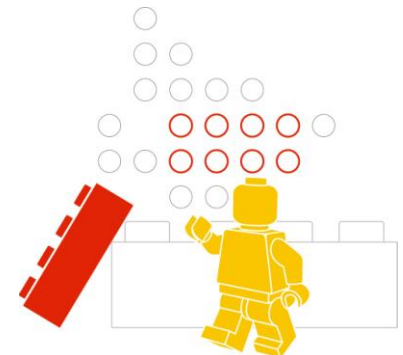
LEGO® MINDSTORMS® is launched as a result of the cooperation between the LEGO Group and the Massachusetts Institute of Technology, USA.

1998



2001

The BIONICLE universe is launched, which combines physical products with a comprehensive on-line universe. Later, the BIONICLE series is replaced by the new HERO Factory product line.



The history of the LEGO® product

A new and updated version of the LEGO® MINDSTORMS® robot is launched. MINDSTORMS NXT is more advanced and able to both see, hear, feel and move.



The LEGO Group launches an MM0G (massively multiplayer online game) called LEGO Universe.

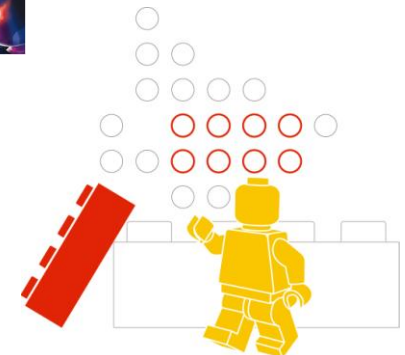
2009

2006



A completely new product line - LEGO Games - is launched. The line consists of a series of board games that can be played by the whole family.

2010



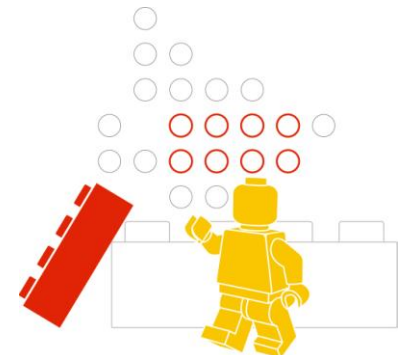
Fun LEGO® facts

- More than **400 mio.** children and adults will play with LEGO® bricks this year.
- More than **7** LEGO sets are sold each second.
- Approx. **23 billion** LEGO elements are made every year at the factory in Billund - equivalent to approx. **2.4 million** elements an hour or **40,000** a minute.
- Laid end to end, the number of LEGO bricks sold in a year would reach **ten** times round the world.
- On average every person on earth owns **70** LEGO bricks.
- The world's children spend **5 billion** hours a year playing with LEGO bricks.
- With a production of over **300 million** tyres a year, the LEGO Group is the world's largest tyre manufacturer.
- In the manufacture of LEGO bricks the machine tolerance is as small as a human hair.
- Over the years, more than **500 billion** LEGO elements have been manufactured.

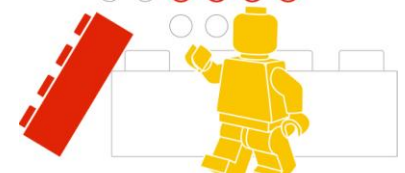
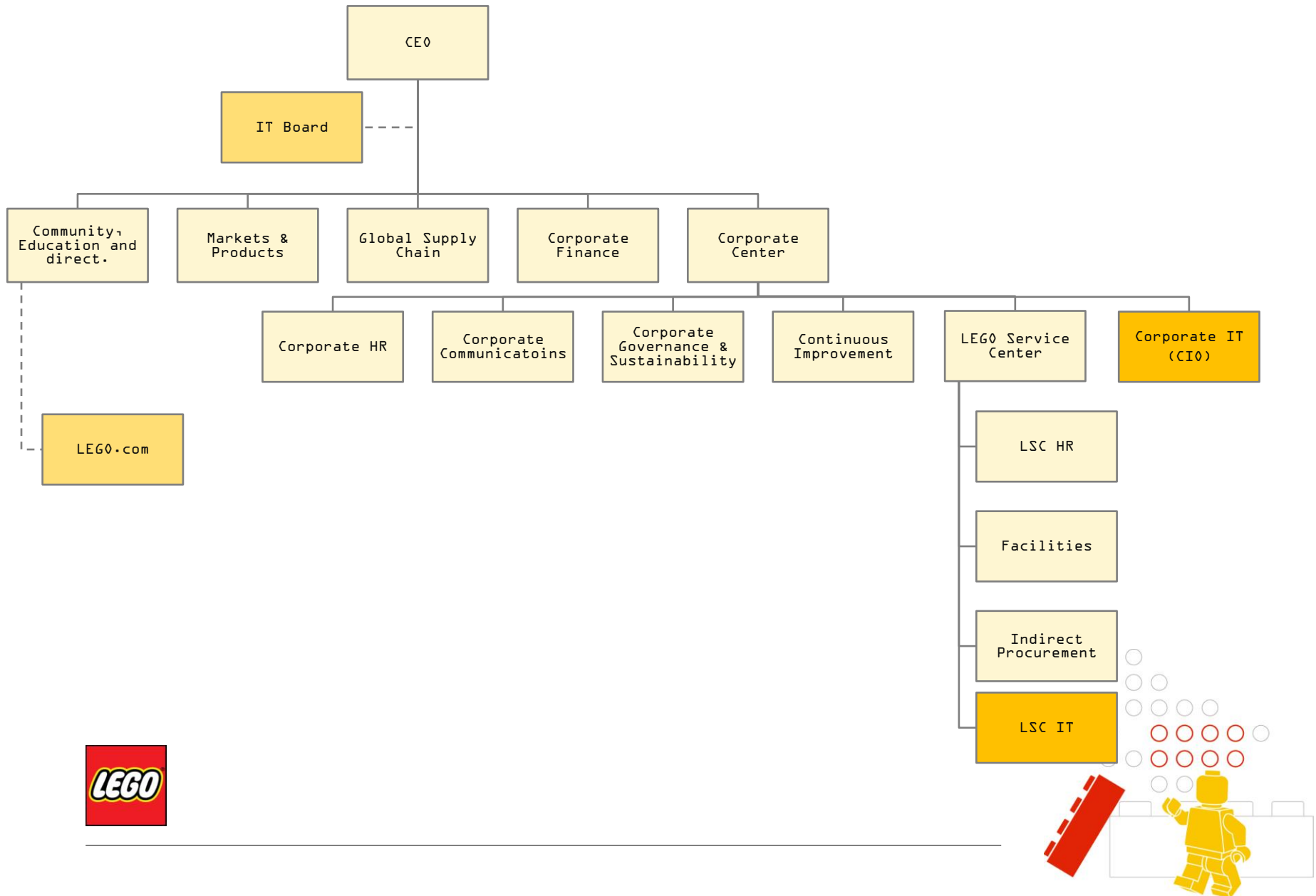


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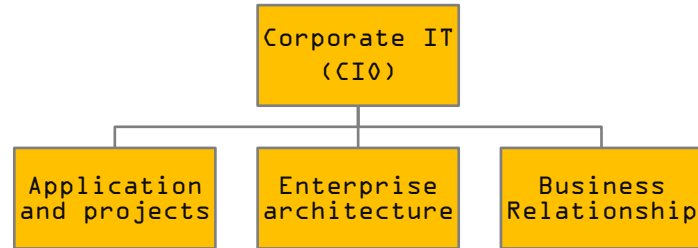
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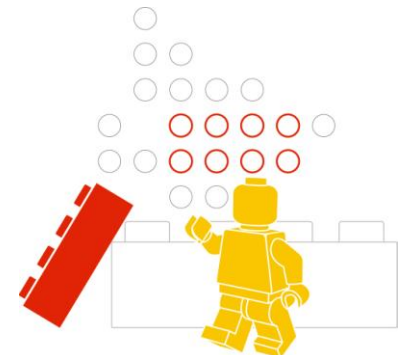
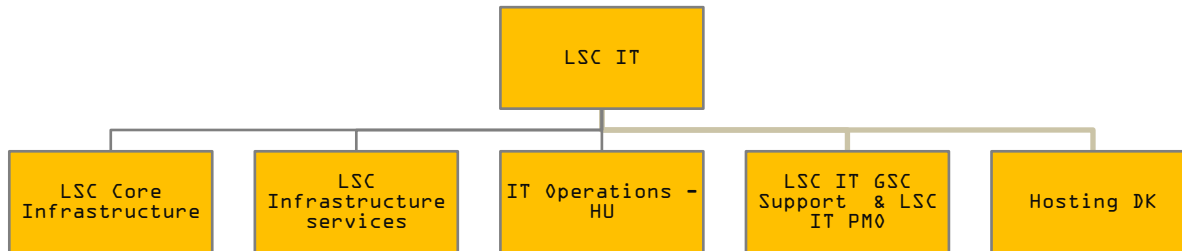
LEGO Organization - focus on IT



Corporate IT

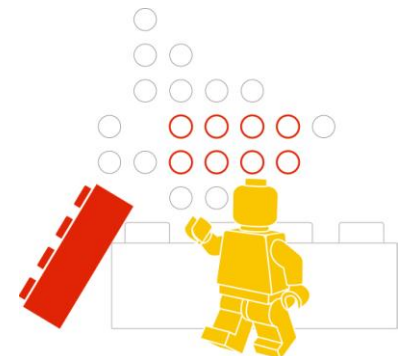


LSC IT



Agenda

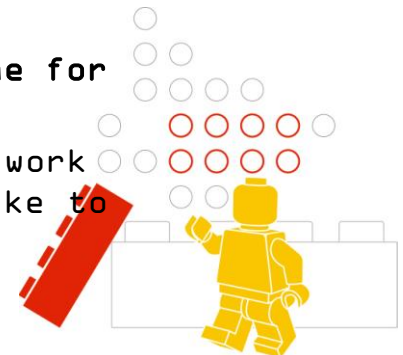
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The give and the get

The give (What's expected of our students)

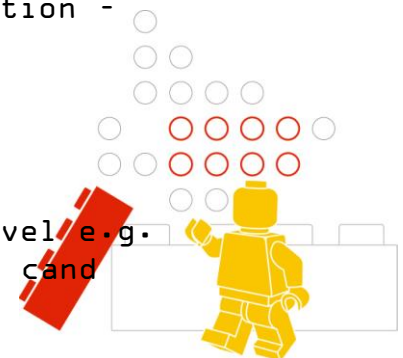
1. Strong drive
2. Great collaboration skills
3. Be able to translate theory to practice
4. Motivated to challenge yourself in order to continuously improve

The get (What students can expect in return)

1. You will get hands-on experience within a highly professional IT organization
2. You will join a company in a positive development that creates new jobs
3. Increase own market value
4. You will be able to contribute with fresh thinking and hopefully unlock your own talent
5. You will be offered a mentor to ensure your professional and personal development, so you have a good and positive learning curve
6. Engage in network for all students in our IT organisation - meeting quarterly

Preferred background

1. Finished a bachelor
2. Now studying an IT relevant education on Candidate level, e.g. datalogic - cand.scient, cand. merc IT, cand. polyt, cand mag



The vacant positions

2-3 students to Infrastructure Architecture

2-3 students to Process Engineering

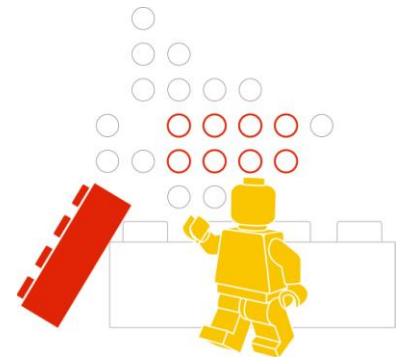
2-3 students to Project Management

1-2 students to Development Solutions

1 student to Application Development

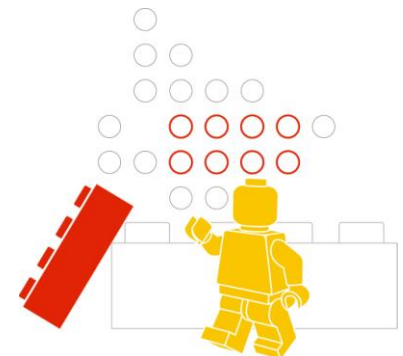
1 student to System Documentation

1 student to Information and Data Model Documentation



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Thank
you

