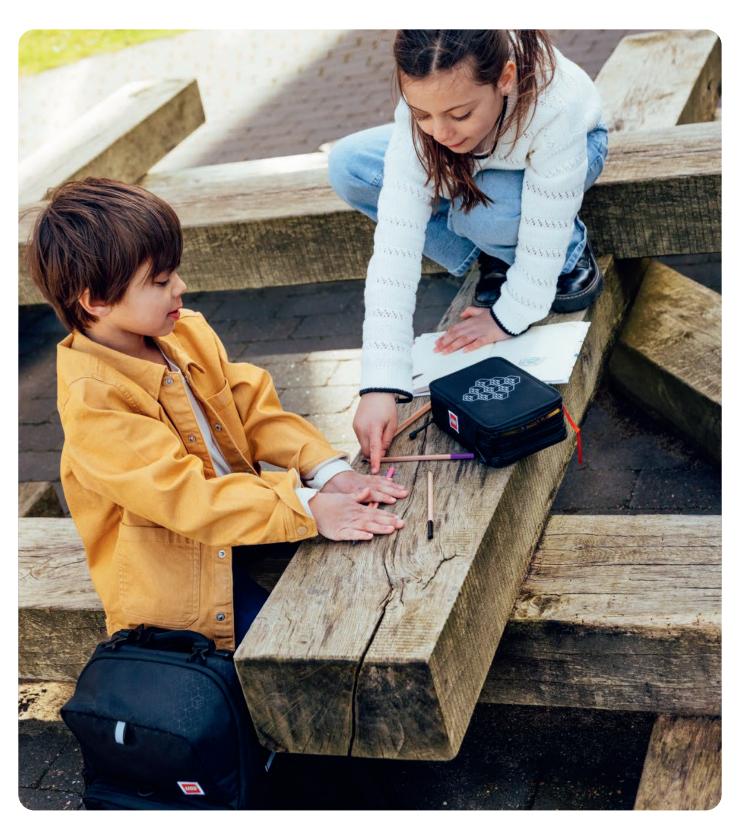
## **BACK TO SCHOOL 2025**

# **LEGO BRICKS**







Last week, the LEGO Group announced the results for the first half of 2024, and what a performance!

The CEO of the LEGO Group, Niels B. Christiansen, said:

"We are very pleased with our strong performance. We have delivered double-digit growth on the top- and bottom-line and significantly increased the amount of sustainable materials used in our products."



Niels B. Christiansen CEO, the LEGO Group

### **Financial Highlights**

+14% Consumer Sales

+13% 31.0 Revenue (bDKK)

+26% 8.1 Operating Profit (bDKK)

Significantly outpaced the toy industry and gained market share





## #1 brand

in Global RepTrak® 100 Survey

**Around 300 new products with LEGO® Icons and LEGO® City being** among the most popular themes.

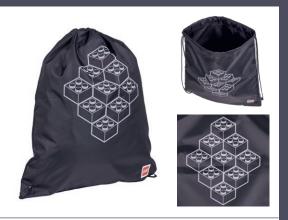




#### 1. BACKPACK, EXTENDED

#### 202222511

Features: 300D Recycled polyester, 2 large zipper compartments, front zipper pocket, 2 mesh side pockets, brick stitching back panel, adjustable shoulder straps, reflective elements, contrasting lining, inside name tag



#### 2. GYM BAG, DRAWSTRINGS

#### 100342511

Features: 210D recycled polyester, string closure, safety and anti-tangle buckles



#### 3. PEN CASE FILLED

200852511 | Size: 23CM
Features: 300D Recycled polyester, easy access main compartment w/ zipper, CE certified content: 2 pencils, 10 color pencils, 4 thick color pencils, eraser, pencil sharpener, ruler and triangle, timetable, inside name tag.



#### 4. PEN CASE BOX

#### 100522511

Features: 300D recycled polyester, easy access main compartment w/ zipper, side handle, contrasting lining, inside name tag



#### 5. WALLET

#### 101032511

Features: recycled polyester, 3-fold wallet w/ velcro closure, card holder, zippered pocket for coins, bank note compartment



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