

Organization

The LEGO Group today is owned by the third and fourth generations of the Kirk Kristiansen founding family: Kjeld Kirk Kristiansen and his three children. Ownership of the LEGO Group is handled through the investment company KIRKBI and the LEGO Foundation. KIRKBI owns 75% of the LEGO Group. KIRKBI also owns a 36% shareholding in Merlin Entertainments Group whose activities include running the LEGOLAND® parks. The remaining 25% of the LEGO Group is held by the LEGO Foundation.

Read more at:
www.KIRKBI.dk
www.LEGO-fonden.dk



Chief Executive Officer
 Jørgen Vig Knudstorp



Global Supply Chain (GSC)

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.

Markets & Products (M&P)

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)

CED is responsible for direct contact with consumers as well as sales via LEGO brand retail stores, online sales and mail order. 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)

CC covers the strategic and supportive functions: Corporate IT, Corporate HR, Corporate Communications, Corporate Governance & Sustainability, Continuous Improvement, LEGO Service Center and Governmental Affairs.

Corporate Finance (CF)

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