



November 25, 2015

Leak of LEGO® Novelty Products

Why Restrictions?

For every business, it is essential that confidential information such as trade secrets and product novelties is kept secret until the business is ready to release such information. For the LEGO Group it is extremely important to control WHEN and WHERE our new LEGO products are launched, HOW they are launched, and in which quality and volumes!

As the owners of the LEGO IP rights, the LEGO Group is legally entitled to control the publishing of its product and marketing material.

Background for the release control:

- We want to give our customers and consumers a 100% experience of our products and campaigns
- Our competitors should not have any chance to get a time lead to copy our products
- The LEGO Group must protect the confidentiality of its license partners and is obliged to fulfill its contractual obligations towards the IP partners
- Leaks of preliminary material, which is not finally developed, is not in the interest of our consumers or our partners.

What not to share or publish

The LEGO Group is asking fans not to share or publish LEGO owned confidential information, for instance any information about new, unreleased LEGO products. Some material carries a specific watermark saying that the image is not to be disclosed or published. Other leaks consists of copied or photographed material, which is obviously confidential information, which has come to the public without authorization by the LEGO Group.

To all our fans: Please do not share obviously confidential information, which has not been released by the LEGO Group.

If you become aware of any leaked confidential information on other websites/forums/blogs, we would be grateful if you would reach out to KimT@LEGO.com. We very much appreciate your loyalty to the LEGO products and hope that you will assist us in protecting the confidentiality and competitiveness of the LEGO Brand.

We look forward to continuing our cooperation with you in the future.

Thank you,

A handwritten signature in blue ink, reading "Jørgen Vig Knudstorp".

Jørgen Vig Knudstorp

Chief Executive Officer

LEGO Group