



PRESS RELEASE

28 AUGUST 2019

Malou Aamund joins the Board of Directors of KIRKBI A/S

Billund, Denmark 28 August 2019 – KIRKBI A/S today announced that Malou Aamund, Country Director Google Denmark, will join the Board of Directors as non-executive director effective immediately.

KIRKBI A/S is the Kirk Kristiansen family's private holding and investment company founded to promote a sustainable future for the long-term family ownership of the LEGO brand.

Kjeld Kirk Kristiansen, Chairman of the Board, said:

"I am pleased to announce that Malou Aamund joins the KIRKBI Board of Directors. This appointment is part of the development of the Board to ensure we have the right set of competencies to support the company and our family in the continued family ownership of the activities in the KIRKBI Group. Malou Aamund brings many valuable competencies to the Board i.a. from her experiences within the technology sector and as a member of the Danish Parliament, and I look very much forward to working with Malou Aamund on the Board."

There are no additional changes to the Board of Directors.

CV – Malou Aamund

Business Experience

2016 – Date

Google Denmark – Country Director

2011 – 2016

Microsoft – Business Group Leader, Microsoft Western Europe

2013 – 2016

Microsoft – Chief Marketing Officer & Chief Operating Officer, Microsoft Denmark

2011 – 2013

Microsoft – Director, Enterprise & Partner Group, Microsoft Denmark

2007 – 2011

Danish Parliament – Member of Parliament, Venstre, The Liberal Party

2001 – 2007

IBM – Territory Sales Executive, IBM North East Europe

2003 – 2005

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IBM – Country Marketing Manager, IBM Denmark

2001 – 2003

IBM – Country Manager, Business Partner Organisation, IBM Denmark

Non-Executive Board and Advisory Board Positions

- Eco Innovation, Denmark – Chairman
- DSV, Denmark – Independent Board Member
- Navico, Norway – Board Member
- UN Women Denmark – Advisory Board Member

About KIRKBI A/S

KIRKBI is the Kirk Kristiansen family's private holding and investment company founded to promote a sustainable future for the family ownership of the LEGO brand through generations.

Our work is focused on three fundamental tasks all contributing to enabling the Kirk Kristiansen family to succeed with the mission *to inspire and develop the builders of tomorrow*: We work to protect, develop and leverage the LEGO brand across all family entities. We are committed to a long-term and responsible investment strategy to ensure a sound financial foundation for the family's activities. And, we are dedicated to support the family members as they prepare for future generations to continue the active and engaged ownership as well as supporting their private activities, companies and philanthropic work.

KIRKBI's strategic activities include 75% ownership of the LEGO Group, 29.6% ownership of Merlin Entertainments plc and investments in renewable energy. The company's investment activities also include significant long-term investments in companies such as ISS, Nilfisk, Landis+Gyr and Falck as well as real estate investments in Denmark, Switzerland, Germany and the UK. www.KIRKBI.com

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