

Press Release

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Strong growth in KIRKBI A/S' profit

In 2010, the KIRKBI A/S group improved its profit significantly:

- The annual profit after tax was 4,261 million DKK against 2,406 million DKK in 2009.
- Total assets amounted to 29.3 billion DKK at the end of 2010 against 25.8 billion in 2009
- The group's liquid assets and liquid securities increased to 9.9 billion DKK against 7.5 billion in 2009
- Equity totaled 21.1 billion DKK at the end of 2010 against 16.8 billion DKK in 2009
- The group's equity ratio was 72% against 65% in 2009.

"The result is very satisfactory and is mainly due to the highly satisfactory result of the LEGO Group combined with the strong performance of the group's investment activities," says Søren Thorup Sørensen, KIRKBI A/S' CEO.

In 2010, the LEGO Group had yet another successful year and the result is considered highly satisfactory. The LEGO Group's sales increased by 37% to 16.0 billion DKK. Earnings also significantly improved and profit after tax was 3,718 million DKK against 2,204 million DKK in 2009.

Merlin Entertainments, which operate the LEGOLAND Parks as one of their visitor attractions, realized sales in the amount of 801 million GBP and operational earnings before depreciations (EBIDTA) increased by 9% to 256 million GBP. The number of visitors in the parks and other family attractions increased by 6% to 41 million. During the summer of 2010, a change of ownership was implemented after which KIRKBI A/S became the largest shareholder with a 36% ownership share. Funds under the Blackstone Group own 34% and funds under CVC own 28%.

The investment activities achieved a very satisfactory result in 2010. Especially investments in the emerging markets and investments in private equity funds had a positive impact on the result, but all investments segments performed well.

KIRKBI's activities are focused on three areas:

- 75% ownership of the LEGO Group, which develops, manufactures markets and sells play materials. The remaining 25% are owned by the LEGO Foundation.
- 36% ownership of the Merlin Entertainments Group, which is the world's second largest operator within family entertainment and other leisure activities, including ownership of the LEGOLAND Parks and the LEGOLAND Discovery Centers.
- Investment activities including real estate, equities, private equity, bonds and trademarks.

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