



PRESS RELEASE

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LEGO Brand Group invests in emerging technologies to support the long-term development of the brand

Billund, Denmark 17 September 2018 - LEGO Brand Group, an entity within the KIRKBI Group, today announced it had completed investments in two technology start-ups.

LEGO Brand Group now holds a stake in innovative additive manufacturing company, U.S.-based Evolve Additive Solutions, which has created multiple applications for 3D printing in manufacturing. Additive manufacturing has been used by the LEGO Group for a number of years to create more agile, cost-efficient production options. Evolve's technology allows high-quality parts to be printed using similar materials to the current portfolio as well as explore sustainable alternatives.

LEGO Brand Group will also take a stake in Swedish-based [Peppy Pals](#), one of the first companies to create playful digital experiences designed to equip, strengthen and nurture children's social and emotional skills. Peppy Pals has earned a strong reputation amongst educators and parents for its unique, research-based and engaging content.

In addition, LEGO Brand Group completed an investment in the Silicon Valley based venture firm, Innovation Endeavors, early in 2018. This is aimed at giving the Group access to emerging technology and new ventures, which may have long-term potential for the LEGO brand.

Jørgen Vig Knudstorp, Executive Chairman of LEGO Brand Group, said:

"The LEGO Brand Group's purpose is to enable continued, active and engaged family ownership of the different LEGO entities and to protect, develop and leverage the full potential of the LEGO brand. We are doing that primarily through the boards of the LEGO entities, but are also excited about exploring new ventures, which potentially can support the LEGO brand in the very long term."

Jørgen Vig Knudstorp continues:

"We fundamentally believe that the essential LEGO idea, which is about seeing the world with childlike curiosity, seeing children as our role models and the endless creative play with LEGO bricks, is more relevant than ever. We also believe that the LEGO idea can be used for far more than we can presently imagine and our engagement with Evolve, Peppy Pals and Innovation Endeavors is the very first step in exploring new ventures."

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About LEGO Brand Group

The LEGO Brand Group is set off to deliver on the Kirk Kristiansen family's mission to Inspire and Develop the Builders of Tomorrow. The LEGO Brand Group has the dual purpose of enabling active and engaged family ownership of the LEGO brand across generations and of protecting, developing and leveraging the full potential of the LEGO brand. LEGO Brand Group is a part of the KIRKBI Group, where it is acting through a chairman's office that work closely together with the boards and senior leadership teams across the LEGO branded entities. Read more at

www.KIRKBI.com/LEGO Brand Group

About Evolve Additive Solutions

Evolve Additive Solution is an organization whose mission is to produce innovative manufacturing solutions that enable customers to manufacture in revolutionary new ways.

Evolve is pioneering the manufacturing market with technologies and solutions centered around production applications with real-world thermoplastics. Its revolutionary STEP technology will radically improve manufacturing and enable disruptive new business models for organizations by unlocking the full capabilities of Additive Manufacturing. Evolve Additive Solutions is headquartered in Minnetonka, MN with a materials technology center based in Rochester, NY

About Peppy Pals

Peppy Pals is the leading creator of playful and digital experiences for lifelong, social and emotional learning (EQ/SEL). The award-winning, language-free apps, books, movies, toys and activities designed for children ages 2-9 have proven to be effective in both homes and schools worldwide. By using storytelling and humor, Peppy Pals unique way of learning sparks conversations between children and adults on important social and emotional skills such as empathy, emotions, self-esteem and problem-solving. Read more at: <https://peppypals.com/>

About Innovation Endeavors

Innovation Endeavors is helping entrepreneurs drive a super evolution of industry. We invest in visionary founders, transformational technology and emergent ecosystems for a new world. The firm is headquartered in three major regions of innovation: Silicon Valley; Tel Aviv; and New York City. Investments include: CommonSense Robotics; Freenome; Planet; Plenty; SoFi; Uber; and Zymergen. For more information, visit www.innovationendeavors.com

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