(Company number: 02949553)

Annual report and financial statements

For the year ended 31 December 2018

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LEGO Lifestyle International Limited (Company number: 02949553)

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(Company number: 02949553)

Directors and advisers

Directors C Andersen

CT Bell J Broskov

Company secretary ALS Cumming

Independent auditors PricewaterhouseCoopers LLP

One Kingsway

Cardiff CF10 3PW

Registered office Capital Point

33 Bath Road

Slough Berkshire SL1 3UF

(Company number: 02949553)

Directors' report for the year ended 31 December 2018

The directors present their annual report and the audited financial statements of the Company for the year ended 31 December 2018. This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006 and Financial Reporting Standard 101, 'Re-

duced Disclosure Framework' (FRS 101).

Principal activities

Using the registered trade name of LEGO Lifestyle International Limited, the principal activity is to coordinate the non-media outbound licensing activities of the LEGO A/S Group. The activities themselves have from 2002 been performed by LEGO employees based in Denmark. As the remaining contract still resides in the LEGO Lifestyle International Limited legal entity, all income and costs associated with li-

censing activity are transferred to LEGO Lifestyle International Limited by LEGO System A/S.

Business performance and future developments

In 2018, the Company experienced an increase in revenue compared to 2017, primarily due to sales of the merchandising line which was launched in previous years. The increase in revenue is the main driver as to the growth in profit for 2018. The directors are satisfied with the Company's performance and the results of its activities during the current year.

There are no anticipated changes to the principal activities of the business.

Results and dividends

The result for the year shows a profit before taxation of £98,010 (2017: £76,884) and revenue of £104,857 (2017: £86,022). The profit for the financial year amounted to £79,219 (2017: £62,084).

The Company has net current assets of £2,656,597 (2017: £2,577,378). No interim dividend has been paid

and the directors do not propose the payment of a final dividend for the year (2017:£nil).

Directors

The names of the directors of the Company who held office during the year and up to the date of signing these financial statements are shown below:

C Andersen

CT Bell

J Broskov

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Directors' report for the year ended 31 December 2018 (continued)

Directors' indemnities

As permitted by the Articles of Association, the Directors have the benefit of an indemnity which is a qualifying third-party indemnity provision as defined by Section 234 of the Companies Act 2006. The indemnity was in force throughout the last financial year and is currently in force. The LEGO Group has on behalf of the directors of the Company purchased and maintained throughout the financial year Directors' and Officers' liability insurance in respect of itself and its Directors.

Financial risk management

The LEGO Group has centralised the management of the Group's financial risks. The overall objectives and policies for the Group's financial risk management are outlined in an internal Treasury Policy which is implemented by the Company's Directors.

Liquidity risk

The Company forms part of The LEGO Group treasury arrangements which actively manage a mixture of finance to ensure that the group has sufficient liquid resources to manage its current and future operational requirements.

Interest rate risk

The Company has interest bearing assets in the form of cash balances and certain balances with group undertakings as it is party to an overnight cash pooling arrangement with other LEGO A/S group companies, which is used to manage interest rate risk on a group basis. Other amounts due, from and payable to group undertakings are unsecured, interest free and are payable on demand.

Credit risk

Credit risk arises from cash and cash equivalents and outstanding receivables. Management however believe that the concentration of credit risk associated with the company's cash and liquid resources is mitigated by the fact that their transactions consist solely of those with related parties.

Foreign exchange risk

The Company is subject to foreign exchange risks on balances and transactions that are denominated in a currency other than sterling. The principal exposure in relation to market risk arises with respect to changes in the exchange rate. Management are satisfied that there would be no significant impact of a change in exchange rates due to the fact that all transactions within the entity are in Pounds Sterling.

Statement of directors' responsibilities in respect of the financial statements

The directors are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulation.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have prepared the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards, comprising FRS 101 "Reduced Disclosure Framework", and applicable law).

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Directors' report for the year ended 31 December 2018 (continued)

Statement of directors' responsibilities in respect of the financial statements (continued)

Under company law the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the company and of the profit or loss of the Company for that period. In preparing the financial statements, the directors are required to:

- select suitable accounting policies and then apply them consistently;
- state whether applicable United Kingdom Accounting Standards, comprising FRS 101, have been followed, subject to any material departures disclosed and explained in the financial statements;
- make judgements and accounting estimates that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that are sufficient to show and explain the company's transactions and disclose with reasonable accuracy at any time the financial position of the company and enable them to ensure that the financial statements comply with the Companies Act 2006.

The directors are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Directors' confirmations

In the case of each director in office at the date the Directors' Report is approved:

- so far as the director is aware, there is no relevant audit information of which the company's auditors are unaware; and
- they have taken all the steps that they ought to have taken as a director in order to make themselves aware of any relevant audit information and to establish that the Company's auditors are aware of that information.

This information is given and should be interpreted in accordance with the provisions of s418 of the Companies Act 2006.

Independent auditors

The auditors, PricewaterhouseCoopers LLP, have indicated their willingness to continue in office and a resolution concerning their reappointment will be proposed at the Annual General Meeting.

On behalf of the board b / 5 2019.

C Andersen Director

(Company number: 02949553)

Independent auditors' report to the members of LEGO Lifestyle International Limited

Report on the audit of the financial statements

Opinion

In our opinion, LEGO Lifestyle International Limited's financial statements:

- give a true and fair view of the state of the company's affairs as at 31 December 2018 and of its profit for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards, comprising FRS 101 "Reduced Disclosure Framework", and applicable law); and
- have been prepared in accordance with the requirements of the Companies Act 2006.

We have audited the financial statements, included within the Annual report and financial statements (the "Annual Report"), which comprise: the statement of financial position as at 31 December 2018; the income statement, the statement of comprehensive income and the statement of changes in equity for the year then ended; and the notes to the financial statements, which include a description of the significant accounting policies.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) ("ISAs (UK)") and applicable law. Our responsibilities under ISAs (UK) are further described in the Auditors' responsibilities for the audit of the financial statements section of our report. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Independence

We remained independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, which includes the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

Conclusions relating to going concern

ISAs (UK) require us to report to you when:

- the directors' use of the going concern basis of accounting in the preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that
 may cast significant doubt about the company's ability to continue to adopt the going concern basis
 of accounting for a period of at least twelve months from the date when the financial statements are
 authorised for issue.

We have nothing to report in respect of the above matters.

However, because not all future events or conditions can be predicted, this statement is not a guarantee as to the company's ability to continue as a going concern. For example, the terms on which the United Kingdom may withdraw from the European Union are not clear, and it is difficult to evaluate all of the potential implications on the company's trade, customers, suppliers and the wider economy.

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Independent auditors' report to the members of LEGO Lifestyle International Limited (continued)

Reporting on other information

The other information comprises all of the information in the Annual Report other than the financial statements and our auditors' report thereon. The directors are responsible for the other information. Our opinion on the financial statements does not cover the other information and, accordingly, we do not express an audit opinion or, except to the extent otherwise explicitly stated in this report, any form of assurance thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If we identify an apparent material inconsistency or material misstatement, we are required to perform procedures to conclude whether there is a material misstatement of the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report based on these responsibilities.

With respect to the Directors' Report, we also considered whether the disclosures required by the UK Companies Act 2006 have been included.

Based on the responsibilities described above and our work undertaken in the course of the audit, ISAs (UK) require us also to report certain opinions and matters as described below.

Directors' report

In our opinion, based on the work undertaken in the course of the audit, the information given in the Directors' Report for the year ended 31 December 2018 is consistent with the financial statements and has been prepared in accordance with applicable legal requirements.

In light of the knowledge and understanding of the company and its environment obtained in the course of the audit, we did not identify any material misstatements in the Directors' Report.

Responsibilities for the financial statements and the audit

Responsibilities of the directors for the financial statements

As explained more fully in the Statement of directors' responsibilities in respect of the financial statements, the directors are responsible for the preparation of the financial statements in accordance with the applicable framework and for being satisfied that they give a true and fair view. The directors are also responsible for such internal control as they determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

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Independent auditors' report to the members of LEGO Lifestyle International Limited (continued)

Auditors' responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of our responsibilities for the audit of the financial statements is located on the FRC's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditors' report.

Use of this report

This report, including the opinions, has been prepared for and only for the company's members as a body in accordance with Chapter 3 of Part 16 of the Companies Act 2006 and for no other purpose. We do not, in giving these opinions, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

Other required reporting

Companies Act 2006 exception reporting

Under the Companies Act 2006 we are required to report to you if, in our opinion:

- we have not received all the information and explanations we require for our audit; or
- adequate accounting records have not been kept by the company, or returns adequate for our audit have not been received from branches not visited by us; or
- certain disclosures of directors' remuneration specified by law are not made; or
- the financial statements are not in agreement with the accounting records and returns.

We have no exceptions to report arising from this responsibility.

Entitlement to exemptions

Under the Companies Act 2006 we are required to report to you if, in our opinion, the directors were not entitled to: prepare financial statements in accordance with the small companies regime; take advantage of the small companies exemption in preparing the Directors' Report; and take advantage of the small companies exemption from preparing a strategic report. We have no exceptions to report arising from this responsibility.

Ian Clarke (Senior Statutory Auditor)

for and on behalf of PricewaterhouseCoopers LLP Chartered Accountants and Statutory Auditors

Cardiff

May 2019

Lan Water

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Income statement

		For the Year ended 3	1 December
		2018	2017
	Note	£	£
Revenue	4	104,857	86,022
Gross profit		104,857	86,022
Administrative expenses		(21,182)	(21,895)
Operating profit	5	83,675	64,127
Finance income	8	14,335	12,757
Profit before income tax and Tax on profit		98,010	76,884
Tax on profit	9	(18,791)	(14,800)
Profit for the financial year		79,219	62,084

Statement of comprehensive income

	For the Year ended 31 December		
	2018	2017	
~	£	£	
Profit for the financial year	79,219	62,084	
Other comprehensive income for the year, net of			
tax			
Total comprehensive income for the year	79,219	62,084	

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Statement of financial position

		As at 3	l December
		2018	2017
	Note	£	£
Current assets			
Trade and other receivables	10	2,659,422	2,586,178
•			
Creditors: amounts falling due within one year	11	(2,825)	(8,800)
Net current assets		2,656,597	2,577,378
Total assets less current liabilities		2,656,597	2,577,378
Equity			
Called up share capital	12	2,100,000	2,100,000
Retained earnings		556,597	477,378
Total shareholders' funds		2,656,597	2,577,378

The financial statements have been prepared in accordance with the provisions of Part 15 of the Companies Act 2006 relating to small companies.

The notes on pages 11 to 17 are an integral part of these financial statements.

The financial statements on page 8 to 17 were approved by the board of directors on 6/5 2019 and were signed on its behalf by:

C Andersen
Director

Company number: 02949553

LEGO Lifestyle International Limited (Company number: 02949553)

Statement of changes in equity for the year ended 31 December 2018

	Called up share capital	Retained earnings	Total share- holders' fund
	£	£	£
Balance as at 1 January 2017	2,100,000	415,295	2,515,295
Profit for the financial year		62,084	62,084
Total Comprehensive Income for the year	-	62,084	62,084
Total transactions with owners, recognised directly in equity	-	-	· -
Balance as at 31 December 2017	2,100,000	477,378	2,577,378
Balance as at 1 January 2018	2,100,000	477,378	2,577,378
Profit for the financial year		79,219	79,219
Total Comprehensive Income for the year	-	79,219	79,219
Total transactions with owners, recognised directly in equity	-	-	<u>.</u>
Balance as at 31 December 2018	2,100,000	556,597	2,656,597

Notes to the financial statements for the year ended 31 December 2018

1. General information

Using the registered trade name of LEGO Lifestyle International Limited, the principal activity is to coordinate the non-media outbound licensing activities of the LEGO A/S Group. The activities themselves have from 2002 been performed by LEGO employees based in Denmark. As the remaining contract still resides in the LEGO Lifestyle International Limited legal entity, all income and costs associated with licensing activity are transferred to LEGO Lifestyle International Limited by LEGO System A/S.

The principal accounting policies applied in the preparation of these financial statements are set out below. These policies have been applied consistently to all the years presented, unless otherwise stated.

The Company is a private company limited by shares and is incorporated and domiciled in the UK. The address of its registered office is Capital Point, 33 Bath Road, Slough, Berkshire, England, SL1 3UF.

2. Summary of significant accounting policies

a. Basis of preparation

The financial statements are prepared on the going concern basis, under the historical cost convention and in accordance with the Companies Act 2006. The financial statements of LEGO Lifestyle International Limited have been prepared in accordance with the Financial Reporting Standard 101, 'Reduced Disclosure Framework' (FRS 101).

The preparation of financial statements in conformity with FRS 101 requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Company's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements are disclosed in note 3.

The following exemptions from the requirements of IFRS have been applied in the preparation of these financial statements, in accordance with FRS 101:

- IFRS 7, 'Financial Instruments: Disclosures'
- Paragraphs 91 to 99 of IFRS 13, 'Fair value measurement' (disclosure of valuation techniques and inputs used for fair value measurement of assets and liabilities)
- Paragraph 38 of IAS 1, 'Presentation of financial statements' comparative information requirements in respect of:
 - i. paragraph 79(a)(iv) of IAS 1;

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Notes to the financial statements for the year ended 31 December 2018 (continued)

2. Summary of significant accounting policies (continued)

a. Basis of preparation (continued)

- The following paragraphs of IAS 1, 'Presentation of financial statements:
 - 10(d), (statement of cash flows)
 - 10(f) (a statement of financial position as at the beginning of the preceding period when an entity applies an accounting policy retrospectively or makes a retrospective restatement of items in its financial statements, or when it reclassifies items in its financial statements),
 - 16 (statement of compliance with all IFRS),
 - 38A (requirement for minimum of two primary statements, including cash flow statements),
 - 38B-D (additional comparative information),
 - 111 (cash flow statement information), and
 - 134-136 (capital management disclosures)
- IAS 7, Statement of cash flows'
- Paragraph 30 and 31 of IAS 8 'Accounting policies, changes in accounting estimates and errors' (requirement for the disclosure of information when an entity has not applied a new IFRS that has been issued but is not yet effective)
- Paragraph 17 of IAS 24, 'Related party disclosures' (key management compensation)
- The requirements in IAS 24, 'Related party disclosures' to disclose related party transactions entered into between two or more members of a group.

b. Going concern

At the balance sheet date the Company had net current assets of £2,656,597 (December 2017 net current assets: £2,577,378). For this reason, the directors consider it appropriate to prepare the financial statements on the going concern basis.

c. Revenue

Revenue represents income from royalties whereby manufacturers sell products labelled with the LEGO brand. Revenue excludes value added tax and is earned on the date that the licensee sells the labelled goods and recognised when the credit note is received.

d. Trade and other receivables

Trade and other receivables are recognised initially at fair value and subsequently measured at amortised cost using the effective interest method, less provision for impairment.

e. Current tax

The tax expense for the period comprises current tax. Tax is recognised in the income statement, except to the extent that it relates to items recognised in other comprehensive income or directly in shareholders' funds. In this case, the tax is also recognised in other comprehensive income or directly in shareholders' funds, respectively.

Notes to the financial statements for the year ended 31 December 2018 (continued)

2. Summary of significant accounting policies (continued)

e. Current tax (continued)

The current income tax charge is calculated on the basis of the tax laws enacted or substantively enacted at the balance sheet date in the countries where the company operates and generates taxable income. Management periodically evaluates positions taken in tax returns with respect to situations in which applicable tax regulation is subject to interpretation. It establishes provisions where appropriate on the basis of amounts expected to be paid to the tax authorities.

f. Foreign currency translations

(a) Functional and presentation currency

Items included in the financial statements of the Company are measured using the currency of the primary economic environment in which the Company operates ('the functional currency'). The financial statements are presented in 'Pounds Sterling' (£), which is also the Company's functional currency.

(b) Transactions and balances

Transactions in foreign currencies are translated into sterling at the rate ruling at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies are translated into sterling at the rate of exchange ruling at the balance sheet date. All differences on exchange are taken to the income statement.

3. Critical accounting estimates and judgments

The Company makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are addressed below.

Impairment of receivables

The Company makes an estimate of the recoverable value of trade and other receivables. When assessing impairment of receivables, management considers factors including the credit rating of the receivable, the ageing profile of receivables and historical experience.

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Notes to the financial statements for the year ended 31 December 2018 (continued)

4. Revenue

	2018	2017
	£	£
Europe	104,857	86,022

The Company has only one principal activity, therefore no further analysis of revenue or profit before taxation between classes of business is required. Revenue is shown by destination.

5. Operating profit

	2018 £	2017
**************************************		£
Operating profit is stated after charging:		
Service fee	16,232	13,003
Services provided by the Company's auditors:		
- Fees payable for the audit of the Financial Statements	2,000	3,000
- Fees payable for tax compliance services	6,477	5,880

6. Staff costs

The average monthly number of employees, excluding directors, during the year was nil (2017: nil). The average monthly number of employees, including directors, during the year was three (2017: three). No staff costs were incurred during the year (2017: £nil).

7. Directors' emoluments

The directors' emoluments are paid by LEGO System A/S. No fees are paid in relation to services performed for LEGO Lifestyle International Limited (2017: £nil).

8. Finance income

	2018	2017
Finance income	£	£
Group interest receivable	14,335	12,757
Other interest income	-	_
Total finance income	14,335	12,757

The group interest receivable arises on the central cash pooling account.

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Notes to the financial statements for the year ended 31 December 2018 (continued)

9. Tax on profit

Tax expense included in profit or loss

	2018	2017
Current tax:	£	t
UK corporation tax on profit of the year	18,791	14,800
Tax on profit	18,791	14,800

The tax assessed for the year is lower (2017: lower) than the standard rate of corporation tax in the United Kingdom of 19% (2017: 19.25%). The differences are explained below:

Tax charge	18,791	14,800
Adjustment to tax charge in respect of prior years	169	_
Effects of:		
of corporation tax in the UK of 19% (2017: 19.25%)	18,622	14,800
Profit before income tax and Tax on profit multiplied by the standard rate		
Profit before income tax and Tax on profit	98,010	76,884
	£	£
	2018	2017

The tax charge may be affected by the surrender or claiming of group relief to or from other affiliates for which no payment is received or made.

Changes to the UK corporation tax rates were substantively enacted as part of Finance Bill 2015 (on 26 October 2015) and Finance Bill 2016 (on 7 September 2016). These include reductions to the main rate to reduce the rate to 19% from 1 April 2017 and to 17% from 1 April 2020.

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Notes to the financial statements for the year ended 31 December 2018 (continued)

10. Trade and other receivables

	2018	2017
	£	£
Amounts owed by group undertakings	2,658,358	2,585,786
Other receivables	1,064	392
	2,659,422	2,586,178

Amounts owed by group undertakings are unsecured, have no fixed date of repayment and are repayable on demand. For amounts relating to the cash pool arrangement, £2,586,935 (2017: £2,525,182), interest is charged at normal bank rates, which in 2018 amounted to an average interest rate of 0.55%. Other amounts owed by group undertakings, £(2,249) (2017: £13,003) are interest-free.

11. Creditors: amounts falling due within one year

		2018	2017
		£	£
	-		
Accruals and deferred income		2,825	8,800

12. Called up share capital

	2018 Number	2018 £	2017 Number	2017 £
Allotted and fully paid				
Ordinary shares of £1 each	100,000	100,000	100,000	100,000
Ordinary redeemable shares of £1 each	2,000,000	2,000,000	2,000,000	2,000,000
	2,100,000	2,100,000	2,100,000	2,100,000

The £1 ordinary redeemable shares are redeemable at the Company's option, at par, at any time. They carry the same voting rights, rights to dividends and priority on a winding up as the ordinary shares.

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Notes to the financial statements for the year ended 31 December 2018 (continued)

13. Ultimate parent undertaking and ultimate controlling party

The immediate parent undertaking is LEGO Park Holding U.K. Limited.

The ultimate parent undertaking and controlling party is KIRKBI A/S, a Company incorporated in Denmark. KIRKBI A/S is owned by the Kirk Kristiansen family.

KIRKBI A/S is the parent undertaking of the largest group of undertakings to consolidate these financial statements at 31 December 2018. The consolidated financial statements of KIRKBI A/S are available from Erhvervsstyrelsen, Kampmannsgade 1, DK-1780 Copenhagen V, Denmark.

LEGO A/S is the parent undertaking of the smallest group of undertakings to consolidate these financial statements. The consolidated financial statements of The LEGO Group are available from Erhvervsstyrelsen, Kampmannsgade 1, DK-1780 Copenhagen V, Denmark.