

PRESS RELEASE

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KIRKBI A/S welcomes Alessandro Nasi to its Board of Directors

Billund, Denmark 22 May 2024 – KIRKBI A/S, the holding company of the Kirk Kristiansen family, today announced that Alessandro Nasi has joined its Board of Directors as a member. Nasi is an experienced international business leader and 6th generation member of the Agnelli family, original founders of Fiat and multi-business family owners.

Nasi is currently Non-Executive Director of Exor NV, one of Europe's leading diversified holding companies controlled by the Agnelli family and major shareholder of Ferrari, CNH Industrial, automaker Stellantis, Juventus, and several other companies.

With a background in Economics, Nasi started his career in investment banking and private equity in Europe and the US and has since held various operational leadership roles within Business Development in the Fiat Group as well as CNH Industrial.

Thomas Kirk Kristiansen, Chair of the Board of Directors of KIRKBI A/S said:

"We are very happy to welcome Alessandro to our Board of Directors. He brings a wealth of international experience and insights from his diverse roles and engagements and a deep understanding of long-term family ownership. He shares our values and vision for making a positive impact through our businesses, and I am certain that his strong competences in business development, family ownership, and investments will add great value to the KIRKBI Group."

Nasi joined the KIRKBI A/S Board of Directors effective 21 May 2024 after being appointed at the 2024 Annual General Meeting.

"I am honored and excited to join the Board of Directors of KIRKBI, a company with a unique history and a strong purpose. I have always admired the Kirk Kristiansen family for their entrepreneurial spirit and strong commitment to making a positive difference for children and society, and I look forward to supporting the family and KIRKBI in their future endeavors," said Alessandro Nasi.

The KIRKBI A/S Board of Directors consists of seven members, including five independent, non-executive directors.

Biography: Alessandro Nasi

- Member of the KIRKBI A/S Board of Directors since 2024
- Non Executive Director of EXOR NV, IVECO Group NV, CNH Industrial NV, IIT (Italian Institute of Technology)
- Executive Chair of the Board of Comau SpA, Chair of the Board of IVECO DEFENCE SpA, Astra SpA, and GVS SpA





About KIRKBI

KIRKBI A/S is the Kirk Kristiansen family's private holding and investment company founded to build a sustainable future for the family ownership of the LEGO® brand through generations. KIRKBI 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: Protect, develop, and leverage the LEGO brand across all the LEGO branded entities. Commitment to a long-term and responsible investment strategy to ensure a sound financial foundation for the owner family's activities as well as contributing to a sustainable development in the world. Support the family members as they prepare for future generations to continue the active ownership as well as supporting their private activities, companies, and philanthropic work. KIRKBI's strategic activities include 75% ownership of the LEGO Group and 47.5% ownership of Merlin Entertainments. See www.kirkbi.com.

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