



PRESS RELEASE

10 SEPTEMBER 2024

Jørgen Vig Knudstorp to transition into a non-executive role

Billund, Denmark 10 September 2024 – After more than two decades of inspirational leadership and dedicated service to the LEGO and KIRKBI ecosystem, Jørgen Vig Knudstorp has decided to resign from KIRKBI by end of 2024 and transition into a non-executive role.

Jørgen joined the LEGO Group in 2001 and during his tenure as CEO (2004-2016) steered the company through a successful turnaround. From 2016-2023, Jørgen was Executive Chairman of LEGO Brand Group collaborating with 4th generation owner, Thomas Kirk Kristiansen, on LEGO® brand vision and long-term strategy.

May 2023, the generational handover from Kjeld Kirk Kristiansen (3rd generation owner) to Thomas Kirk Kristiansen (4th generation owner) was successfully completed and the Kirk Kristiansen family introduced a long-term owner vision. This has been an opportunity for Jørgen Vig Knudstorp to reflect on the third phase of his career and the right time to take a step back from operational leadership to transition into non-executive role focused children's education.

Jørgen Vig Knudstorp comments:

"Education, teaching, and learning have always had a special place in my personal and professional life. I had a tough time learning in school and was helped by a unique teacher. So much that I pursued teaching for a living, first as a kindergarten teacher, and later as a university academic. In that light, I find it very meaningful to play a small role in making education better in this third phase of my career and feel privileged to be able to work at board level with the activities of KIRKBI Education, LEGO Foundation, BrainPOP, and IMD".

With the transition, Jørgen will resign from KIRKBI by the end of 2024. He will continue as Deputy Chair of the LEGO Foundation and Non-executive Chair of the KIRKBI Education business activities, including BrainPOP Inc. Jørgen will also continue in a leading role on the boards of IMD and Starbucks as well as Partner and Executive Advisor in Innovation Endeavors.

Thomas Kirk Kristiansen comments:

"I am deeply grateful to Jørgen for his extraordinary contributions to the LEGO Group and entire ecosystem over the past two decades. He is a true visionary, friend, and role model for the LEGO Idea and value of learning through play, and I look very much forward to our continued collaboration on shaping children's education and delivering real learning outcomes. It will not be without challenges and our ambitions for making a positive difference for teachers, schools, and students are high. I want to thank Jørgen for continuing this journey with us in his new role".

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. 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 the LEGO branded entities. We are committed 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. 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. See www.KIRKBI.com





PRESS CONTACT

Louise Klinge

Head of Communication - KIRKBI A/S

Mobile: +45 2921 1749

Louise.klinge@kirkbi.com

