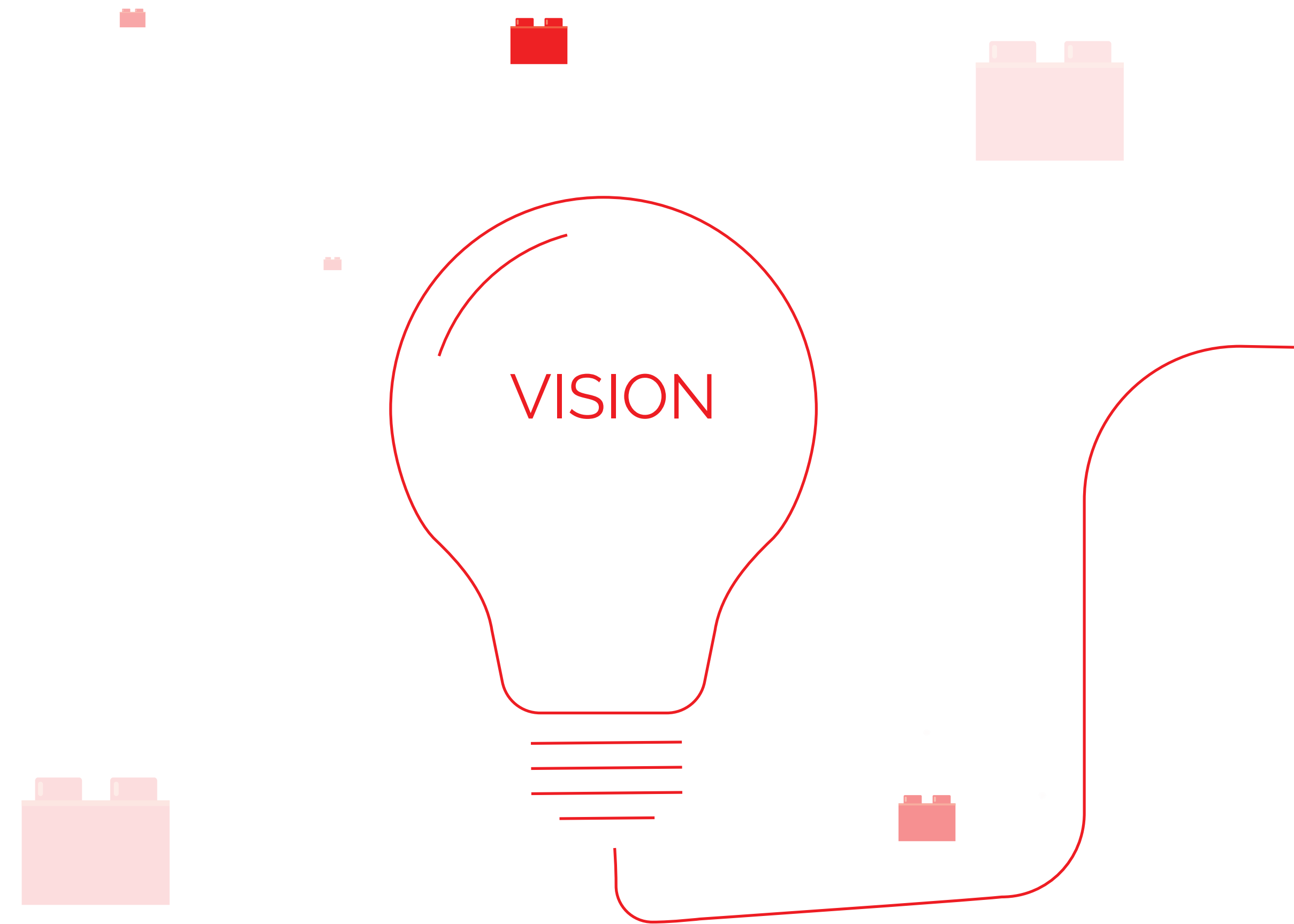


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K I D S   A R E   M E A N T   T O   P L A Y





*FIRST CHOICE  
FOR **PLAY WEAR**  
GLOBALLY*



**WE  
DO FUN,  
FUNCTIONAL,  
QUALITY AND  
SAFE KIDS WEAR  
TO ENABLE  
PLAY**



**MISSION.**



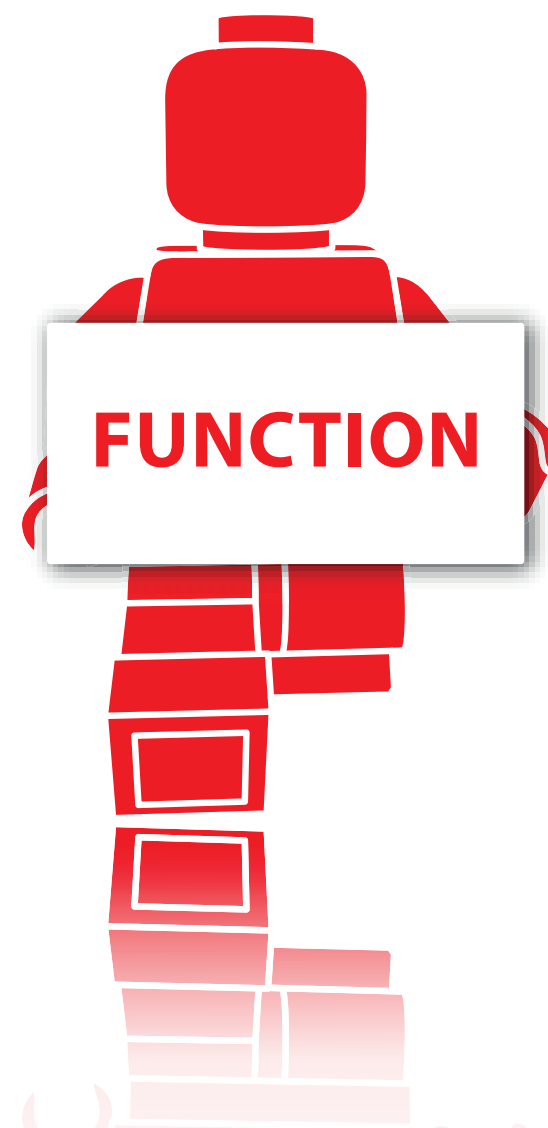
# Our brand values



## **FUN AND PLAYFUL LEARNING**

LEGO® Wear means fun clothes. The designs and the choice of colours are catchy and appealing.

The graphic features and images are naturally found in the LEGO toy universe. Powerful colours and fashionable styling – that's LEGO Wear.



## **MADE TO FIT**

Dressing and undressing is made easy with LEGO Wear. Children at different ages master different things. In LEGO Wear you will find age specific features, hook buttons, zipper straps, easy to handle buttons, snap buttons, wide neck openings etc. We call it playful learning. Most of the LEGO Wear products motivate and stimulate your child in the "I can do it myself" process.



## **SET YOUR CHILD FREE**

When we say outstanding quality, we mean quality to the very last detail – from raw material to buttons and zippers. LEGO Wear clothes will withstand play, daily use and several rounds in the washing machine. Age criteria determines the choice of material; super soft qualities for babies, long-lasting denim for toddlers – that's how we integrate quality in every single LEGO Wear product.



## **MADE TO WITH STAND PLAYING**

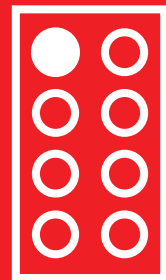
Clothes should always be great to wear, in particular for children who play, explore and experience. In LEGO Wear you will find a complete collection that will allow your child "freedom of movement".



6

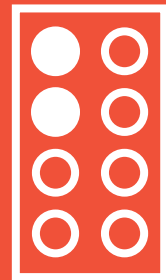


# OUR PROMISES



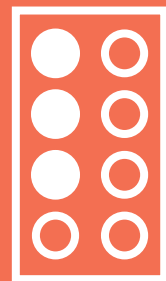
## PARENT PROMISE

Value for money - Easy care - Safety - Guaranteed quality - Guaranteed function



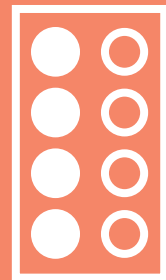
## KIDS PROMISE

Fun - Functional - Comfortable - Confidence - Meet kid's needs



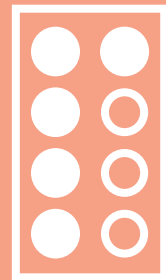
## SHOPPER PROMISE

Accessible - Informative - Fun experience - Bespoke LEGO® experience



## BRAND PROMISE

Consistency - Cohesive - Partner/supplier promise - Trust & fairness - Guaranteed growth



## RETAILER PROMISE

Sell through - Profit - Footfall





# LICENSEE

KABOOKI® is an apparel licensee for the  
LEGO Group



## LICENSOR

- ✓ Product approvals
- ✓ Quality Assurance
- ✓ License Management

# WE HANDLE...

- ✓ Design
- ✓ Product Development
- ✓ Quality Control
- ✓ Selling
- ✓ Marketing
- ✓ Distribution
- ✓ Finance
- ✓ Administration/IT



# KABOOKI® COMPANY FACTS

- Started in 1993
- HQ in Herning, Denmark
- 55 employees at HQ
- Sales office in München, Germany
- Quality and CSR set-up in Shanghai, China
- Present in 36 markets globally
- Kabooki® was the first ever license partner for the LEGO Group
- Kabooki® represents two brands: LEGO® Wear and M-line by Kabooki®





# OWNERSHIP



20%

The LEGO® Group



70%

JFK, private equity



10%

Others



# BRANDS



## IN 2015 KABOOKI STARTED A NEW JOURNEY

The business was split into 2 business units strengthening our market opportunities. With these two new business units we are now able to meet all types of requests.

# LEGO WEAR

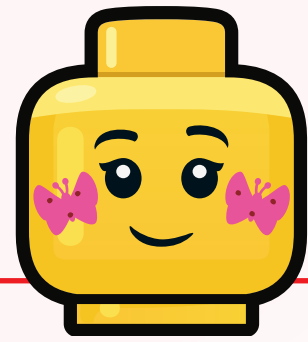
- ✓ Functional outerwear
- ✓ Collection wear in high quality
- ✓ Price point mid to high
- ✓ LEGO® DNA added in the details
- ✓ Distribution in online shops, department stores, LEGOLAND parcs, sport chains, big and smaller retailers

# M-LINE

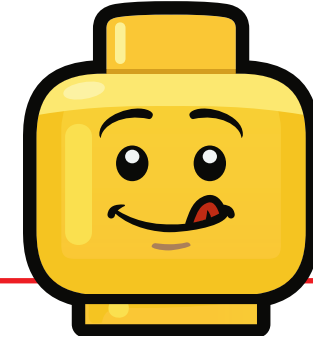
- ✓ SMU production
- ✓ Price point low
- ✓ Merchandise DNA and look
- ✓ Distribution to big chains, hypermarkets and supermarkets



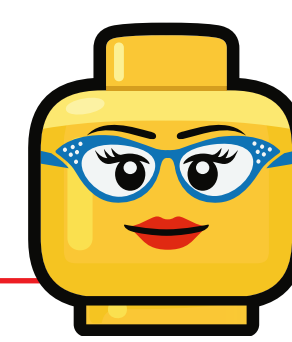
# TIME LINE



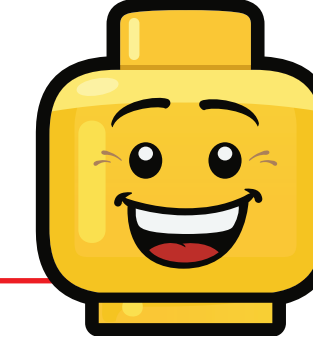
DESIGN



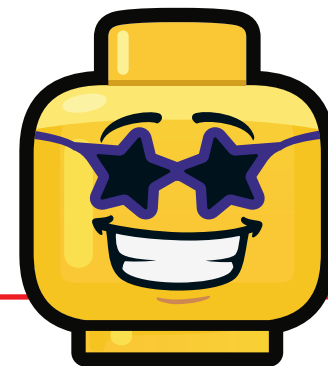
PRODUCT  
DEVELOPMENT



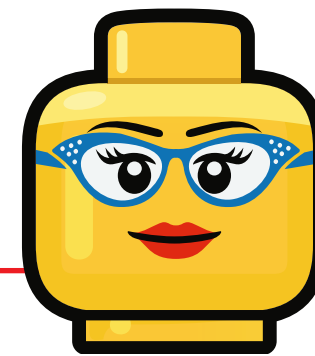
QUALITY  
ASSURANCE



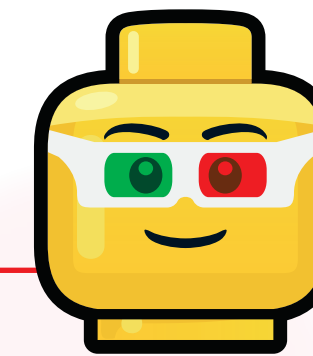
SELLING



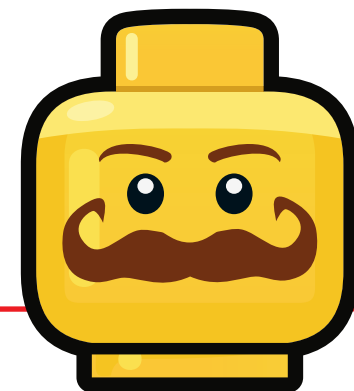
MARKETING



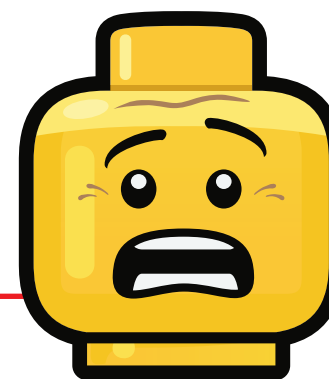
QUALITY  
CONTROL



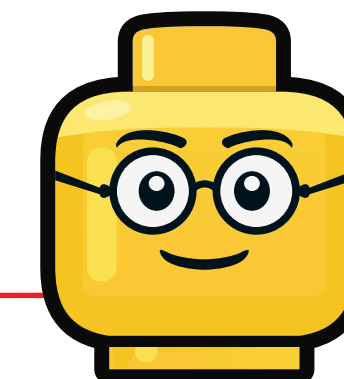
PRODUCTION



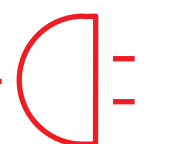
DISTRIBUTION



FINANCE



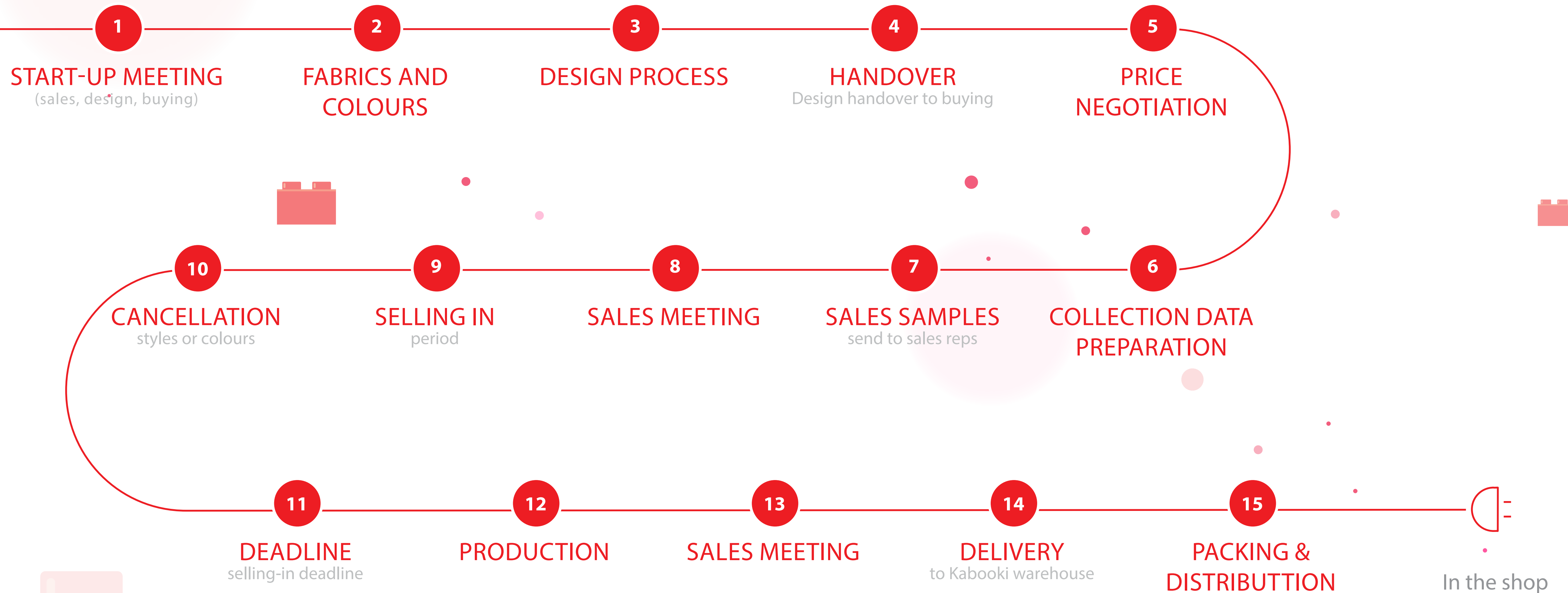
ADMINISTRATION /  
IT



2018



# PRODUCT LIFE CYCLE







# NO

- USE OF CHILD LABOR
- FORCED OR ABUSED LABOR
- DISCRIMINATION
- RISK OF HEALTH AND SAFETY

When it comes to dangerous substances we follow all prevailing safety regulations and EU chemical legislation (REACH).



## CSR

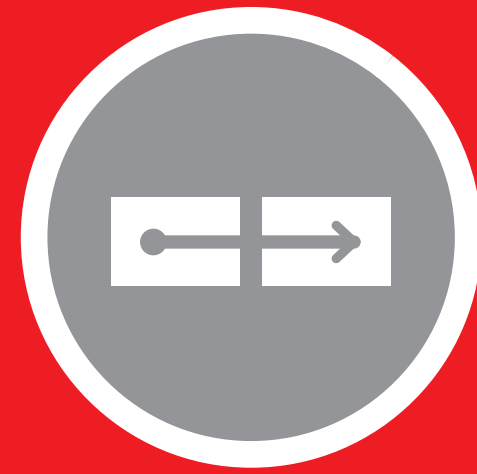
all garments are produced without the use of harmful chemicals.

## *CSR - CORPORATE SOCIAL RESPONSIBILITY*





CONTROL



SUPPLIERS



SUBSUPPLIERS

# SOURCING & STRUCTURE

- ✓ Sewing plant 10 suppliers
- ✓ Component plant 10 suppliers



# OUR LINES

## PLAY

### Curious, Playful, Imaginative

In our Play line we saw the world from a kid's perspective and allowed ourselves to be curious, playfull and imaginative – just like kids.



## URBAN

### Creative, Modern and Cultural

In our simple line we care for the creative, modern and cultural children who love to explore their creativity in many different ways. The kids are engaging and exploring not only the world that we see but also virtual reality. Curiosity, trends in society and insight to become wiser is essential.



## SPORT

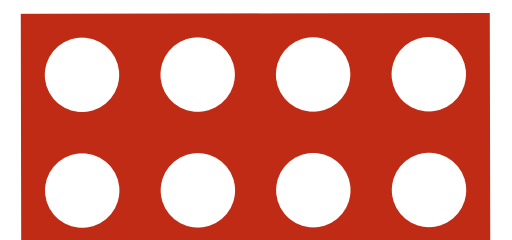
### Active, Sporty and Social

Being active and sporty requires clothes that naturally adapt and allow the children to move freely without any limitations. Smart functionality and engineered fits enable children to be 100% present in the moment - not having to consider anything else than the moment.



## M-LINE

Our merchandise collection is for the kids who want to express their passion for the LEGO® universe. The products are T-shirts, Caps, Nightwear, Underwear, Sweatshirts and pants with cool prints in comfortable materials.





# THE COLLECTION



## MAIN COLLECTION

- **Pre Spring** (November + January)
- **Spring Summer** (February + March)
- **Back to School** (July)
- **Autumn Winter** (August + September)  
(7 deliveries per year)



## 3 BASIC COLLECTIONS

w. delivery all year round

- **Rain Wear** (Mix & Match NOS program)
- **Home Wear** (nightwear & underwear)
- **Pants** = (classic jeans & pants)
- + Express collections and/or campaigns



## OUTERWEAR COLLECTIONS

- **LEGO® Tec Summer** w. delivery in February
- **LEGO Tec Winter** w. delivery in August  
(ready for both rain and snow)



## DELIVERY

- Reliable and punctual delivery
- Delivery within 1-2 weeks
- Well functioning logistics set up









**Turnover in  
2016**



**57%**

LEGO® Boy size 104-152



**24%**

LEGO® girl size 104-152



**11%**

DUPLO® Boy size 74-104



**8%**

DUPLO® girl size 74-104



# TURNOVER



**57%**

LEGO® Boy size 104-152



**24%**

LEGO® Girl size 104-152



**11%**


DUPLO® Boy size 74-104



**8%**

DUPLO® girl size 74-104



- 
- ✓ 5,000 mm water column
  - ✓ 100% wind- and water proof.
  - ✓ Breathable materials
  - ✓ All seams are taped
  - ✓ Bionic Finish ECO fluorine-free
  - ✓ Can be dried using a drying cabinet or tumble dryer
  - ✓ No use of harmful chemicals



## SUMMER

LEGO® Tec Summer is  
functional outerwear in  
excellent quality

*Our Outerwear wear line is a smart, functional and cool outdoor clothing line for active kids, from 9 months to 14 years. The line focuses on a comfortable fit, innovative functionality and durable quality.*





# RAIN WEAR

- ✓ NOS - fast replenishment
  - ✓ Mix & match program
  - ✓ 5,000mm water column
  - ✓ 100% wind and waterproof
  - ✓ Welded waterproof seams
  - ✓ YKK zippers
  - ✓ Elastic boot straps
- 



**MIX & MATCH  
COLLECTION  
GIVES MULTIPLE  
CHOICES**



# MARKETING



## IN-STORE

A great package of various in-store materials such as posters, displays, shelf signs and logo stickers support the visibility of LEGO® Wear in the shops. New customers are offered a starter package which makes it possible to present LEGO Wear even better in the shop and put focus on LEGO Wear as a new brand in the shop.



## ONLINE

A wide online platform with lots of different touch points (website, webshop, E-newsletter, Facebook, Instagram and You Tube) creates visibility to a large number of LEGO Wear consumers - new as well as existing.



## PICTURES

We have a variety of great image pictures as well as product packs of all our styles which we offer our LEGO Wear customers to download for free. The pictures are available for download approx. 4 weeks prior to delivery and you may download them directly from one of our two online platforms; the image bank or the FTP-server. You can request passwords for our online platforms by writing an e-mail to [marketing@kabooki.com](mailto:marketing@kabooki.com)

SALES SUPPORT  
.LET'S HELP EACH OTHER..!



LOOK BOOKS



BAGS



A4 DISPLAY



POSTERS

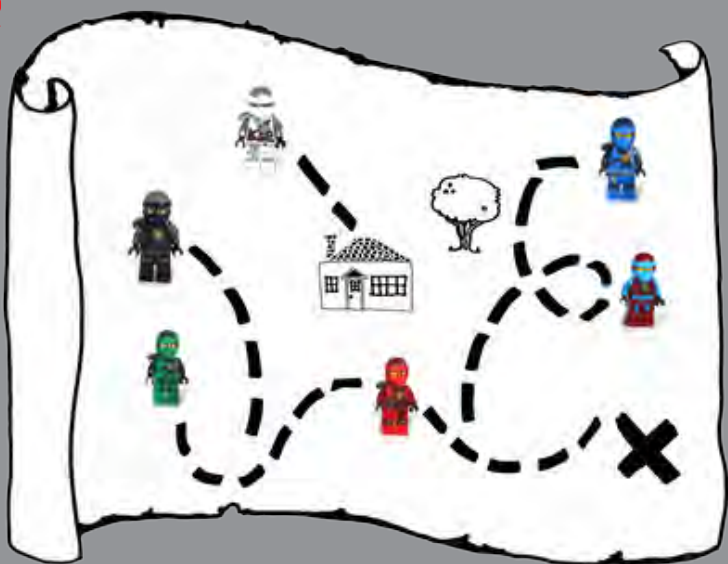
A3 VIEW DISPLAY



ADS



LOGO SIGN



COMPETITIONS





## SPORTS STARS AND THEIR KIDS

*Handball player Gro Hammerseng's son Mio  
from Norway*



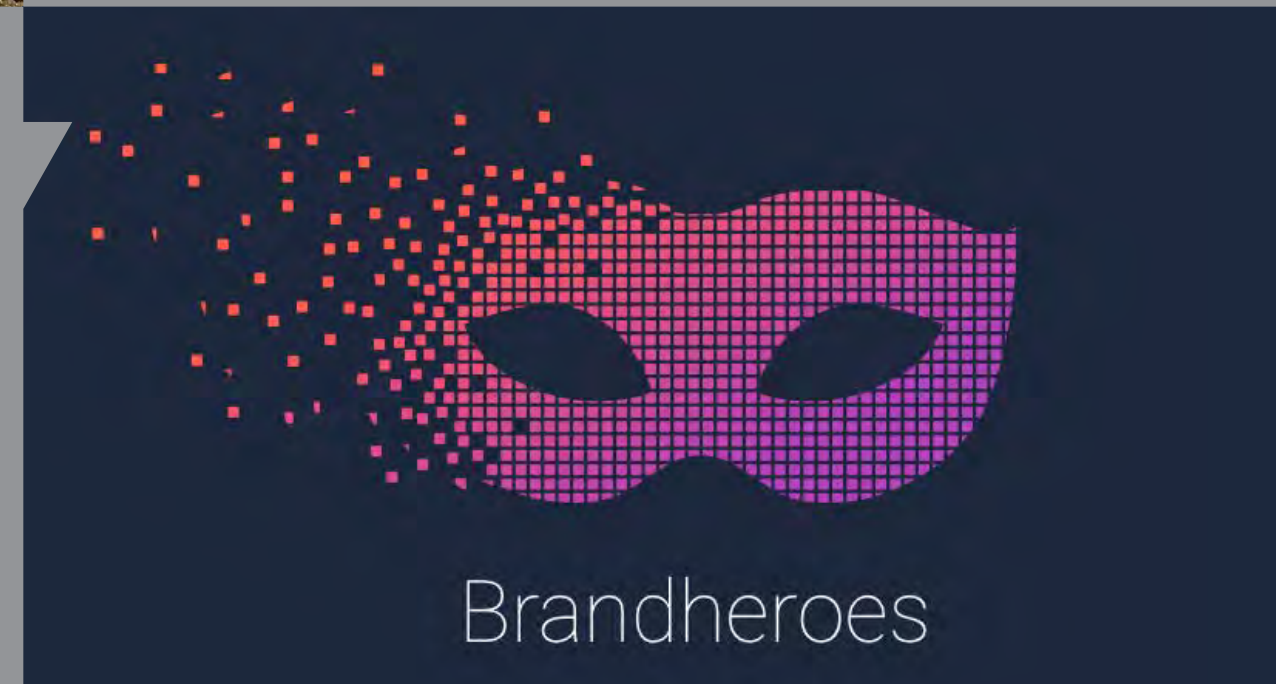
## TEST PANELS

*Each season products are reviewed in fit sessions  
on live models. We evaluate measurements, shapes,  
functional properties, product safety, freedom and  
movement, easy to take on and off, pant fitting.*

## BRAND HEROES

*A cooperation with handpicked SM  
influencers in selected cities. Based on free  
choise of our product range.*

*(Aalborg, Roskilde, Göteborg, Berlin and Munchen)*



## FOCUS GROUPS

*Our products are being tested by children in test  
focus groups - this means that all qualities and details are  
constantly being improved and adjusted*

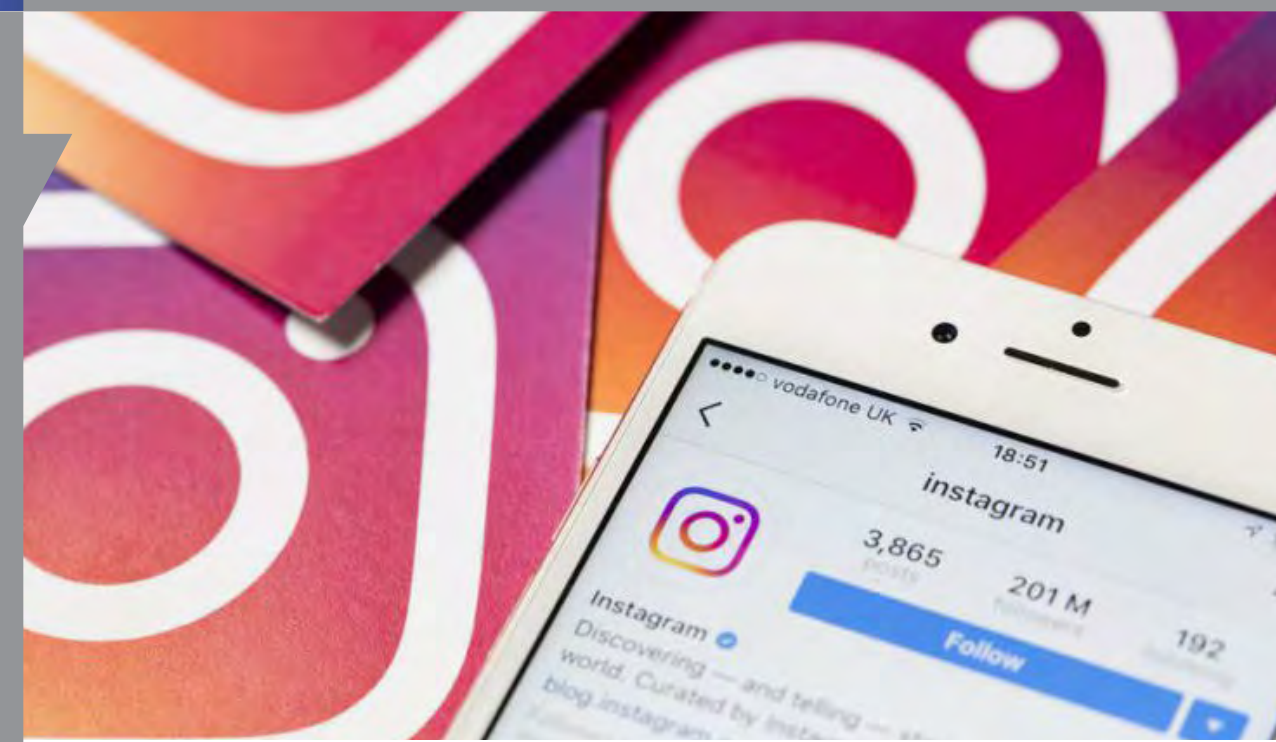


## FACEBOOK



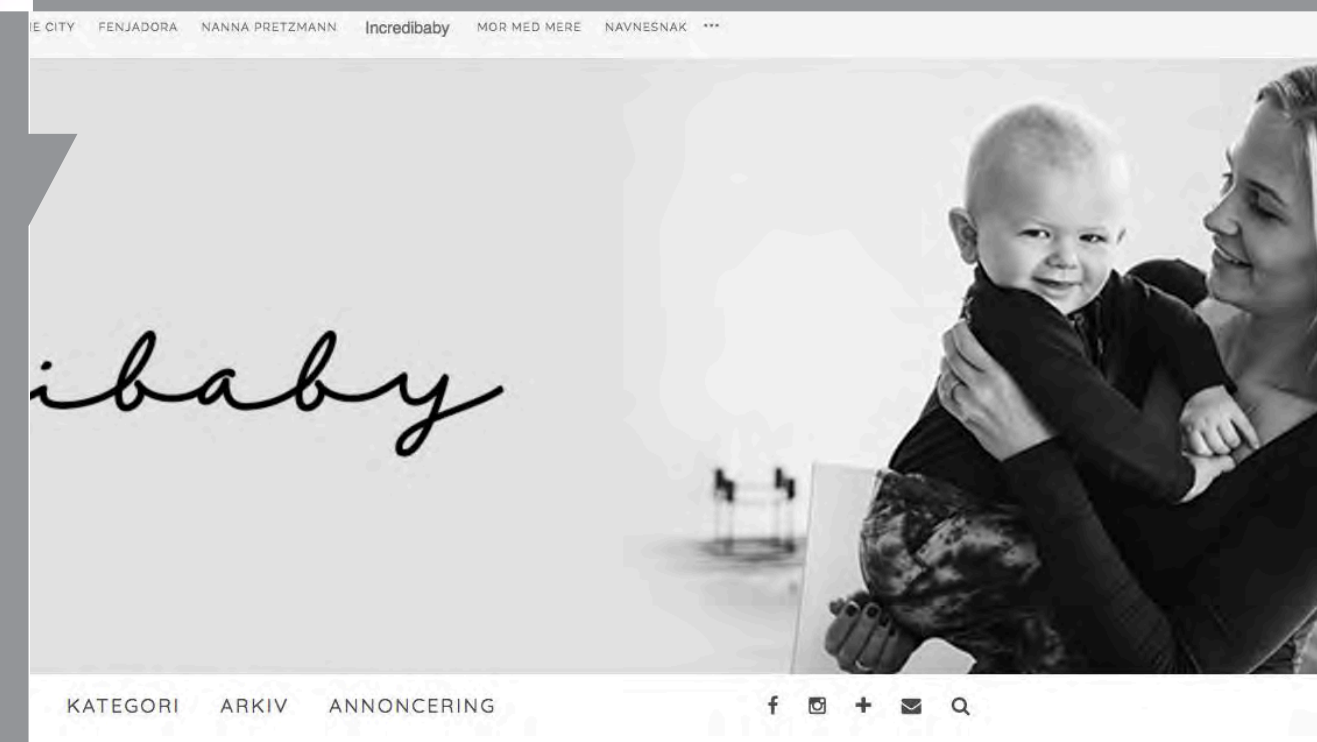
## THE DANISH ROYAL FAMILY

## INSTAGRAM



## BLOGGERS

[www.incredibaby.dk](http://www.incredibaby.dk)





# DISTRIBUTION CHANNELS

LEGO® Wear is sold in a high variety of distribution channels



LEGO WEAR





# KEY RETAILERS

## DENMARK:

Illum

## GERMANY:

Kaufhof, Karstadt, Intersport

## NORWAY:

Glasmagasinet (opening in September 2018)

## ITALY:

Sportland

## IRELAND:

Arnotts

NUMBER  
OF DOORS:  
**1200**





**LEGO** wear

**LEGO** wear

**LEGO** wear



Illum Denmark



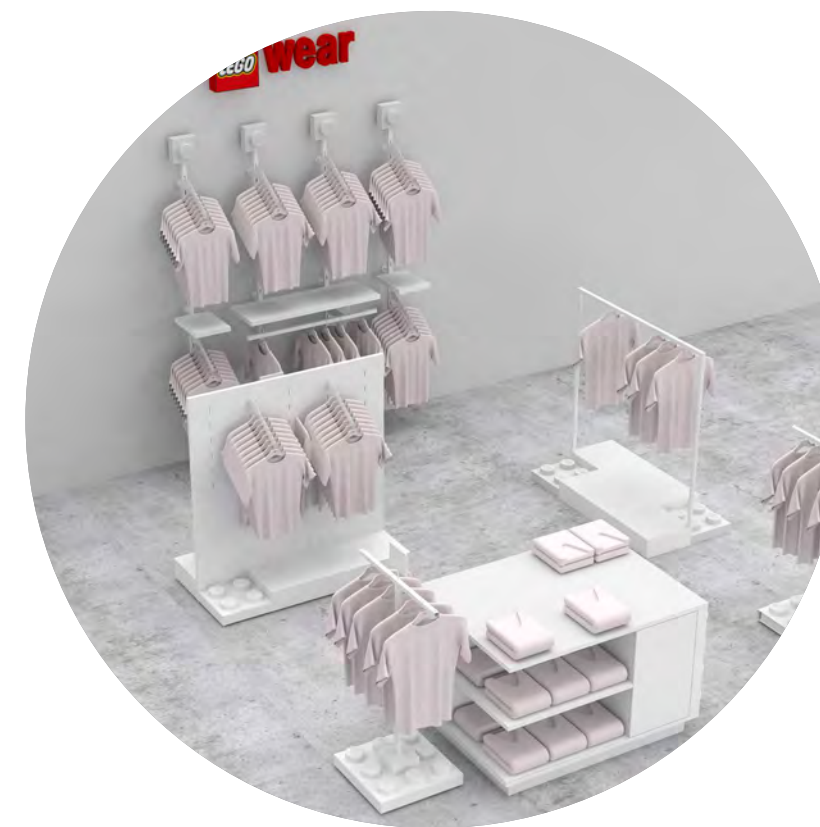




# SHOP IN SHOP



SHOP-SHOP **SMALL**  
5.5m<sup>2</sup> fixture



SHOP-SHOP **MEDIUM**  
14m<sup>2</sup> fixture



SHOP-SHOP **LARGE**  
20m<sup>2</sup> fixture



# 5,5m<sup>2</sup> shop in shop

1 sales table

2 T - Floor stands





# 14m<sup>2</sup> shop in shop

1 sales table (1200 x 900 x 786,2)

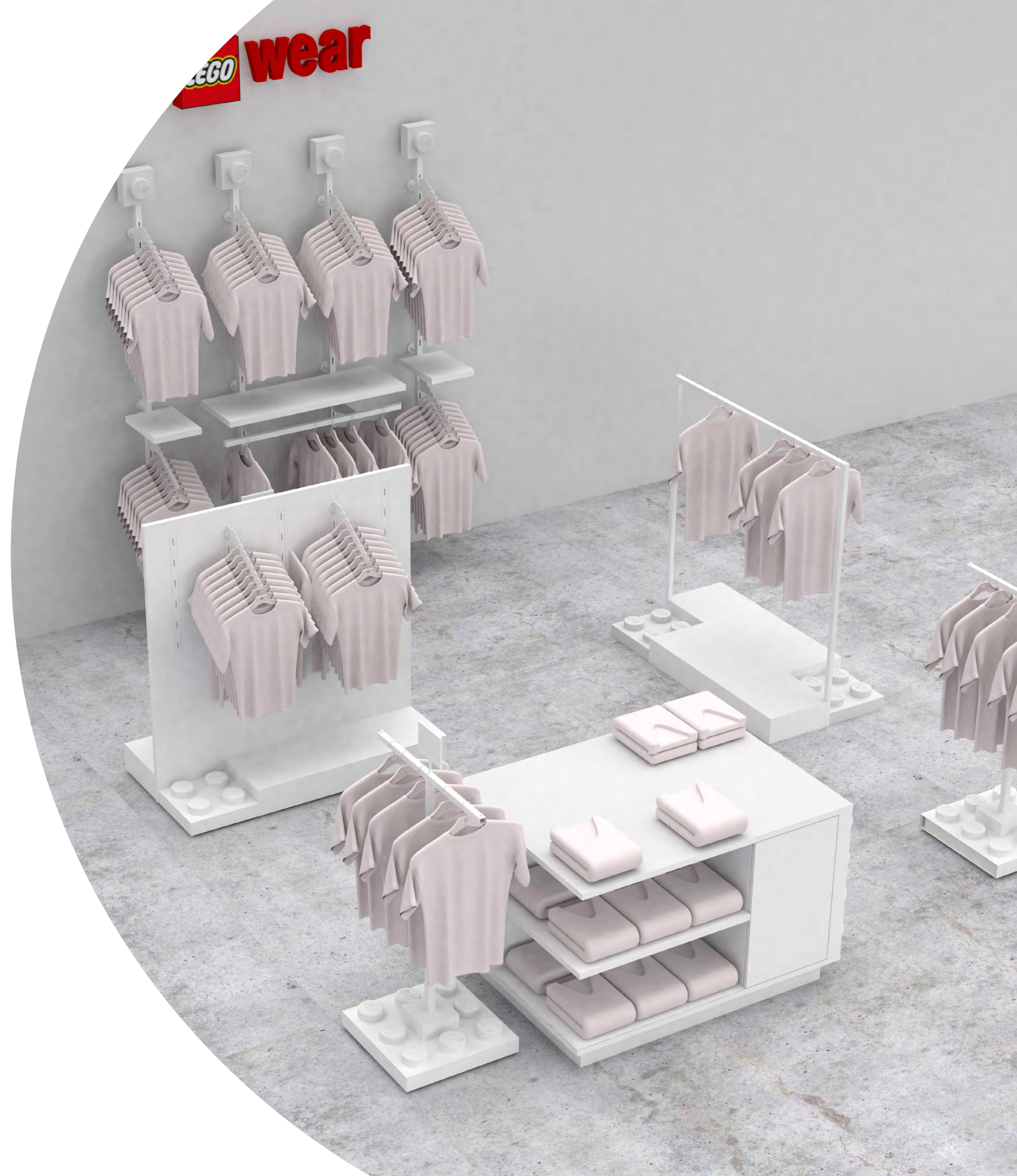
2 T-floor stands (474,8 x 474,8 x 1375)

4 rails & fittings (2200)

1 logo in acrylic

1 long rack floor stand (1250 x 658,2 x 1500)

1 long rack w/back panel (258 x 658,2 x 1500)





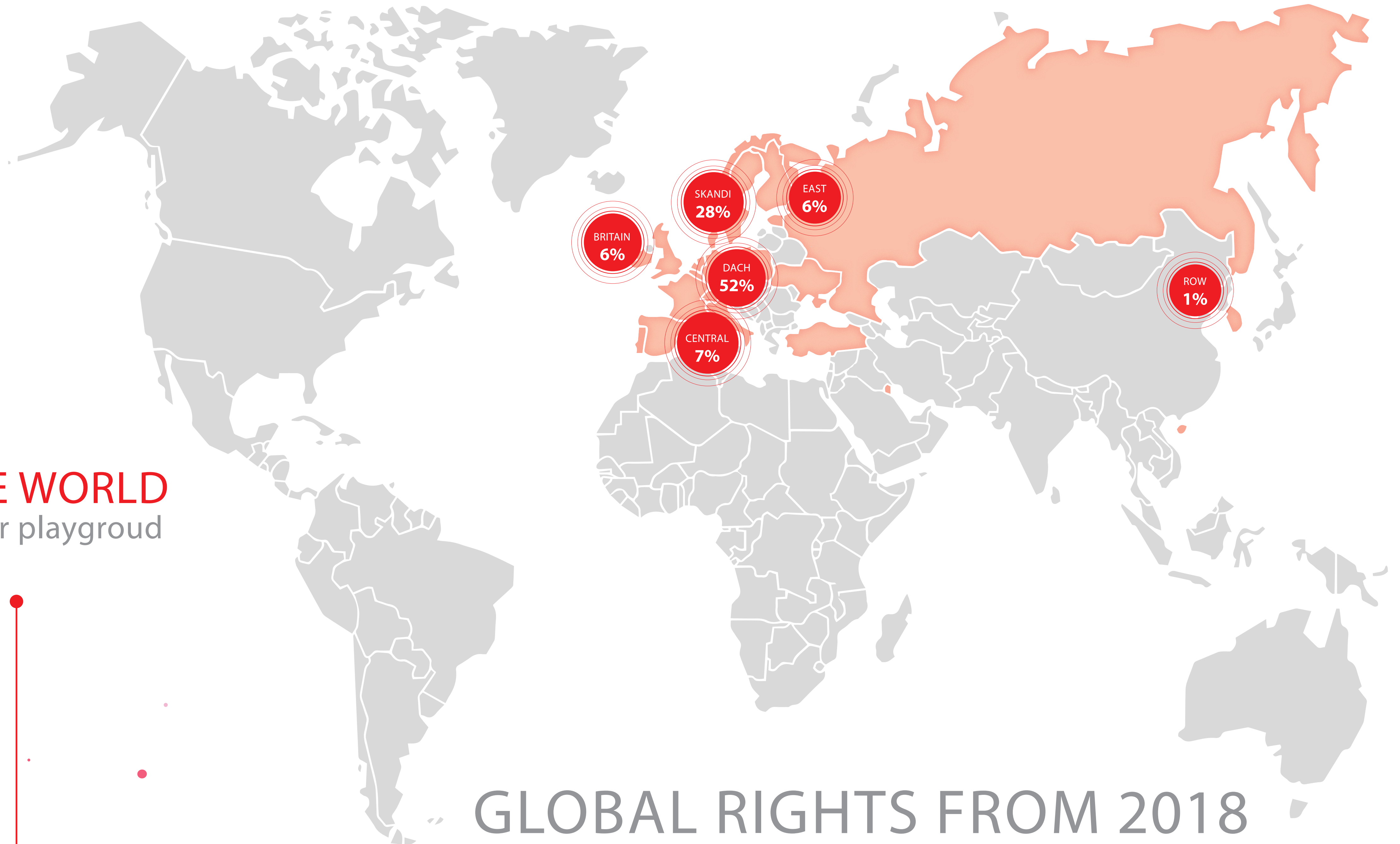
# 20m<sup>2</sup> shop in shop

- 1 sales table
- 1 T-floor stand
- 1 long rack floor stand
- 1 long rack w/back panel
- 1 play house
- 6 rack & fittings
- 1 logo in acrylic





**THE WORLD**  
is our playground



GLOBAL RIGHTS FROM 2018





LEGO WEAR