



LEGO Systems, Inc. and LEGO Brand Retail, Inc.

Updated Unilateral Retail Price Policy – Effective January 1, 2024

LEGO Systems, Inc. (“LSI”) and LEGO Brand Retail, Inc. (“LBRI”) are dedicated to producing high quality, innovative toys. LSI and LBRI have taken the utmost care, and devoted substantial resources toward cultivating positive consumer recognition of the LEGO® brand. LSI and LBRI have determined that selling certain LEGO® products at a price below the MSRP (defined below) undermines the LEGO® brand’s trade reputation and premium image within the target consumer population, and discourages resellers of LEGO® products from investing in LEGO® brand product lines and providing the best possible service and support to consumers. In order to maintain this brand position and ensure high quality presentation of these premium products, LSI and LBRI unilaterally adopt this Retail Price Policy (“Policy”).

1. This Policy applies to all retailers of LEGO® products in the United States of America, including but not limited to in-store retailers, catalog retailers, and internet retailers.
2. This Policy applies to certain LEGO® products, inclusive of pre-order products, identified in the attached LSI and LBRI List of Items (the “Products”). This Policy does not apply to other LEGO® products or product lines. LSI and LBRI will from time to time publish a Minimum Suggested Resale Price (“MSRP”) list for the Products. The MSRP list (and the subject Products) may be changed from time to time by LSI and LBRI in their sole discretion. LSI and LBRI are solely responsible for establishing the MSRP for Products.
3. All retailers remain free to establish their own resale prices. However, LSI and LBRI also remain free to refuse to deal with any retailer.
4. LSI and LBRI have unilaterally decided that they will refuse to deal with any retailer that offers or sells any of the Products below the applicable MSRP. Upon verifying that a retailer has offered or sold any of the Products below the applicable MSRP, LSI and LBRI will unilaterally suspend shipments of that Product to the retailer at any and all retailer locations or take other enforcement actions as unilaterally determined by LSI or LBRI. Bundles which include Products violate this Policy if the price of the bundle is less than the sum of all MSRPs for Products in the bundle (e.g., a bundle containing a (i) Product with a MSRP of \$20 and a (ii) product not covered by this Policy with a suggested retail price of \$10, would violate this Policy if the bundle is offered or sold at a price below \$20).
5. LSI and LBRI will suspend access to purchase (whether directly from LSI or LBRI, or via a distributor of Products) the violating Product for a retailer described in paragraph 4 for 180 calendar days for each violation of this Policy. During that time, purchase orders from that retailer for that Product, for any location, will not be honored. The retailer may continue to order, and LSI and LBRI will continue to sell, other LEGO® products and styles that have not been sold in violation of this Policy. After 180 calendar days have passed, LSI and LBRI may unilaterally decide to resume shipments of the Product to the retailer, subject, however, to LSI’s and LBRI’s usual, confidential practices for allocating scarce product.

6. The Policy will be enforced by LSI and LBRI in their sole discretion and without notice. Any decision to reinstate a retailer's ability to purchase Products after the retailer has offered or sold any Product below the applicable MSRP will be at the sole discretion of LSI and LBRI. LSI and LBRI do not ask for, and will not accept, any assurances of future compliance with this Policy as a condition of reinstatement. If LSI and LBRI determine that there is a high frequency of violations, LSI and LBRI at their sole discretion may terminate certain shipments of Products or all shipments to that retailer.
7. **No exceptions will be made to this Policy for any reason**, including, but not limited to, mistake, de-listing (in individual stores or chain-wide), markdowns, "all product" sales, closeouts, store-closings, BOGOs, % Offs, gift cards with purchase, coupons not supplied by the manufacturer, etc. The products listed cannot be offered or sold at any discount below MSRP, no matter how the discount is calculated (including "member discounts" or "member pricing" given specifically to shoppers who are "members" of a club or other retailer), or where the discount appears (on shelf, 'in cart', printed ad, etc.). It is a violation of this Policy to offer, advertise or otherwise provide a gift card with purchase of a Product. At the time of purchase, Products must be excluded from any Customer gift card offers. (This Policy will not apply to sales, however, in which the price of the Products is reduced due to a LEGO coupon or other promotion sponsored by LSI or LBRI.)
8. LSI and LBRI have adopted this Policy unilaterally. LSI and LBRI neither solicit, nor will they accept, any assurance of compliance with this Policy from any retailer or other party. Each retailer must independently choose whether to comply with the terms of this Policy. LSI and LBRI will not discuss any conditions of acceptance related to this Policy, as it is non-negotiable and will not be altered for any retailer. Nothing in this Policy shall constitute an agreement between LSI, LBRI and any retailer that the retailer will comply with this Policy.
9. LSI and LBRI will not respond to any questions or comments from one retailer about the activities or pricing of any other retailer. It is neither the duty nor the role of any retailer to attempt to enforce this Policy against another retailer, further, retailers have no right to enforce this Policy.
10. LSI and LBRI reserve the right to modify, suspend or discontinue this Policy in whole or in part at any time and without notice. The Policy may not apply to any LEGO Group sponsored promotions or rebates, as designated by LSI or LBRI from time to time in their sole discretion.
11. This is the latest LSI and LBRI Policy, and supersedes all previous Retail Price Policies. This Policy shall remain in effect unless LSI and LBRI amend or replace it. Absent such change or withdrawal, this Policy shall be in force until otherwise communicated.
12. This Policy is not, and shall not be construed to constitute, an agreement with any party regarding the price at which that party resells the Products. Any party legitimately owning any of the Products listed may, of course, resell the product at any price it chooses. This Policy only reflects LSI's and LBRI's unilateral decision as to whom it will sell these Products.

13. LSI and LBRI believe that this Policy is clear and unambiguous. Employees and agents of LSI and LBRI, including sales representatives, are not authorized to discuss this Policy with anyone, including retailers. Employees and agents of LSI and LBRI, including sales representatives, do not have any authority to modify or grant exceptions to this Policy. Should you have any inquiries regarding this Policy, however, please direct them in writing to the Pricing Policy Administrator, Legal Department 100 Print Shop Road, Enfield, CT 06082-1600 or at PricingPolicyAdmin@o365.corp.LEGO.com. LSI and LBRI will accept no other form of communication from retailers regarding the Policy.



LSI AND LBRI LIST OF ITEMS; THE PRODUCTS
EFFECTIVE January 1, 2024

| Effective January 1, 2024 | | | | | | |
|---------------------------|------------------|------------|--|--------|------------------------|------------------------|
| New | Theme | Product No | Product Description | MSRP | EAN/UPC (PC) VERSION 1 | EAN/UPC (PC) VERSION 2 |
| | ICONS | 10274 | Ghostbusters™ ECTO-1 | 239.95 | 673419322188 | 673419326483 |
| | ICONS | 10283 | NASA Space Shuttle Discovery | 199.95 | 673419340298 | 673419341233 |
| | ICONS | 10295 | Porsche 911 | 169.95 | 673419340342 | 673419340793 |
| | ICONS | 10304 | Chevrolet Camaro Z28 | 169.95 | 673419355759 | 673419356008 |
| | ICONS | 10308 | Holiday Main Street | 99.95 | 673419355780 | 673419356039 |
| | ICONS | 10312 | Jazz Club | 229.95 | 673419375269 | 673419377928 |
| | ICONS | 10316 | THE LORD OF THE RINGS: RIVENDELL™ | 499.95 | 673419375306 | |
| | ICONS | 10317 | Land Rover Classic Defender 90 | 239.95 | 673419375313 | |
| * | ICONS | 10318 | Concorde | 199.95 | 673419375320 | |
| * | ICONS | 10320 | Eldorado Fortress | 214.95 | 673419375337 | |
| * | ICONS | 10321 | Corvette | 149.95 | 673419375344 | |
| * | ICONS | 10323 | PAC-MAN Arcade | 269.95 | 673419375559 | |
| * | ICONS | 10325 | Alpine Lodge | 99.95 | 673419375566 | |
| * | ICONS | 10326 | tbd-Icons-Modular-Building-2024 | 299.95 | 673419390033 | |
| * | ICONS | 10332 | tbd-Icons-Vault-2024 | 229.95 | 673419390040 | |
| * | MOMENTS | 10391 | tbd-Moments-IP-2023 | 109.95 | 673419381031 | |
| | LEGO IDEAS | 21323 | Grand Piano | 399.95 | 673419328548 | |
| | LEGO IDEAS | 21327 | Typewriter | 249.95 | 673419345347 | 673419347181 |
| | LEGO IDEAS | 21330 | Home Alone | 299.95 | 673419345842 | 673419346825 |
| | LEGO IDEAS | 21332 | The Globe | 229.95 | 673419357623 | 673419366274 |
| | LEGO IDEAS | 21335 | Motorized Lighthouse | 299.95 | 673419361484 | |
| | LEGO IDEAS | 21341 | Disney Hocus Pocus: The Sanderson Sisters' Cottage | 229.95 | 673419381161 | |
| * | LEGO IDEAS | 21347 | tbd-Ideas-3-2024 | 114.95 | 673419394093 | |
| | TECHNIC | 42130 | BMW M 1000 RR | 249.95 | 673419339698 | 673419347198 |
| | TECHNIC | 42143 | Ferrari Daytona SP3 | 449.95 | 673419356916 | |
| | TECHNIC | 42145 | Airbus H175 Rescue Helicopter | 209.95 | 673419358217 | 673419358248 |
| | TECHNIC | 42146 | Liebherr Crawler Crane LR 13000 | 699.95 | 673419358583 | |
| | TECHNIC | 42159 | Yamaha MT-10 SP | 239.95 | 673419378604 | |
| * | TECHNIC | 42171 | tbd-Technic-Race1-2024 | 219.95 | 673419388740 | |
| * | DISNEY ANIMATION | 43242 | Snow White and the Seven Dwarfs' Cottage | 219.95 | 673419391382 | |
| | HARRY POTTER TM | 71043 | Hogwarts™ Castle | 469.95 | 673419281911 | |
| | SUPER MARIO | 71374 | Nintendo Entertainment System™ | 269.95 | 673419319560 | 673419326322 |
| | SUPER MARIO | 71411 | The Mighty Bowser™ | 269.95 | 673419357227 | 673419357289 |
| | STAR WARS TM | 75192 | Millennium Falcon™ | 849.95 | 673419267656 | |
| | STAR WARS TM | 75290 | Mos Eisley Cantina™ | 399.95 | 673419321419 | 673419326384 |
| | STAR WARS TM | 75308 | R2-D2™ | 239.95 | 673419340953 | 673419340991 |
| | STAR WARS TM | 75313 | AT-AT™ | 849.95 | 673419340618 | |
| | STAR WARS TM | 75355 | X-Wing Starfighter™ | 239.95 | 673419376976 | |
| * | STAR WARS TM | 75367 | Venator-Class Republic Attack Cruiser | 649.95 | 673419377065 | |
| | SUPER HEROES | 76218 | Sanctum Sanctorum | 249.95 | 673419356541 | 673419356350 |
| | SUPER HEROES | 76240 | Batmobile™ Tumbler | 269.95 | 673419350914 | 673419359856 |
| * | SUPER HEROES | 76269 | tbd-LSH-25-2023 | 499.95 | 673419376785 | |
| | HARRY POTTER TM | 76391 | Hogwarts™ Icons - Collectors' Edition | 299.95 | 673419340175 | 673419347280 |