

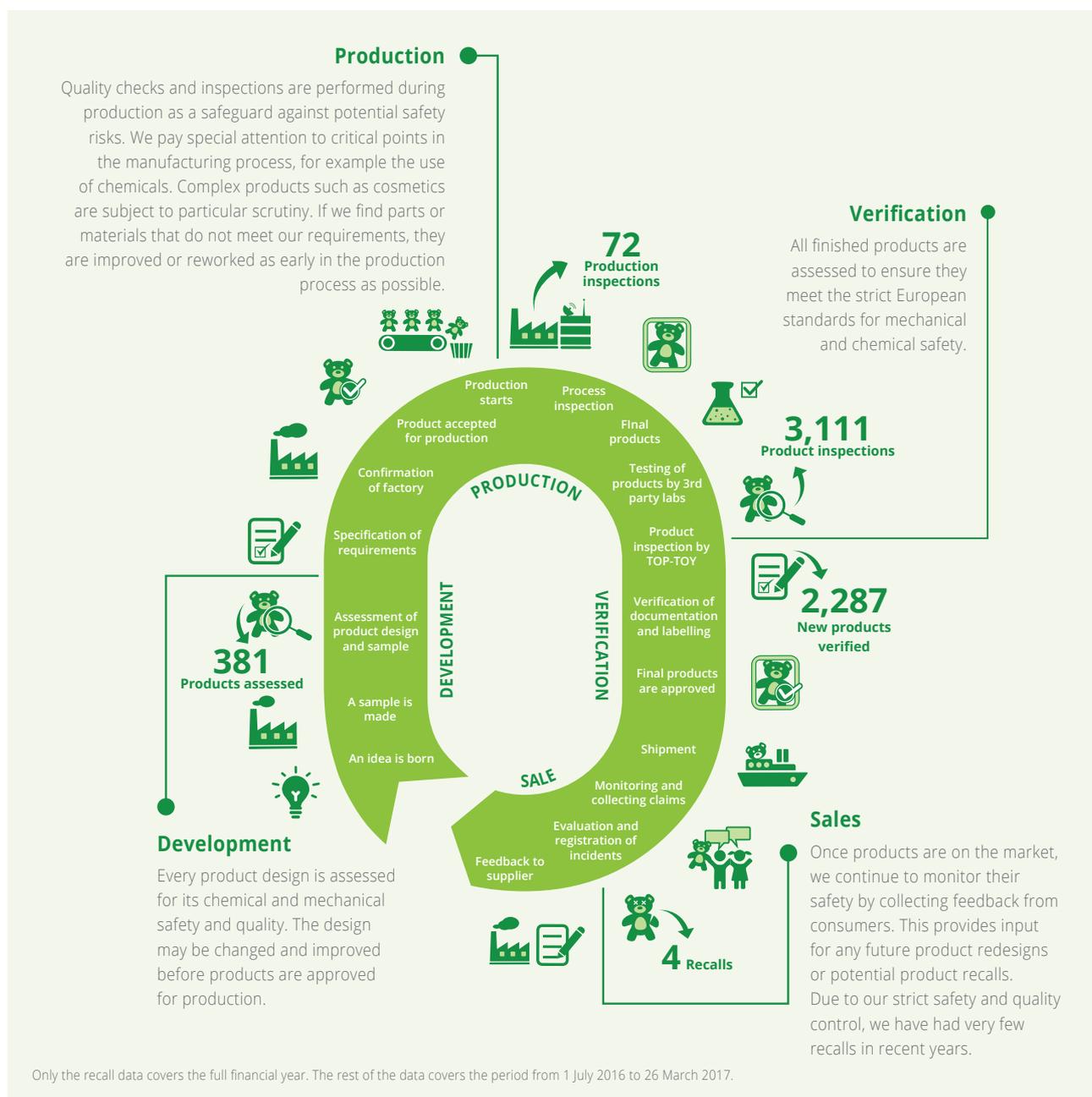
SAFE PLAYING EXPERIENCES

Children have a right to safe play. The safety of the children who play with our products is at the very top of our priorities. We can only inspire play @ every occasion when we know each product has been subject to our thorough safety procedure.

We work systematically to integrate safety in a product's entire lifecycle. All our products are tested thoroughly to make sure they are safe to play with, and they naturally always comply with relevant EU and national safety regulations. In the case of chemical content and for some toys aimed at children under the age of three, we set

ourselves higher standards than those of the EU Toy Safety Directive. We communicate with new suppliers to introduce them to our product safety requirements and ensure they have the necessary knowledge to produce safe products.

We help support good and meaningful safety regulations by collaborating with the European Committee for the Standardisation of Toys (CEN TC 52) and the Danish Standardisation Agency. We also encourage market surveillance by relevant authorities to ensure a level playing field.



Only the recall data covers the full financial year. The rest of the data covers the period from 1 July 2016 to 26 March 2017.