

# Investing in Lego

with

 Splint Invest



Risk Category

Moderate-high



Average Return

25%



Investment Horizon

1-11 years



# Lego as Investment

Lego® sets can deliver returns that surpass well-established investment options. During the global financial crisis in February 2009, the S&P 500 Index hit its lowest point at approximately 735 points. If you had invested your money at that time, you would have experienced an average annual return of 38.5% up to the present day (December 2023).

On the other hand, in April 2007, the first Lego® Creator Expert Modular Building, known as the 10182 Café Corner, was introduced with a suggested retail price of €149.99. If you had invested in this set back in 2007, you would have enjoyed an annual return of 20.6% until now. Presently, the Lego set is being sold for as much as €3,020. This example is not an isolated incident, as there are other similar cases.



In billion Danish Kroner.  
Source: [www.lego.com](http://www.lego.com)



## High return potential

Lego sets typically yield an average annual return of approximately 11%, and this rate can potentially increase further if the set is bought at a reduced price directly from the manufacturer.



## Growing collector base

LEGO® sales in 2023 reached 17.1 billion DKK (CAGR of 12% from 2019 to 2023).



## Short term strategy

Acquiring popular sets that are nearing the end of their lifespan at a reduced price provides an opportunity for a brief-term investment.

# Market Overview

## Market Size

From 2022 to 2031, it's anticipated that the worldwide toys market will experience consistent growth, increasing from approximately \$163 billion USD in 2022 to around \$302 billion USD in 2031.<sup>1</sup>

## Key Trends

There are multiple key trends due to the vast growing fan base of Lego. Within the market hard to find-, retiring soon- and exclusive-sets are in high demand.

## Key Themes

Ideas, BrickHeadz, Icons, Star Wars, Harry Potter, Technic, Architecture



## Market Growth

Statista predicts that the worldwide toys market will experience an annual growth rate of 7.1 percent in the upcoming years.<sup>1</sup>

## Fan- / collector-base

Lego sets enjoy a vast growing fan- and collector-base. Lego has an own AFOL community (Adult Fans of Lego) and every tenth EUR can be attributed to this target group.



## Key Marketplaces

ebay, BrickEconomy, BrickLink, BrickScout



# Risk Considerations



## Counterfeit set

With premium Lego sets being highly sought-after and exclusive, counterfeit versions are frequently found in the market. As the demand for these sets grows, this problem will become increasingly significant. It's crucial to purchase only from reputable sellers.

## Damaged sets

Properly handling and storing Lego sets is essential for preserving their intrinsic value. Whether buying a set from the original retailer or from resellers, it's important to inspect the condition of the packaging beforehand.

## The reissue of existing Lego sets

The cost of a set might decrease if Lego opts to reintroduce the product as an updated version. It's important to note that such a reissue is quite uncommon.

## Investment Case

Similar to physical possessions, there are fees and taxes associated with assets. The greater the value of the asset, the higher these expenses become. Therefore, when acquiring assets, the anticipated income should surpass these expenses for the investment to be worthwhile.

# Investing with Splint Invest

## Diversification

With Splint Invest, you can effortlessly diversify your portfolio and lower your risk by investing in the 20 asset categories already available, which include a variety of exciting assets on the platform.

## Investment Case

Each potential investment opportunity undergoes a thorough due diligence process and is assessed by our seasoned team. Given the limited historical data, we collaborate with experts to validate these investment opportunities.

## Proven Track Record

We work alongside professionals from the LEGO industry to choose assets from traders who have historically shown strong performance.

## Security

Our assets are securely stored and insured in freeports, vaults or stay with the mechanics.



# Performance of our Assets



## Best performing asset

Lego, Art Bundle

Annualised performance: 43%



## Asset category performance

Annualised performance: 25%



## Average value increase

On average, 1,000 € invested 4 years ago would be worth 2,460 € today.



# Collaborators



**Mario von Bergen**

Co-Founder

Head of Investments

The forecasted estimates are based on past performance data. Please remember that past performance may not be indicative of future results. Different types of investments involve varying degrees of risk, and there can be no assurance that the future performance of any specific investment, or product made reference to directly or indirectly in this factsheet, will be profitable, equal any corresponding indicated performance level, or be suitable for your portfolio. Due to various factors, including changing market conditions, the content may no longer be reflective of current opinions or positions.

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