

LEGO Australia Ltd in Toys and Games (Australia)

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Abstracts

Lego Australia is keen to build on the success it enjoyed in 2014 and hopes to continue to grow moderately ahead of the toy market in Australia. This is likely to be achievable via the company's continued focus on innovation and continuously introducing new popular themes. LEGO Australia Pty Ltd registered strong growth in 2014 thanks largely to the success of the LEGO Movie. This was further strengthened by the resurgence of construction toys fuelled by the simple yet interactive nature of the...

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