

## DISNEY PARKS, EXPERIENCES AND PRODUCTS

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Disney Parks, Experiences and Products brings the magic of The Walt Disney Company's powerful brands and franchises—including Disney, Pixar, Marvel, *Star Wars*, ESPN, Twentieth Century Studios and National Geographic—into the daily lives of families and fans around the world to create magical memories that last a lifetime.

When Walt Disney opened Disneyland in Anaheim, California, on July 17, 1955, he created a unique destination built around storytelling and immersive experiences, ushering in a new era of family entertainment. More than 60 years later, Disney has grown into one of the world's leading providers of family travel and leisure experiences, with iconic businesses including six resort destinations with 12 theme parks and 53 resorts in the United States, Europe, and Asia with more than 170,000 cast members; a top-rated cruise line with four ships and plans for three more to be completed in 2021, 2022, and 2023; a luxurious family beach resort in Hawai'i; a popular vacation ownership program; and an award-winning guided family adventure business.

Disney's global consumer products operations include the world's leading licensing business; one of the world's largest children's publishing brands; one of the world's largest licensors of games across platforms; more than 300 Disney store locations around the world; and the shopDisney e-commerce platform.

These experiences are created by Disney Imagineers, the creative force behind experiences found in Disney theme parks, resort hotels, cruise ships, and consumer products—including books, games, and merchandise.

## EXCITING NEW DEVELOPMENTS

Every Disney experience shares a commitment to excellence in quality, storytelling and guest service that has been a hallmark for our organization since the beginning, and we continue that commitment as we expand our business around the world. Walt Disney once said, "Disneyland will never be completed. It will continue to grow as long as there is imagination left in the world." Building on that spirit, Disney has a multitude of exciting new travel and leisure experiences that have recently opened or are now underway around the world.

**Star Wars: Galaxy's Edge** opened at Disneyland Resort on May 31, 2019 and at Walt Disney World Resort on August 29, 2019. These lands represent our largest single-themed land expansions ever, and transport guests to a jaw-dropping new world with immersive experiences.

At **Disneyland Resort**, Avengers Campus will begin recruiting guests in summer 2020 from Disney California Adventure, as Pixar Pier brings the thrilling Incredicoaster and four whimsical neighborhoods featuring favorite Pixar pals.

As **Walt Disney World Resort** approaches its 50th Anniversary in 2021, Epcot is undergoing a historic transformation, with new unforgettable experiences being added including Remy's Ratatouille Adventure and Guardians of the Galaxy: Cosmic Reward attractions, new restaurant Space 220 and more. The first ever Mickey Mouse-themed ride-through attraction will open at Disney's Hollywood Studios on March 4, 2020 and TRON Lightcycle/Run is coming to Magic Kingdom in 2021.

**Tokyo Disney Resort** will open a new *Beauty and the Beast*-inspired area and *Big Hero 6*-themed attraction on April 15, 2020. At Tokyo DisneySea, an eighth themed port will open in 2022 featuring the worlds of *Frozen*, *Tangled* and *Peter Pan* as well as a new deluxe hotel.

**Disneyland Paris** has announced a transformation of Walt Disney Studios Park, adding three new areas based on *Marvel*, *Frozen* and *Star Wars*, along with new attractions and live entertainment.

**Hong Kong Disneyland Resort** announced the approval of a multi-year expansion plan including a transformation of the castle, new entertainment and attractions through 2023. Guests will be able to experience the world of *Frozen* like never before, in a new immersive area featuring two exciting attractions. The resort also recently opened the latest *Marvel*-themed attraction, *Ant-Man and The Wasp: Nano Battle!*

**Shanghai Disney Resort** has announced its second expansion, which will bring the world of *Zootopia* to life, with a brand-new attraction, entertainment, merchandise and food and beverage offerings.

**Disney Cruise Line** will nearly double the size of its fleet, with three new ships arriving through 2023, beginning with the *Disney Wish* in 2021. The *Disney Wonder* also recently received enhancements, including a New Orleans-themed lounge and redesigned spaces for teens and adults.

**Consumer Products** continues to bring stories and characters to life through innovative and engaging products and experiences, from toys and t-shirts to apps, books and console games, as well as more than 300 Disney stores worldwide and the shopDisney e-commerce platform.

- Following a week of epic product reveals, on October 4, 2019 the segment celebrated the unprecedented simultaneous global product rollout for a trio of *Star Wars* releases – *Star Wars: The Rise of Skywalker*, *The Mandalorian* and *Star Wars Jedi: Fallen Order* – and *Frozen 2* with Triple Force Friday and Frozen Fan Fest celebrations, respectively.
- Recently announced Disney store "shop-in-shop" locations launched at 25 Target stores across the U.S., offering hundreds of products and featuring an engaging shopping experience with music, interactive displays, and more.
- In November 2019, the segment closed out the two-year 90th anniversary campaign of global icon and true original, Mickey Mouse, which included over 100 halo and specialty collaborations with brand names like Levi's, Opening Ceremony, Beats By Dre, Vans, Oreo, Pandora, KITH, and more, as well as commemorative product launches across all retail tiers.



## CITIZENSHIP

Through philanthropic and community engagement efforts, we harness the power of Disney stories to bring families and friends together. Our programs make wishes come true for children fighting critical illnesses, promote youth development and encourage families and fans to join us in creating a brighter world.

- As the world's largest wish granter, we have worked with **Make-A-Wish** since 1980, granting over 130,000 wishes. From shopping sprees to magical moments with characters, these wishes span across our parks, resorts, cruise ships and Disney stores.
- To celebrate the importance of family volunteerism, the **Disney Family Volunteering Reward Program** recognizes the efforts of schools and nonprofits that organize volunteer projects. Created with Points of Light, the world's largest volunteer service organization, more than 800,000 volunteers and 9,000 nonprofits and schools have contributed volunteer service, amounting to over 3 million hours since January 2018.
- Through various programs, **Disney Publishing Worldwide** has donated over 73 million books to First Book, a nonprofit organization serving kids in need, fostering a love of reading and inspiring childrens' curiosity since 2000.

Every year, we continue Walt Disney's commitment to philanthropy and outreach through these efforts and more, including cause marketing initiatives and one-of-a-kind programs like **Share Your Ears**, **Dream Big**, **Princess** and **Connect to Protect**. Through charitable contributions, product donations, collaborations with local organizations and cast member volunteerism, we are proud to help enrich the global communities where we live, work and play.

## EMPLOYMENT EXPERIENCE

Through resources and benefits, recognition and exclusive activities, we're committed to creating a culture in which each cast member, crew member, Imagineer and employee has access to tools and opportunities that help them live well, realize their goals and experience the magic for themselves. Dozens of resources, recognitions and programs available for our cast members include:

- **Disney Aspire:** Launched in 2018, this groundbreaking program is designed to help eligible employees put their career dreams within reach. With 100% of tuition and books covered by Disney, the program offers participants the opportunity to study numerous subjects, with individual coaching throughout their journey.
- **The Walt Disney Legacy Award:** Inspired by Walt Disney's example, The Walt Disney Legacy Award is a global acknowledgement of cast members who put forth their very best efforts for guests and fellow employees. Nominated and selected by their teams, recipients are honored for their work dreaming, creating and inspiring others across Disney Parks, Experiences and Products.
- **Exclusive Cast Activities:** Across Disney Parks, Experiences and Products, cast members and employees are invited to participate in special activities and events that build a sense of community in the fun and magical way that only Disney can. From **annual canoe races** and **after-hours scavenger hunt events** to **International Yoga Day** sessions and **5K fun runs** there are so many ways for cast members to get involved and have fun together.

## THE ENVIRONMENT

We continuously look for ways to responsibly operate our business around the world, protect our planet and conserve natural resources. We strive to protect our planet through science, leadership and educating the millions of guests who visit our destination each year, inspiring children around the world to become environmental stewards.

- In 2019, we **eliminated single-use plastic straws and stirrers** across The Walt Disney Company, amounting to a reduction of more than 200 million straws and stirrers annually. We have also eliminated foam cups, implemented reusable shopping bags and are transitioning to refillable in-room amenities in our hotels and on our cruise ships.
- Since 1995, the **Disney Conservation Fund** has directed nearly \$100 million to reverse the decline of more than 400 species around the world, and has awarded more than 500 grants to nonprofit organizations that work to protect marine life across all five oceans.
- As of 2019, we've also **reduced our operational greenhouse gas emissions** by 44 percent and diverted 54 percent of waste from landfills and incineration, making significant progress on our greenhouse gas emissions and waste goals.

