



Disney Parks, Experiences and Consumer Products

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Disney Parks, Experiences and Consumer Products brings the magic of Disney's stories, characters and franchises into the daily lives of families and fans around the world to create memories that last a lifetime.

When Walt Disney opened Disneyland in Anaheim, Calif., 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 sixty 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 52 resorts in the United States, Europe, and Asia with approximately 150,000 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 Hawaii; 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; the world's largest children's print publisher; world's largest games licensor across all platforms; more than 200 Disney store locations around the world; and the shopDisney e-commerce platform.

These experiences are created by Walt Disney Imagineering, the creative engine 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 will open at Disneyland Resort and then Walt Disney World Resort in 2019. At 14 acres each, these *Star Wars*-themed lands represent the largest single themed land expansions ever, transporting guests to a jaw-dropping new world with two signature attractions.

At **Disneyland Resort**, the epic new *Guardians of the Galaxy – Mission: BREAKOUT!* is one of the highest rated Disney attractions and is just the beginning of an even larger Super Hero presence at Disney California Adventure, while Pixar Pier brings the thrilling Incredicoaster and four new whimsical neighborhoods.

As **Walt Disney World Resort** approaches its 50th Anniversary in 2021, new attractions based on *Ratatouille* and *Guardians of the Galaxy* will be added to Epcot, Toy Story Land and the first ever Mickey-themed ride-through attraction will open at Disney's Hollywood Studios, and a *Tron*-themed attraction will make its debut at the Magic Kingdom. An immersive *Star Wars*-themed resort hotel and a proposed 15th Disney Vacation Club property – Disney's Riviera Resort – have also been announced, as well as the Disney Skyliner transportation system.

Tokyo Disney Resort has announced a Tokyo Disneyland development which will include a new *Beauty and the Beast*-inspired area in Fantasyland and a new *Big Hero 6*-themed attraction in Tomorrowland. The resort is also celebrating its 35th Anniversary with new daytime and nighttime shows.

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 experiences. The resort is also celebrating its 25th Anniversary with new and enhanced guest experiences, including a new parade and a new nighttime show.

Hong Kong Disneyland announced the approval of a multi-year expansion plan with new themed areas, attractions and entertainment through 2023. The resort also opened its third hotel, Disney Explorers Lodge, in 2017, as well as Iron Man Experience – Presented by AIA.

Shanghai Disney Resort opened its first expansion – Disney-Pixar Toy Story Land – on April 26, 2018, with three new attractions and immersive new shopping and dining experiences. The resort includes Shanghai Disneyland, with seven themed lands centered around Enchanted Storybook Castle, as well as two resort hotels and an international shopping, dining and entertainment district.

Disney Cruise Line will nearly double the size of its fleet with three new ships completed by 2023. All three ships will be powered by liquefied natural gas, one of the cleanest-burning fuels available.

CITIZENSHIP

Our community and employee engagement efforts 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.

Our impactful cause marketing initiatives and one-of-a-kind programs like Share Your Ears, *Star Wars*: Force for Change, Dream Big Princess, Connect to Protect, and the Disney Family Volunteering Reward Program invite guests and fans to join us in supporting these causes in tangible and meaningful ways.

Every year, we continue Walt Disney's commitment to philanthropy and outreach. Through charitable contributions, product donations, collaborations with local organizations, in-kind gifts, and cast member volunteerism, we are proud to help enrich the global communities where we live, work and play.

THE ENVIRONMENT

Our commitment to environmental stewardship and conservation always has been an important part of our business. We embed environmental thinking into our daily decisions – from using alternative fuels, to collaborating with top consumer products licensees on sustainable packaging initiatives, to powering our attractions, to installing more efficient lighting in our hotels. We're making a global commitment to minimize single-use plastic waste by eliminating plastic straws, stirrers and polystyrene cups, reducing plastic shopping bags, and cutting in-room plastics by 80 percent. We work with leading organizations to find solutions to industry-wide environmental challenges. We minimize waste through recycling, reuse and repurposing. We find creative ways to conserve energy and water. With a strong focus on protecting ecosystems, we aim to safeguard wildlife. We are also inspiring the next generation of environmental stewards through our efforts to connect kids with nature.