

THE WALT DISNEY COMPANY UK & IRELAND

- Disney has operated in the UK and Ireland for more than 80 years
- There are nine Disney office locations across the UK and one in Ireland
- The UK has approximately 30m Disney fans (kids who really like one of our brands and teens/adults who report they strongly or very strongly relate to one of our brands - Disney, Marvel, Star Wars, Nat Geo or Pixar).
Source: BES/Kids Tracker/CSR
- Across the five major European countries (UK, France, Germany, Italy, Spain), there are more than 180m Disney fans. *Source: BES/Kids Tracker/CSR*

Studios

- In 2019, Disney's UK box office (£473M, 35% Market Share) was the highest grossing year for a Motion Picture Association studio ever, exceeding 2018. Disney UK had seven of the top ten releases from the year:
 - #1 *Avengers: Endgame* (£88.7m)
 - #2 *The Lion King* (£76.0m)
 - #3 *Toy Story 4* (£66.2m)
 - #5 *Frozen 2* (£48.5m)
 - #6 *Star Wars: The Rise of Skywalker* (£46.9m)
 - #7 *Captain Marvel* (£39.5m)
 - #8 *Aladdin* (£37.2m)
- Seven of the top ten biggest films of all time at the UK box office are from Walt Disney Studios titles:
 - #1 *Star Wars: The Force Awakens* (£123.2m)
 - #4 *Avatar* (£94.0m)
 - #5 *Avengers: Endgame* (£88.7m)
 - #6 *Star Wars: The Last Jedi* (£82.6m)
 - #7 *Titanic* (£80.2m)
 - #8 *The Lion King* (£76.0m)
 - #9 *Toy Story 3* (£74.0m)

Disney+

- Disney+ launched in the UK on March 24th, 2020, on the same day as Ireland, Germany, Spain, Italy, Austria and Switzerland. It is one of 17 EMEA countries where the service has been rolled out (the others being Netherlands, France, Portugal, Norway, Denmark, Sweden, Finland, Iceland, Belgium and Luxembourg)
- Disney+'s new general entertainment brand, Star, launched inside the Disney+ app on 23 February, 2021, with over 75 TV series, more than 270 movies and exclusive originals, all from Disney's creative studios, including Disney Television Studios (20th Television and ABC Signature), FX Productions, 20th Century Studios and more
- Star launched originals such as *Big Sky* and *Love, Victor* and fan-favourite series and movies including *Grey's Anatomy*, *Pretty Woman* and *The Favourite*
- In Feb 2021, Disney announced its initial slate of European originals for Disney+. The first ten projects, spanning multiple genres including drama, comedy, sci-fi and documentary, have been green lit in France, Italy, Germany and the Netherlands, and are the start of Disney's ambition to commission 50 productions in Europe by 2024
- In April 2021, Disney announced its initial slate of UK originals for Disney+. Spanning a wide range of genres, commissions include a swashbuckling family adventure (*The Ballad of Renegade Nell*), an electrifying heist drama

(*Culprits*), an innovative comedy series (*Extraordinary*) and factual entertainment series *Save Our Squad*, which sees sporting icon David Beckham go back to his roots to mentor a struggling young grassroots team

Local Production

- Disney has employed upwards of 25,000 employees and spent over \$1B on production expenses in the UK in each of the past two years
- One Star Wars TV series (*Andor*), 18 National Geographic shows (including *Limitless with Chris Hemsworth* and *Welcome to Earth* starring Will Smith – working title) and 11 feature films (including *Black Widow*, *The Eternals*, *Cruella* and *Pinocchio*) were made in the UK in 2019, 2020 and into 2021
- In 2021, eight new feature films, including *Snow White*, *The Lion King prequel* and *Captain Marvel 2*, and one Marvel series (*Secret Invasion*) will be started and produced here in the UK

TV Channels

- Disney's TV channels, including Fox, National Geographic and Nat Geo Wild reach over 10 million people in the UK every month and over 257 million across Europe, Middle East and Africa *Source: Jan 2021 TechEdge/ Local Data Provider, Consolidated viewing, All Individuals, All Day, 1 minute Reach Qualifier*

Consumer Products, Games and Publishing

- License Global lists The Walt Disney Company as the number one licensor of 2020
- According to the latest NPD Group data Disney is the largest licensor in Europe, with 31% of licensed toy sales, up 10%
- And of the top 10 best performing licenses in the region, six of them are from Disney. With Frozen and Star Wars at number one and number two respectively
- Q1 FY21 was shopDisney UK's best-ever quarter in its history

Disneyland Paris

- As Europe's number one tourist destination, Disneyland Paris has had more than 320 million visits since 1992 from across France, the United Kingdom, Spain, the Netherlands, Belgium, Germany, Italy and more
- Since March 2020, Disneyland Paris has donated more than 10 million euros worth of food, medical supplies and Disney-branded products to non-profit organizations, hospitals, and local and national partners
- Disneyland Paris announced the phased development of one of the largest solar canopy plants in Europe, together through a co-investment with French company Urbasolar. Construction is expected to be completed in 2023, with a first milestone for the first phase in 2021
- In February 2018, The Walt Disney Company announced a €2 billion investment plan for Disneyland Paris. The new development will include a transformation of Walt Disney Studios Park, adding three new themed areas with attractions, shops, restaurants and live entertainment experiences, starting with Avengers Campus
- Disney's Hotel New York – The Art of Marvel will open soon at Disneyland Paris, the very first hotel dedicated entirely to the celebration of Marvel art which will further position Disneyland Paris as the home of Marvel in Europe

Disney Music Group

- Disney Music Group is home to Walt Disney Records, Hollywood Records, Disney Music Publishing, Buena Vista Records, and Disney Concerts. It also releases film and television soundtracks such as the chart-topping *Frozen 2* and *Bohemian Rhapsody*, the Emmy® winning *The Mandalorian*, Oscar-winning *Coco* and *Moana* soundtracks, and the Oscar and Grammy-winning *Frozen* soundtrack

- Upcoming releases slated for summer 2021 are *Cruella*, Marvel Studios' *Black Widow* and *Jungle Cruise*
- The "Love Is a Compass" single from the Christmas 2020 campaign has had over 15M streams globally (as of April 2021)
- Celeste and Jon Batiste's UK end credit track "It's All Right" (from Disney and Pixar's *Soul*) released in December 2020 and has 4.2M streams to date (as of April 2021)

Disney Theatrical Group

- Disney's **THE LION KING** is now in its 21st year at London's Lyceum Theatre and is one of the top six longest-running musicals in West End history. The production has been seen by more than 16 million people and will reopen in the West End on 29 July 2021
- **Frozen** is back on sale to the public, opening at the newly refurbished Theatre Royal Drury Lane on 8 September 2021
- **Frozen** ran a Wellbeing programme in October 2020 for 1,133 primary schools nation-wide, with a combined reach of 126,000 pupils
- Nine Disney Theatrical scholars started their one-year musical theatre course at **Royal Academy of Music** in October 2020. The Disney Theatrical Productions Scholarships are for ethnically and culturally diverse people, who are currently underrepresented in the musical theatre industry

Diversity & Inclusion

- Disney has an ongoing commitment to diversity and inclusion (D&I). In June 2020, CEO Bob Chapek launched a new Company-wide initiative comprised of six pillars focused on increasing D&I: Transparency, Representation, Accountability, Community, Content, and Culture
- From a content perspective, diversity and inclusion is a key strategic focus on and off-screen across all territories, genres, and brands. This includes LGBTQ+ creators and characters; diversity of race and ethnicity among off-screen talent and on-screen stories; and a focus on gender balance among our writing and directing rosters
 - Our **BFI Future Skills Programme**, for example, is back up and running across three Lucasfilm productions this year – *Indiana Jones*, *Willow* and *Andor* - with the aim of giving opportunities for a career in film to young people from all over the UK and from all backgrounds
- Community-wise, the **Disney Theatrical Group** supported the launch of The Black British Theatre Awards' Youth development programme. Summary here: [BBTA Youth Outreach 2020](#)
- From a culture perspective, our **Business Resource Employee Groups (BERGs)** are voluntary, employee-led groups formed around shared identity, interests and pursuits. In the UK, we currently have the following BERGs:
 - **Disney PRIDE**: Advocates, celebrates, and educates on behalf of all LGBTQ+ and ally employees, fostering a culture of authenticity and inclusivity across the company
 - **Disney DIVERSITY**: Educating and celebrating ethnic and cultural diversity
 - **WOMEN@Disney**: Equips and motivates Women at Disney to build impactful careers

Social Responsibility

- Disney's global Social Responsibility framework clarifies its mission as: "to be an honourable company that provides comfort to those in need, and creates inspiration and opportunity for those who want to improve their world"
- In the UK and EMEA, this is done through delivering our two-pronged strategy, e.g., **Social Purpose** - building emotional resilience by together, creating moments that matter and through being a **Responsible Business**
- All in all, over 23,000 Moments That Matter were created and delivered in FY20 for socially isolated or seriously ill children and young people across the UK and wider EMEA markets

- An example of our Social Purpose programme, where we've built emotional resilience for socially isolated and seriously ill children through comfort and inspiration is the award-winning [From Our Family To Yours Campaign](#)
 - Overall, the 'From Our Family To Yours' campaign matched the annual Make-A-Wish International Disney grant donation, with a goal to doubling our total contribution for 2020 from \$500,000 to \$1M
- Another great example of our social purpose programme is [Pixar Fest](#), where Disney held a virtual family festival to celebrate the 25th anniversary of Disney and Pixar's Toy Story, and its 20 years of support for its long-term charity partner, MediCinema. Disney kicked off Pixar Fest with a \$1,000,000 donation to MediCinema to help create new state of the art family cinema experiences in hospitals.
- An example of our **Responsible Business** strategy and activity, where we invest in the health and well-being of people and the planet is the [Disney Store Face Cloth Covering](#) product – with 100% of proceeds from sales (up to November 2020) going to Red Cross organisations across Europe reaching our target of raising £500,000
 - As part of the campaign, 100,000 masks have been distributed free to 41 charities across 14 markets across EMEA to help children feel less isolated and help reconnect them with families and communities
- **Response to COVID-19** – The above is one example of Disney's response in addition to its long-standing commitments. Disney EMEA and Disneyland Paris also provided more than \$13.5m in both monetary and in-kind support for communities across our region; including distribution of food, hygiene equipment, comfort products and online content access for vulnerable children and through our on-air content provided messages on staying at home, increasing hygiene practice and thanking all carers and essential workers
- For more information on our programmes and our long-standing charitable partners, please visit www.thewaltdisneycompany.eu
- **Our Healthy Living Commitment** - Disney is committed to inspire healthier generations, using our characters and stories to make healthier living fun and simple, and encouraging families to be active and eat well. Some of our current UK and EMEA projects are detailed below:
 - **The FA Shooting Stars** initiative uses Disney storytelling to inspire girls' 5-11 to get physically active. The programme, available in 1,800 primary schools in England, is made up of two initiatives; Active Play through Storytelling (5-8 years), where the aim is to capture girls' imaginations while developing their fundamental movement and speaking and listening skills; and Girls' Football Clubs (5-11 years), which uses storytelling to help them learn basic footballing skills while engaging in imaginative play. Six new at home resources also launched in February 2021
 - **UEFA PlayMakers inspired by Disney** is a ground-breaking football programme that uses Disney's storytelling to encourage more girls aged 5-8 to exercise regularly and kick-start a lifelong love of football. Launched initially in seven pilot countries across Europe including Scotland, Playmakers aims to increase the proportion of girls meeting the WHO's minimum standards for physical activity – currently just 16%. At home resources are also available
 - **Swim England** - with research from Sport England showing that enjoyment is a key factor in keeping youngsters active, Swim England and Disney launched Family Swim Sessions that feature essential swimming skills and Disney's most-loved characters to ensure swimming is a fun and safe activity for all ages. In 2019 and 2020, Swim Sessions ran in 235 pools nationwide, reaching 120k participants in 12 months