

The *WALT DISNEY* Company

INVESTOR DAY



THE 2020 INVESTOR DAY STAR FACT SHEET

Introducing Star, a new general entertainment content brand from The Walt Disney Company.

Star is a new general entertainment content brand from The Walt Disney Company to be included in the Disney+ streaming service in select markets outside the U.S. and launching as a separate streaming service in Latin America as Star+.

The Star brand serves as home to thousands of hours of movies and television from Disney's creative studios, including Disney Television Studios, FX, 20th Century Studios, 20th Television, Touchstone, and more, enhanced by the addition of local programming from the regions. From comedies to dramas and thrillers, Star offers a range of titles for everyone and every mood. Star will also deliver brand-new originals from Disney's General Entertainment studios in International markets, with over 35 first-run series set to premiere by the end of the first year.



Star, coming to Disney+

Disney+, the exclusive streaming home for Disney, Pixar, Marvel, Star Wars, National Geographic, and The Simpsons, adds even more content with the addition of the Star brand. Fully integrated into Disney+ in select markets outside the U.S., Star launches as a sixth brand tile with its own dedicated brand page featuring a robust collection of general entertainment movies, television, documentaries, and more, along with Star-branded new exclusive originals and local productions being created for the service. In Continental Europe, for example, Star will offer approximately 50 local originals each year, by FY24.

Disney+ with Star brings subscribers:

- **A Single Entertainment Destination for All Audiences:** All the content, including movies, shows, shorts, and originals from Disney, Pixar, Marvel, Star Wars, National Geographic, plus an additional 1000 unique titles under the new Star brand in the first year.
- **Exclusive Originals:** Over the next few years, Disney+ plans to add over 60 brand new originals from Disney, Pixar, Marvel, Star Wars, National Geographic, and Star, along with local productions being created for the service under the Star brand geared towards a more mature audience.
- **Robust Parental Controls:** To keep Disney+ suitable for audiences of all ages and the experience parents expect, new parental controls will include the ability to set limits on access to content for specific profiles based on content ratings and the ability to add a PIN to lock profiles with access to mature content.

Disney+ will be updated to include the Star brand on February 23rd, 2021 in Europe, Australia, New Zealand, and Canada. The streaming service will continue its global rollout, now with Star, in new markets beginning with Singapore on February 23rd, 2021, followed by Eastern Europe, South Korea, Japan, and Hong Kong later in 2021.

Pricing for Disney+ as of February 23, 2021:

- Canada: \$11.99/month or \$119.99/annual
- Australia: \$11.99/month or \$119.99/annual
- New Zealand: \$12.99/month or \$129.99/annual
- UK: £7.99/month or £79.90/annual
- Euro: 8.99/month or 89.90/annual
- Norway: 89.00kr/month or 890.00kr/annual
- Denmark: 79.00kr/month or 790.00kr/annual
- Sweden: 89.00 kr/month or 890.00 kr/annual
- Switzerland: CHF12.90/month or CHF129.00/annual
- Singapore: \$11.98/month or \$119.98/annual

Pricing on IAP platforms may vary based on platform limitations for country-specific pricing and/or currencies in the region.

Introducing Star+, a new direct-to-consumer video streaming service launching in Latin America from The Walt Disney Company

Star+ is a standalone general entertainment and sports streaming service launching in most Latin American countries, complementary but independent from the Disney+ service in this market. The service will be the exclusive streaming home for general entertainment TV series and movies from The Walt Disney Company's content studios, including Disney Television Studios, FX, 20th Century Studios, 20th Television, Touchstone, and more, and the home for streaming live sports from ESPN, the most respected and recognized brand for sports fans in the region. From dramas, to comedies, and thrillers for adults, Star+ will also feature exclusive original programming from the Star general entertainment brand, along with a collection of local originals.

Programming pillars of the Star+ service will include:

- **Iconic catalog** of on demand TV and movies with over 1,300 titles available at launch, including 32 seasons of The Simpsons, and growing to nearly 2,000 unique titles at the end of its first year.
- **Exclusive originals** from the Star general entertainment brand with 32-first run series by the end of its first year, along with a growing collection of locally developed and produced original programming.
- **Live and on demand sports content** from ESPN. For example, Star+ in Argentina will feature nearly 500 live events per month and 10,000 live sports events per year, including an all-star portfolio of soccer leagues, Grand Slam tennis, and more, along with on-demand studio content and high-quality original programming from ESPN.

Built on the same technical infrastructure as Disney+, Star+ will provide subscribers with a similar feature-rich product experience that makes it easy to navigate, discover, and watch their favorite on demand and live programming. Sports fans will enjoy a dynamic user interface that features live games details, such as live scoring, embedded directly within the homepage.

Subscribers will also enjoy an ad-free experience with the exception of limited ads served within ESPN live event commercial breaks.

The service is expected to be available on a wide range of mobile and connected TV devices, including gaming consoles, streaming media players, and smart TVs.

Star+ will be available in Latin America in June 2021 for ~\$7.50 per month (or the local equivalent) for the standalone service or available as a bundle with Disney+ for ~\$9.00 per month (or the local equivalent). Pricing on IAP platforms may vary based on platform limitations for country-specific pricing and/or currencies in the region.

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