

Kevin Mayer
Chairman, Direct-to-Consumer & International
The Walt Disney Company

As Chairman, Direct-to-Consumer and International, Kevin Mayer oversees the Company's international business units, multi-platform streaming services, technology, distribution, global content and advertising sales to create and deliver personalized entertainment experiences to consumers around the world.

Mr. Mayer's portfolio includes Disney's international channel and studio operations and the Company's direct-to-consumer streaming businesses globally, including the upcoming Disney+ service set to debut in the U.S. in late 2019; ESPN+ which was launched in April 2018; HotStar, the leading over-the-top streaming service in India; and the Company's majority ownership stake in Hulu.

With a focus on maximizing Disney's opportunities in international media markets, Mr. Mayer is in charge of regional teams stretching from Europe to Asia to Latin America, with responsibilities for the Company's International Channels, including the international Disney Channels, which are renowned for providing incomparable branded entertainment that is both universally appealing and locally relevant, as well as Fox Networks International, with more than 350 channels in 170 countries; and Star India, which operates 69 channels reaching 720 million viewers a month across India and more than 100 other countries.

Disney's Direct-to-Consumer and International segment houses global advertising sales and ad technology for all of Disney's media properties, including ABC, ESPN, Freeform, FX Networks, National Geographic and the Disney Channels. This centralization of ad sales provides advertisers a one-stop-shop for reaching diverse audiences across all of Disney's media properties, including its online and direct-to-consumer platforms.

The Company's program-sales operations—including global distribution of film and TV content to Disney+, Hulu and other third-party platforms, as well as Movies Anywhere—are also part of the Direct-to-Consumer and International business segment.

A longtime veteran of the Company, Mr. Mayer previously served as Senior Executive Vice President and Chief Strategy Officer, where he was in charge of Corporate Strategy, Business Development, Acquisitions, Enterprise Information Technology, Innovation, Brand and Franchise Management, and Global Corporate Alliances.

During his tenure, Mr. Mayer has overseen Disney's key strategic acquisitions including Pixar, Marvel, Lucasfilm, and BAMTECH, as well as the recent acquisition of 21st Century Fox. Mr. Mayer created a team focused on growth opportunities by targeting emerging businesses and evaluating new technology and business models. This included the launch of the Disney Accelerator, which aims to bring together

industry-leading entrepreneurs, creatives, mentors, investors and technologists to make an impact on the world of media and technology.

Mr. Mayer rejoined Disney in 2005 from L.E.K. Consulting LLC, where he was a partner and head of the Global Media and Entertainment practice. Prior to L.E.K., he held leading positions at interactive and Internet businesses, including chairman and CEO of Clear Channel Interactive, where he managed all aspects of new media business, including content, sales, business and technology development, and distribution.

Mr. Mayer first joined Disney in 1993 and spearheaded strategy and business development for all of Disney's Interactive/Internet and television businesses worldwide. Later, he became Executive Vice President of the Internet group, responsible for the operations, business plans, creative direction and distribution of Disney's popular Web sites, including ESPN.com and ABCNews.com.

Mr. Mayer received his M.B.A. from Harvard University, and holds a Master of Science in Electrical Engineering from San Diego State University and a Bachelor of Science in Mechanical Engineering from Massachusetts Institute of Technology.