



The **WALT DISNEY** Company

**THE WALT DISNEY COMPANY APPOINTS MAHESH SAMAT
ASIA PACIFIC HEAD OF CONSUMER PRODUCTS COMMERCIALIZATION**

SINGAPORE (26 November 2018): The Walt Disney Company today announced the appointment of Mahesh Samat, Executive Vice President, Disney Consumer Products Commercialization for the Asia Pacific region. Reporting into Ken Potrock, President, Disney Consumer Products Commercialization, Mahesh takes on responsibility for the commercialization of Disney franchises across merchandise, publishing and licensed games throughout India, Southeast Asia, Greater China, Korea, Japan, Australia and New Zealand.

Mr. Samat rejoined The Walt Disney Company in India in November 2016 and went on to integrate the Southeast Asia and India businesses to form The Walt Disney Company's South Asia regional hub in September 2017. Mahesh led most of Disney's integrated business units driving new strategies that are providing tremendous growth for global franchises and unilaterally creating new business opportunities for all Disney businesses. He previously led The Walt Disney Company's India operations from 2008-2012.

"The Asia Pacific region continues to provide immense opportunity for Disney products and experiences," said Mr. Potrock. "I am confident that Mahesh's proven leadership and steadfast focus on innovation and entrepreneurship will deliver dynamic growth across our brands and product categories."

"Disney products and experiences bring our stories and characters closer to fans every day. I am pleased to have the opportunity to lead this exceptional team to delight kids and families across these high growth Asian markets," said Mr. Samat.

With more than twenty-five years of experience in FMCG, Media and Healthcare across India, Asia-Pacific and Europe, Mr. Samat previously worked with Johnson & Johnson, Kellogg's, Warner-Lambert/Parke-Davis and Boots India Limited. Between 2012 and 2016, he established the Epic Television Networks and its popular Hindi-language, The Epic Channel in India.

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Press Contact:

Seshasaye Kanthamraju, Corporate Communications, Walt Disney Southeast Asia & India
seshasaye.kanthamraju@disney.com

About Disney Parks, Experiences & Consumer Products:

The Parks, Experiences and Consumer Products (CP) segment is the hub where Disney's stories, characters and franchises come to life. Disney's global consumer products operations include the world's leading licensing business across toys, apparel, home goods, and digital games and apps; the world's

largest children's publisher; Disney store locations around the world; and the fast growing shopDisney e-commerce platform. By uniting Disney's consumer products business and Disney Parks' robust retail and e-commerce operations, the Company is able to provide consumers with incomparable branded products and retail experiences that only Disney can create. Asia Pacific teams are focused on bringing exciting, locally relevant merchandise to consumers across the region through licensing, e-commerce and Disney Stores.