



K. MADHAVAN NAMED PRESIDENT, THE WALT DISNEY COMPANY INDIA AND STAR INDIA

BURBANK, Calif. – April 13, 2021 -- K. Madhavan has been named president, The Walt Disney Company India and Star India, effective immediately. It was announced today by Rebecca Campbell, chairman, International Operations and Direct-to-Consumer, The Walt Disney Company.

In this role, Mr. Madhavan will drive the strategy and growth of the Company in India, with responsibility for the vast Disney, Star and Hotstar businesses and operations spanning across entertainment, sports and regional channels, and direct-to-consumer. This includes oversight of channel distribution and advertising sales, as well as a thriving local content production business which currently is responsible for the creation of 18,000 hours of original content across fiction, non-fiction, sports, and movies in eight languages.

“For the past several months, I have had the pleasure of working directly with KM and have seen firsthand how he has adeptly managed our India business, which has been and will continue to be critical to our global and regional strategy,” said Ms. Campbell. “A skilled leader with an extensive background in media, KM has taken our vast Star networks and local content production businesses to new heights despite continued industry evolution and significant challenges due to the pandemic.”

“I am very proud to have the opportunity to lead the incredibly talented and passionate team we have in India, and to further build upon our strong portfolio of channels and high-quality programming that is a favorite with viewers across the region,” said Mr. Madhavan. “We have an exciting journey ahead of us. I am committed to continuing to move our business forward, working more closely together with colleagues across Disney to enhance our global and regional offerings.”

Since 2019, Mr. Madhavan served as country manager of Star & Disney India, overseeing the Company’s television and studios business in India. He has been responsible for driving the growth of the business, focusing on innovation, and creating compelling content for consumers.

Mr. Madhavan joined Star India in 2009 as its South Head. Under his leadership, the company built a thriving regional entertainment portfolio. Previously, he was the driving force behind Asianet’s growth as the undisputed leader in Malayalam with more than 50% of market share, serving as MD and CEO in 2000-2008. Mr. Madhavan’s vision for the regional language

network led the company to set benchmarks in quality programming in South India. Prior to his media career, Mr. Madhavan was in the banking and corporate finance sector.

Mr. Madhavan currently serves as president of the Indian Broadcasting Foundation (IBF) and as chairman of the National Committee of Media & Entertainment CII (Confederation of Indian Industry).

About The Walt Disney Company

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise that includes Parks, Experiences and Products; Media & Entertainment Distribution; and three content groups—Studios, General Entertainment and Sports—focused on developing and producing content for DTC, theatrical and linear platforms. Disney is a Dow 30 company and had annual revenues of \$65.4 billion in its Fiscal Year 2020.

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