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### Shanghai Disney Resort and Mars China Announce Multi-Year Alliance

*Mars China, the renowned global food company, to bring its iconic confectionery to Shanghai Disney Resort*

**Shanghai, October 31, 2023** – Shanghai Disney Resort and Mars China, one of the most well-known leading global food companies, announced today that the two companies have entered into a multi-year resort alliance. Designated as the resort's official confectionery provider, Mars China is set to bring its iconic brands including Dove and M&M'S etc. to Shanghai Disney Resort, together providing sweetness and happiness to guests.



*Mickey; Ju Majid, Chief Financial Officer of Shanghai Disney Resort; Joe Schott, President and General Manager of Shanghai Disney Resort; Andrew Clarke, Global President of Mars Snacking; Larry Feng, President of Mars Wrigley China; and Minnie (from left to right) celebrate the alliance during the launch ceremony this afternoon.*

"We are delighted to enter this alliance relationship with Mars China and bring more extraordinary moments to guests through our shared commitment to delivering an exceptional guest experience to individuals and families," said Joe Schott, President and General Manager of Shanghai Disney Resort. "As Shanghai Disney Resort's Official Confectionery Sponsor, Mars China

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will further enhance the magic of our signature Disney celebrations with a touch of sweetness, delighting guests through its globally beloved candies and chocolates."

As a highlight of the alliance, Mars China will become the confectionary sponsor for Shanghai Disney Resort's signature annual Halloween celebrations in the future. During this year's Halloween Spook-tacular Days, Shanghai Disney Resort's five-day celebratory bash leading up to and including October 31, Mars China has already joined Shanghai Disney Resort to provide the candies and chocolates given out to guests as they joined the resort's annual tradition of trick-or-treating.

"We are very pleased to be the Official Confectionary Provider of Shanghai Disney Resort," said Larry Feng, President of Mars Wrigley China, "I firmly believe that the exciting alliance relationship between Shanghai Disney Resort and Mars China with the theme of 'Magical Journey, Double the Happiness' which will bring happiness to all consumers. This alliance showcases the extraordinary experiences offered at the resort, including a range of Mars products, creating heartwarming memories that will last a lifetime. In the future, we will continue to work closely with Shanghai Disney Resort to create more exceptional moments and further amplify the impact of 'Magical Journey' and 'Happiness' in a variety of ways."

Continuing into the fall through the winter season and over the next few years, there will be even more opportunities for guests to indulge in sweet treats. Shanghai Disney Resort will create limited-time menus featuring Mars China's popular chocolates and candies for special occasions and festive celebrations. An exclusive series of Mars products themed to the resort will be available for purchase in Shanghai Disney Resort. Mars China will also develop a series of joint online and offline activations further extending the magic of Disney beyond the resort in the years to come.

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