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## **Shanghai Disney Resort and SF Group Announce Multi-Year Alliance**

*China's reputable logistics service and solution provider SF to support Shanghai Disney Resort to deliver magic directly to guests' doorsteps*

**Shanghai, May 27, 2025** – Shanghai Disney Resort and SF Group (“SF”) have entered into a new multi-year alliance, introducing SF as the official delivery and logistics service provider of Shanghai Disney Resort. Under the alliance, SF will leverage its technology-driven logistics solutions as one of China’s most reputable express logistics and solution providers, to support Shanghai Disney Resort’s expanding consumer delivery services. The new alliance will further improve the efficiency and service level for shopping experiences and the resort’s daily operations.



*Mickey, Andrew Bolstein, President and General Manager of Shanghai Disney Resort, Bensong Xu, Senior Vice President and CMO of SF Group, and Minnie (from left to right) celebrated the multi-year resort alliance*



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“Shanghai Disney Resort is committed to continuously exploring different ways and identifying multiple touchpoints to improve the guest experience and offer quality guest services,” said Andrew Bolstein, President and General Manager of Shanghai Disney Resort. “We are excited to form this new alliance with SF, which shares the same commitment with us on service quality as they strive for cutting-edge delivery and logistics services. With the new alliance, consumers will find their post-shopping experience even more convenient and seamless no matter whether at the immersive resort stores or through our official online flagship store.”

Under the new alliance, guests shopping at designated stores at Shanghai Disney Resort will be able to place their shipping orders via the mini-program SF developed specifically for the resort, enjoying SF’s premium delivery services with flexible delivery options. With its interconnected logistics network, streamlined product transfers and demand-tailored logistics solutions, SF offers an integrated logistics ecosystem, further advancing the convenience level for guests enjoying a holistic shopping experience at Shanghai Disney Resort.

In addition, the integrated logistics and delivery solutions provided by SF will also further improve the resort’s daily operational efficiency. SF will implement a replenishment system to fulfill the resort’s dynamics business demands and daily operational needs across a variety of scenes including offline shops and e-commerce.

This collaboration will also strengthen the shared commitment to sustainability for both parties. SF will contribute to reducing resort’s carbon footprint by leveraging its logistics network resources and industry-leading sustainable logistics practices, from the new energy transportation vehicles, advanced delivery vehicles, recyclable packaging to e-waybills.

“It is our great honor to have reached a multi-year alliance with Shanghai Disney Resort,” said Xu Bensong, Senior Vice President and CMO of SF Group. “Shanghai Disney Resort is committed to creating a magical journey for all guests, while SF is dedicated to becoming a globally respected and leading digital and intelligent logistics solution provider. Through this alliance, we look



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forward to integrating SF's customer-centric service concept into the highly acclaimed guest services of Shanghai Disney Resort, providing more professional and intelligent logistics supply chain solutions, and offering high-quality delivery services to guests and online shoppers. Looking ahead, we look forward to exploring more forms of cooperation with Shanghai Disney Resort, supporting the delivery of magic to people's lives."

As the official delivery and logistics service provider of Shanghai Disney Resort, SF will have a brand presence at the Shanghai Disneyland's Package Pick-Up next to the Main Entrance, as well as at the Post Office in Sweethearts Confectionery.

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