

GRI INDEX



Global Reporting Initiative




This Index follows G3.1 guidelines and includes sector-specific media disclosures. The Global Reporting Initiative's G3 Sustainability Reporting Guidelines provide a comprehensive set of indicators covering the economic, environmental, and ethical impacts of a company's performance. These reporting principles have informed our reporting since 2008.








For fiscal year 2014, we have self-assessed ourselves as a **B reporter** according to GRI-defined application levels.






Background on the GRI

The GRI Reporting Framework is a generally accepted framework for reporting on an organization's economic, environmental, and social performance. It is designed for use by organizations of any size, sector, or location. The GRI Reporting Framework contains general and sector-specific content that has been agreed upon by a wide range of stakeholders around the world to be generally applicable for reporting an organization's sustainability performance.

GRI REPORTING LEVELS AND EXPLANATIONS

-  FULLY REPORTED: Information is fully reported with respect to available information and current reporting systems
-  PARTIALLY REPORTED: Information is partially reported with respect to available information and current reporting systems
-  NOT REPORTED: Information is not reported due to lack of access to data, relevance, or applicability

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
<h2>1. Strategy and Analysis</h2>		
1.1 Statement from the most senior decision maker	Message From Our CFO p. 4	
1.2 Description of key impacts, risks, and opportunities	Message From Our CFO p. 4 Stakeholder Feedback p. 10 Looking Ahead p. 98 Annual Report/Form 10-K (p. 1-21)	
<h2>2. Organizational Profile</h2>		
2.1 Name of the organization	Annual Report/Form 10-K (p. 1-17)	
2.2 Primary brands, products, and/or services	Annual Report/Form 10-K (p. 1-17)	
2.3 Operational structure	Annual Report/Form 10-K (p. 1-17)	
2.4 Location of organization's headquarters	500 S. Buena Vista St., Burbank, CA 91521 USA	
2.5 Countries in operation	Annual Report/Form 10-K (p. 1-22) Disney Around the World (web)	

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
2.6 Nature of ownership	Annual Report/Form 10-K (p. 1-21) We are a widely publicly owned company with diverse shareholders.	
2.7 Markets served	Annual Report/Form 10-K (p. 1-17) In our Annual Report/Form 10-K, we provide information about the markets we serve by business segment.	
2.8 Scale of the organization	About This Report p. 2 Annual Report/Form 10-K (p. 1-17) In our Annual Report/Form 10-K, we break down our revenues by source; the breakdown of circulation of audience figures are not applicable to The Walt Disney Company as a whole.	
2.9 Significant changes regarding size, structure, or ownership	Annual Report/Form 10-K (p. 1-17)	
2.10 Awards received	Recognition: <ul style="list-style-type: none">Fortune's Most Admired Companies (2013) – #7 overall, #1 for social responsibility, #1 in entertainment industryReputation Institute Reprtrak Global 100 (2014) – #1 overall, #1 for citizenshipHuman Rights Campaign 2014 Corporate Equality Index – 100% RatingDiversity Inc. Top 50 Companies for Diversity (2014) – #34 out of 50Corporate Responsibility Magazine 100 Best Corporate Citizens (2013) – #10 overall, #1 in industryNewsweek Green Rankings (2014) – #420 out of U.S. top 500, #475 out of Global 500Dow Jones Sustainability Index (2014) – North America IndexFTSE4GOOD Index (2014) Awards: <ul style="list-style-type: none">Grand Central Creative Campus Phase 2 (LEED Platinum) and King's Mountain Technology Center LEED SilverNational Association for Multi-ethnicity in Communications NAMIC Vision AwardsCalifornia Green Lodging "Environmentalism Certification" for Disneyland Hotel, Disney's Paradise Pier Hotel, and Grand Californian HotelCentral North Florida Minority Supplier Development Council – Corporate Leadership AwardAssociation of Corporate Counsel, Southern California – 2014 Pro Bono Award for Disney LegalTap Root Foundation – Golden Root Award (2013): Disney VoluntEARSSocial Media Sustainability Index's Top 100 (2014)PR News Hall of Fame for CSR CommunicationsPublic Relations Society of America – Los Angeles' "Corporate Citizen of the Year"	

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
<h3>3. Report Parameters</h3> <h4>Report Profile</h4>		
3.1 Reporting period	The policies, programs, and performance data presented in this report are for the Company's 2014 fiscal year, ended September 27, 2014, unless otherwise noted. Instances where information is relevant only to a single or a few segments or has a different time frame than the fiscal year will be distinguished.	✓
3.2 Date of most recent previous report	<p>Our most recent reports include the 2012 and 2013 Citizenship Performance Summaries.</p> <p>Download additional and past reports at our Report Archive. Please also visit our citizenship website throughout the year for ongoing updates.</p>	✓
3.3 Reporting cycle	Citizenship Spotlight Corporate Citizenship website	✓
3.4 Contact point for questions	Corporate Citizenship website Contact Us	✓
<h4>Report Scope and Boundary</h4>		
3.5 Process for defining report content	<p>We look to the Global Reporting Initiative (GRI) for guidance on specific reporting principles regarding content, quality, and report boundaries. We have taken measures to address the Media Sector Supplement in the GRI 3.1 guidelines. However, not all of the guidelines are applicable or appropriate to our business, and we have applied them flexibly.</p> <p>This report was developed through the lens of several considerations, including issue importance, stakeholder inclusiveness, sustainability context, completeness, balance, comparability, accuracy, timeliness, reliability, and clarity.</p> <p>Performance data are presented throughout the report. Where relevant, we provide details on scale, scope, and collection methodology. Using the GRI guidelines for accuracy, we believe the data we present are sufficiently detailed to allow for clear understanding of our disclosures. We take care to explain key estimates or assumptions that are used in the development of metrics.</p> <p>This report represents our best effort to accurately depict our impact, progress, and results as they relate to corporate citizenship. There are some cases where we have relied on estimates to communicate results. These areas are identified in the report.</p>	✓

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
3.6 Boundary of the report	Our report covers The Walt Disney Company and its affiliated companies. We specifically notate instances in which the scope is different.	✓
3.7 Limitations on the scope or boundary of the report	<p>About This Report p. 2</p> <p>This report is focused on our performance against our citizenship targets. As a result, this report does not address everything we do, have done, or will do, but represents many important areas of ongoing priority and focus.</p> <p>Evolution of Our Targets We annually assess targets to ensure that they reflect the strategic priorities of The Walt Disney Company. As a result, our list of targets continues to evolve. For example, some targets reached their expiration date, some were transferred to narrative reporting on our citizenship website, and some were removed because they no longer supported business objectives. For more information and examples on how our targets have evolved since their introduction in 2012, please reference the “Evolution of Our Targets” section in the FY13 Performance Summary.</p>	✓
3.8 Joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities	See footnotes of specific charts and tables for relevant information in this report.	✓
3.9 Data measurement techniques	<p>See footnotes of specific charts and tables for relevant information in this report.</p> <p>We document the definition of each target and the processes and procedures related to the collection of data with respect to each target. In addition, as appropriate, we look to the Global Reporting Initiative (GRI) for guidance on reporting principles and guidelines for accuracy to allow for a clear understanding of our disclosures.</p> <p>Documenting the components of each target benefits us in two ways:</p> <ul style="list-style-type: none">• Internally, we will have consistent, comparable reported performance against each target as a result of the agreed upon target definitions, data requirements, and performance tracking methodology• Externally, third-party stakeholders will have a clear definition of each target and understanding of our disclosures through the use of common GRI terminology <p>We continue to partner with our corporate reporting function, which also manages Disney's financial data and reporting, for the collection and validation of citizenship data. Where relevant, we provide details on scale, scope, and collection methodology. Using the GRI guidelines for accuracy, we believe the data we present are sufficiently detailed to allow for clear understanding of our disclosures. We take care to explain key estimates or assumptions that have been used in the development of metrics.</p>	✓



DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
3.10 Effect of any re-statements of information provided in earlier reports	See footnotes of specific charts and tables for relevant information in this report	✓
3.11 Significant changes in the scope, boundary, or measurement methods	See footnotes of specific charts and tables for relevant information in this report	✓



GRI Content Index





3.12 GRI Content Index	GRI Index p. 100	✓
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Assurance

3.13 External assurance	<p>Response to Indicator 3.9 p. 105</p> <p>With a goal of transparency and accuracy, we expect the process of data collection to evolve as we refine our approach. In addition, we will consider external verification in the future as a way to enhance assurances regarding the validity of the report's contents.</p>	✓
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DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
<h2>4. Governance, Commitments, and Engagement</h2> <h3>Governance</h3>		
4.1 Governance structure	Corporate Governance website Annual Report/Form 10-K (p. 56) Proxy Statement (p. 9-16) Standards of Business Conduct (web)	✓
4.2 Indicate whether chairperson is also an executive officer	Proxy Statement (p. 9-10)	✓
4.3 Board structure	Proxy Statement (p. 9-13)	✓
4.4 Mechanisms for shareholders and employees to provide recommendations to the highest governance body	Proxy Statement (p. 15) Corporate Governance website	✓
4.5 Linkage between compensation for members of the Board, senior managers, and executives, and the organization's performance	Proxy Statement (p. 16-50) Ethical Conduct p. 54	✓
4.6 Processes to avoid conflicts of interest at the Board	Corporate Governance website Standards of Business Conduct (p. 12)	✓
4.7 Expertise of Board members on sustainability topics (including gender and diversity aspects)	Corporate Governance website <p>Citizenship efforts and performance are reported to the Disney Board of Directors on a periodic basis, with additional updates upon request or when business needs require it. Additionally, the Audit Committee of the Board regularly receives reports on the Company's International Labor Standards program.</p>	✓

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
4.8 Statements of mission, codes of conduct, and principles	<p>Our Citizenship Commitment p. 6 Policies and Approaches (web) Smoking in Film p. 60 Standards of Business Conduct (p. 1-44) Code of Business Conduct and Ethics for Directors Code of Conduct for Manufacturers (web) Friends for Change (web) Standards of Business Conduct (web)</p> <p>Throughout the report, we detail the different principles and guidelines that frame our approach to corporate citizenship.</p> <p>In addition, all of our broadcast and cable properties have internal codes of conduct and standards and practices to ensure that the content we create reflects our citizenship values. These standards and practices cover guidance and rules around the depiction of themes and issues such as diversity, animals, healthy living, drugs, smoking and alcohol, and many others.</p>	
4.9 Procedures of the Board for overseeing the organization’s management of sustainability performance	<p>Our Citizenship Commitment p. 6</p> <p>Citizenship efforts at Disney are led by President and Chief Executive Officer Robert Iger and Senior Executive Vice President and Chief Financial Officer Jay Rasulo. Our organizational structure, reporting to the CFO, reinforces our belief that corporate citizenship is central to the business and brings long-term value to our shareholders.</p> <p>Certain areas of the citizenship function—including community engagement, strategic philanthropy, environment and conservation—have dedicated staff developing strategy, managing compliance, and overseeing stakeholder engagement. In addition, an insights and integration team manages reporting, commitments, and metrics, and analyzes emerging issues, trends, and policy for the Company.</p> <p>Citizenship efforts and performance are reported to the Disney Board of Directors on a periodic basis, with additional updates upon request or when business needs require it. Additionally, the Audit Committee of the Board regularly receives reports on the Company’s International Labor Standards program.</p> <p>Our executives and business unit leaders are committed to the highest level of corporate citizenship. Many executives serve on internal councils that advise the Company on corporate citizenship.</p> <p>Employees throughout the Company also share their professional and personal time to guide the Company’s citizenship activities.</p>	

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
4.10 Process of evaluating the Board’s sustainability performance	Corporate Governance Guidelines See indicator 4.5 and 4.9 for additional information.	
4.11 Precautionary approach	Environmental Stewardship (web) One of our key citizenship priorities is to act and create in an ethical manner and consider the consequences of our decisions on people and the planet.	
4.12 External charters, principles, or other initiatives	Environmental Stewardship (web) Environmental Stewardship p. 66 Responsible Supply Chain (web) <p>In our report, we detail relationships with external initiatives, principles, and codes. These include, but are not limited to, the World Resources Institute GHG Protocol and core conventions of the International Labor Organization (ILO), among others.</p>	
4.13 Memberships in associations	Responsible Supply Chain (web) Corporate Citizenship website (web) <p>Our membership in associations or national/international advocacy organizations includes, but is not limited to, the following: American Red Cross, BSR, Ceres, Committee to Encourage Corporate Philanthropy, Corporate EcoForum, Forum for the Future, International Association of Volunteer Efforts/Global Corporate Volunteer Council, Net Impact, Sustainability 50, Sustainability Consortium, SustainAbility, and others.</p> <p>In our report and on our website, we also describe our membership in a number of associations and national/international advocacy organizations.</p>	

Stakeholder Engagement

4.14 Stakeholder groups	<div>Stakeholder Feedback p. 10</div> <div>Disney Citizenship FAQs (web)</div> <div>We believe that working with external stakeholders enhances our ability to address issues and contributes solutions to some of our most important challenges. We engage with stakeholders routinely and in a variety of ways, including in-person and web-based meetings, conference calls, correspondence, working groups and workshops, and conferences and events.</div> <div>In addition to the stakeholder feedback table in our report, we detail engagements with various stakeholder groups throughout the report.</div>	<div>✓</div>
4.15 Stakeholder identification and selection	<div>Stakeholder Feedback p. 10</div>	<div>✓</div>
4.16 Approaches to stakeholder engagement	<div>Stakeholder Feedback p. 10</div>	<div>✓</div>
4.17 Topics and concerns raised by stakeholders	<div>Stakeholder Feedback p. 10</div>	<div>✓</div>

5. Economic Performance Indicators

Economic Performance

<div>DMA Management Approach</div> <div>Disclosures: Economic</div>	<div>Annual Report/Form 10-K (p. 24-55)</div> <div>Standards of Business Conduct (web)</div> <div>Our Annual Report/Form 10-K outlines our Management Approach Disclosures on Economic Performance.</div> <div>At Disney, we believe tax policy is an important issue to the long-term sustainability of our company and to the health of both global and local economies. Our global effective tax rate has averaged 34% for the past five years and was 35% in the most recent year. We manage our tax affairs responsibly and carefully, as companies of our size, complicated businesses, and global reach must do. We aim to fully comply with all applicable tax rules. We also give due consideration to our reputation, brand, corporate, and social responsibilities when assessing tax initiatives and uncertain tax positions, as well as the applicable legal and fiduciary duties of directors and employees. Ultimately, we strive to manage all taxes so as to provide a responsible outcome that considers the interests of all stakeholders.</div>	<div>✓</div>
<div>EC1 Direct economic value generated and distributed</div>	<div>Annual Report/Form 10-K (p. 64, 67)</div> <div>Annual Report/Form 10-K (p. 24-55)</div> <div>The Walt Disney Company contributes significant value to the economies of the jurisdictions in which it operates. During fiscal year 2014, The Walt Disney Company, accrued \$4.2B and paid \$3.5B in income taxes throughout the world (see pages 64 and 67 of Annual Report/Form 10-K). In the United States, on a cash basis, The Walt Disney Company paid or collected and remitted in excess of \$6B in income, sales, use, payroll, and property taxes during fiscal year 2014.</div>	<div>✓</div>
<div>EC2 Financial implications due to climate change</div>	<div>Annual Report/Form 10-K (p. 19)</div> <div>Our Form 10-K notes impact of long-term weather change on our tourism businesses.</div>	<div></div>
<div>EC3 Coverage of the organization's defined benefit plan</div>	<div>Annual Report/Form 10-K (p. 92-99)</div>	<div>✓</div>

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
EC4 Financial assistance from government	We do not receive financial assistance from the governments of any countries with operations material to our media business.	
*M1 Significant funding and other support received from non-governmental sources	We do not receive more than 10% of revenue from any one individual source.	

Market Presence

EC5 Standard entry-level wage by gender compared to local minimum wage		
EC6 Locally based suppliers		
EC7 Local hiring		

Indirect Economic Impacts

EC8 Infrastructure investments and services for public benefit	Strategic Philanthropy p. 94 Inspire Action target p. 47 Kids and Families in Need target p. 49 The Strengthen Communities section and targets note examples of infrastructure investments and services provided primarily for public benefit, such as volunteer hours, PSAs, play spaces built, etc.	
EC9 Indirect economic impacts		

*M = Media sector supplement core indicator

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
<div>6. Environmental Performance Indicators</div>		
DMA Management Approach Disclosures: Environmental	Emissions target p. 67 Waste target p. 71 Water target p. 73 Product Footprint target p. 89 Paper Policy targets p. 90 ERI target p. 92 Data Table p. 20 Environmental Stewardship (web) Environmental Policy (web) Disney’s Environmental Stewardship Goals and Targets (web) Standards of Business Conduct (web) Infographic: Environmental Stewardship at Disney p. 74 We are working to reduce our environmental impact through projects big and small. From reducing our electricity consumption to investing in reforestation around the world, we are working to help protect the planet for future generations.	

Materials

EN1 Materials used by weight or volume	Paper targets p. 90 We introduced our Paper Policy in October 2012. The paper policy focuses on the responsible sourcing and responsible use of paper in our day-to-day operations. This policy will help us better understand the amount and source of paper used throughout the Company.	
EN2 Recycled input materials	Waste target p. 71 Product Footprint target p. 89 In addition to discussion of different initiatives throughout the Company to integrate recycled materials into Disney products, our wood policy, paper policy, and product footprint targets integrate goals around recycled materials. However, due to the diversity of our businesses, we do not provide an enterprise-wide break down on the percentage of materials used that are recycled input materials.	

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
<div>Energy</div>		
EN3 Direct primary energy consumption	Emissions target p. 67 Environmental Stewardship (web) Data Table p. 20	
EN4 Indirect primary energy consumption	Emissions target p. 67 Environmental Stewardship (web) Data Table p. 20	
EN5 Energy savings	Emissions target p. 67 Environmental Stewardship (web)	
EN6 Initiatives for energy efficiency and renewable energy	Emissions target p. 67 Fuel Cell p. 68 Environmental Stewardship (web) CDP's "Corporate Use of Carbon Pricing" (p. 16)	

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
EN7 Initiatives to reduce indirect energy consumption	<p>Emissions target p. 67</p> <p><i>The Walt Disney Company – Travel Policy – Ground Transportation While on Business Trip</i></p> <p>When commuting while on business trip, employees must choose one of the following alternatives:</p> <ul style="list-style-type: none"> • Mass transit or shuttle service • Carpool or public taxi • Hybrid or low-emission rental or town car service, from an approved vendor, when available and cost effective, otherwise a standard car rental <p><i>Disney Clean Fleet Employee Shuttles</i></p> <p>Disney provides a shuttle service for employees of the greater Glendale and Burbank area. The shuttles make a round trip loop around major sites including the Glendale Creative Campus, Studio Lot, and offices near Brand and Central Boulevards in Glendale. The shuttle operates on Compressed Natural Gas and also has bike racks for bicycle commuters. These shuttles help employees attend off-site business meetings without needing a vehicle to make the trip.</p> <p><i>Commuter Assistance</i></p> <p>Disney offers a Commuter Assistance program that encourages employees to use alternatives to solo driving. In Southern California, incentives include daily cash rewards, subsidies for train and bus passes, and a vanpool fleet of 100 vans with discounted monthly fares. Nationally, Disney offers a program for employees to save on transit passes by setting aside fare amounts from paychecks using pre-tax dollars. A new website, DisneyCommuterAssistance.com, now serves as a one-stop information resource including carpool and vanpool matching, transit and bicycle route planning, and a calendar log to track the positive impacts on the environment and personal pocketbooks.</p>	

Water

EN8 Total water withdrawal	Water target p. 73 Data Table p. 20	
EN9 Effect of water withdrawal	Water target p. 73	
EN10 Water recycled and reused	Water target p. 73	

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
Biodiversity		
EN11 Land assets in or adjacent to protected areas	Conserve Nature p. 40 Environmental Stewardship (web)	
EN12 Impacts on biodiversity	Conserve Nature p. 40 Paper Policy Environmental Stewardship (web)	
EN13 Habitats protected or restored	Conserve Nature p. 40 Environmental Stewardship (web)	
EN14 Strategies for biodiversity	Conserve Nature p. 40 Environmental Stewardship (web)	
EN15 Endangered species	Conserve Nature p. 40 Environmental Stewardship (web)	
Emissions, Effluents, and Waste		
EN16 Greenhouse gas emissions	Emissions target p. 67 Data Table p. 20 Additional information on our greenhouse gas emissions is reported in our 2014 CDP survey submission .	
EN17 Other greenhouse gas emissions	Related Information: Emissions target p. 67 Our performance on our emissions targets provides description of initiatives that help to reduce our greenhouse gas emissions.	
EN18 Initiatives to reduce greenhouse gas emissions	Emissions target p. 67 Paper Policy targets p. 90 Environmental Stewardship (web) CDP's "Corporate Use of Carbon Pricing" (p. 16)	
EN19 Ozone-depleting substances		
EN20 NO _x , SO _x , and other air emissions		

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
EN21 Water discharge		
EN22 Weight of waste	Waste target p. 71 Data Table p. 20 Our ABC Studios has established an innovative set recycling and rental program. This program has helped divert waste from the landfill while generating revenue by renting set materials to others in the entertainment industry. ABC Studios Production Services is committed to minimizing its overall impact on the environment while encouraging and activating green initiatives and environmental standards of operation.	
EN23 Significant spills		
EN24 Waste deemed hazardous under the terms of the Basel Convention		
EN25 Impacts of discharges of water and runoff on biodiversity		
EN26 Initiatives to mitigate environmental impacts	Paper targets p. 90 Smart Packaging Initiative p. 89 In addition to business-specific initiatives, we established companywide goals for sustainable paper and manufacturing.	
EN27 Packaging materials	Smart Packaging Initiative p. 89	
EN28 Sanctions for noncompliance with environmental regulations		
EN29 Environmental impacts of transport	Disney and its affiliates in the United States joined the SmartWay EPA (Environmental Protection Agency) program in 2009. The intent of this effort is to collaborate and identify effective action plans to help minimize carbon emissions from transportation. Many domestic carriers used by Disney are SmartWay Partners. We regularly review optimal transportation modes, such as rail and ocean, which will reduce our carbon footprint.	

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
EN30 Environmental protection expenditures	Conserve Nature p. 40 Environmental Stewardship (web)	

7. Labor Practices and Decent Work

DMA Management Approach Disclosures: Labor Practices	Respectful Workplaces (web) Annual Report/Form 10-K (p. 1-17) Policies and Approaches (web)	
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Employment

LA1 Workforce by employment type, contract, region, and gender	Diversity p. 79 Data Table p. 20 Employees by Employment Status FY14 (Global)²² Full Time: 113,387 Part-Time: 35,485 Temporary/Seasonal: 15,554 All Employees: 164,426	
LA2 Employee hires and turnover by age group, gender, and region		
LA3 Benefits provided to full-time employees	Disney Workplaces (web)	

Labor/Management Relations

LA4 Employees with collective bargaining agreements	Annual Report/Form 10-K (p. 21, 99)	
LA5 Minimum notice period regarding significant operational changes		

²² Global Employee diversity numbers include all employees in our SAP system. Of note, this excludes Pixar and Disneyland Paris employees and includes casuals paid within the last 60 days but excludes daily hires and contract workers.

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
Occupational Health and Safety		
LA6 Workforce represented in joint health and safety committees		
LA7 Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities		
LA8 Training on serious diseases		
LA9 Health and safety topics covered in formal agreements with trade unions		

Training and Education







LA10 Training per employee per gender	Diversity p. 79 Data Table p. 20 We do not average our training hours by employee. We provide number of participants and total number of training hours taken.	
LA11 Programs for skills management and lifelong learning	Career Development (web) Disney Careers (web)	
LA12 Regular performance and career development reviews, by gender	Career Development (web)	






Diversity and Equal Opportunity

LA13 Composition of governance bodies	Board/Governance (web)	
LA14 Ratio of basic salary and remuneration of women to men		

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
<h2>8. Human Rights</h2>		
DMA Management Approach Disclosures: Human Rights	Human Rights Policy (web) Standards of Business Conduct (p. 2, 38) Disney Privacy Policy Code of Conduct for Manufacturers Policies and Approaches (web) Disclosures regarding HR1, HR2, HR3, HR6, HR7, and HR11 apply to the management and oversight of labor rights concerns within The Walt Disney Company’s consumer products business. The International Labor Standards (ILS) Program oversees labor rights issues as they pertain to Disney’s supply chain producing Disney-branded consumer products; therefore, our responses to these indicators address our policies, programs, and outcomes within those parameters.	
<h2>Investment and Procurement Practices</h2>		
HR1 Investment agreements that include clauses incorporating human rights concerns	ILS targets p. 84 International Labor Standards (web) <i>Significant Investment:</i> All licensing agreements between The Walt Disney Company and our licensees qualify as significant investments for the purposes of the ILS Program due to the centrality of these agreements to our consumer products business. <i>Human Rights Clause/Screening:</i> For the purposes of the ILS Program, a human rights clause/screening is defined as a measure of a licensee’s compliance with our sourcing requirements. Licensing agreements contain clauses (quoted below) stipulating compliance with the ILS Program’s requirements. These agreements are then subject to periodic assessments of compliance, thereby incorporating both a clause and screening element. Our sourcing requirements, to which licensees are contractually bound, require that: <i>Licensees shall use only Facilities that comply with at least the ILS Minimum Compliance Standards (except during a period of remediation in accordance with Section F below), and shall ensure that such Facilities fully comply with the Code to the extent it is commercially reasonable...</i> Therefore, 100% of significant investment agreements include human rights clauses/screenings.	

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
HR2 Human rights screening of suppliers, contractors, and other business partners	ILS targets p. 84 <i>Significant Investment:</i> All licensing agreements between The Walt Disney Company and our licensees qualify as significant investments for the purposes of the ILS Program due to the centrality of these agreements to our consumer products business. <i>Human Rights Clause/Screening:</i> For the purposes of the ILS Program, a human rights clause/screening is defined as a measure of a licensee’s compliance with our sourcing requirements. Licensing agreements contain clauses (quoted below) stipulating compliance with the ILS Program’s requirements. These agreements are then subject to periodic assessments of compliance, thereby incorporating both a clause and screening element. <i>Suppliers and Contractors—Classified as Vendors by Disney:</i> 100% of Disney suppliers and contractors undergo human rights screenings through contractually obligated compliance with ILS Program requirements, as outlined in HR1. Furthermore, Disney conducts audits of vendor factories in order to measure compliance to Disney’s labor standards.	
HR3 Training on human rights	ILS Program Manual (web)	
<h2>Non-Discrimination</h2>		
HR4 Incidents of discrimination	Data Table (web)	
<h2>Freedom of Association and Collective Bargaining</h2>		
HR5 Freedom of association and collective bargaining	Data Table (web) We report on the percentage of facilities in which the right to exercise freedom of association and collective bargaining may be at significant risk but do not identify the operations in additional detail.	

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
Child Labor		
HR6 Child labor	Data Table (web) International Labor Standards (web) Policy on Uzbek Cotton (web) Child labor is a Minimum Compliance Standard violation and, therefore, requires immediate corrective action to address the noncompliance. Facilities with MCS violations are not permitted to produce Disney-branded products. Furthermore, Disney has participated in a pilot effort in China to remedy child labor when found.	
Forced and Compulsory Labor		
HR7 Forced labor	Data Table (web) Policy on Uzbek Cotton (web) Statement on Forced Labor and Human Trafficking (web) Involuntary labor is a Minimum Compliance Standard violation and, therefore requires immediate corrective action to address the noncompliance.	
Security Practices		
HR8 Training for security personnel		
Indigenous Rights		
HR9 Violations of rights of indigenous people		
HR10 Human rights reviews and/or impact assessments	Data Table (web) We performed an internal human rights review but do not report on the percentage and total number of operations that have been subject to human rights reviews and/or impact assessments.	
HR11 Grievances related to human rights filed, addressed, and resolved through formal grievance mechanisms	Ethical Sourcing (web) Disney addresses allegations from media and NGOs about labor rights conditions through a standard operating procedure, which involves increased oversight and remediation at the facility level where allegations are confirmed. Disney reports on these allegations on the International Labor Standards website, here . Furthermore, Disney, through a third-party civil society organization (CSO), has maintained since 2005 a worker helpline at select factories in China that allows factory workers to report labor rights violations directly. Disney, other buyers, and the factories work together to develop strategies to remedy these concerns.	

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
9. Product Responsibility		
DMA Management Approach Disclosure: Product Responsibility	Food Safety target p. 88 Nutrition Guidelines targets p. 29 Standards of Business Conduct (p. 29) Disney Privacy Policy Code of Conduct for Manufacturers Policies and Approaches (web)	
*M2 Methodology for assessing and monitoring adherence to content creation values	Age-Appropriate Entertainment Experiences for Kids p. 59 Promote Safety for Kids p. 61 Our values are embedded in each of our consumer-facing brands. For each brand, we have a defined brand promise, and all businesses creating content for that brand must adhere to the standards of each brand. When outside companies (e.g., film production companies) create for our brands, they are also required to deliver against these standards, and we have contractual control to ensure such delivery. Specific businesses, notably Television, also have content standards and practices.	
M3 Actions taken to improve adherence to content creation values	Responsible Content p. 58 See response to M2.	
M4 Actions taken to improve performance in relation to content dissemination issues	Disney Online Safety: Kids (web) Disney Privacy Policy (web) We conduct regular reviews of our guidelines in relation to responsible marketing practices to ensure that we keep abreast of critical issues (e.g., new technology that allows our guests to interact with us in new ways). Internally, we also actively raise awareness of the guidelines and the need for compliance.	
M5 Number and nature of responses related to content dissemination	Disney Online Safety: Kids (web) Disney Privacy Policy (web) Feedback can take many forms: letters, emails, social media, etc. We view feedback as a key means of informing us what we are doing right, and what we are doing wrong. All formal complaints receive some form of acknowledgment and response, especially if it is related to younger audiences.	

*M = Media sector supplement core indicator

DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
M6 Methods to interact with audiences and results	<p>Our relationship with our audiences is key to our success; we do our utmost to make sure we are listening to the interests and concerns of our audiences.</p> <p>We interact with audiences in multiple ways ranging from direct feedback (focus groups, user panels, quantitative questionnaire studies) as well as indirect feedback from social media, consumer reviews, critical reviews, etc.</p>	
PR1 Health and safety impacts along life cycle	<p>Product Footprint p. 89 Product Safety (web)</p> <p>We do not report on the percentage of significant products and services categories subject to life cycle stage impact assessments.</p>	
PR2 Noncompliance with health and safety standards and regulations	<p>We track incidents of noncompliance by our vendors and licensees but do not itemize them here.</p>	

Product and Service Labeling

PR3 Product information	<p>Paper Policy (web)</p>	
PR4 Noncompliance with product and service information standards		
PR5 Customer satisfaction	<p>The guest relations/services of our consumer products group prepares a weekly “Voice of the Guest” for executives. This report is a compilation of several different surveys and monitoring activity, including exit surveys from the disneystore.com website, post-purchase surveys, product ratings by consumers, and secret shopper—both online and in-store. Additionally, ad hoc guest comments are monitored and reported from emails, blogs, etc.</p>	

Marketing Communications

PR6 Fundraising and marketing communications standards	<p>Responsible Marketing p. 60 Healthy Living targets p. 29</p>	
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DISCLOSURE	LOCATION/DIRECT ANSWER	STATUS
PR7 Noncompliance with marketing communications standards	<p>Responsible Marketing p. 60 Healthy Living targets p. 29</p> <p>Due to the low number of known breaches of regulations and voluntary codes, we do not currently have a means of auditing the total number of incidents and outcomes.</p>	
M7 Actions taken to empower audiences through media literacy skills development and results obtained	<p>Online Safety p. 61 Creativity p. 37 Cultural Relevancy p. 63</p>	

Customer Privacy

PR8 Complaints regarding customer privacy	<p>Disney Privacy Policy (web) Standards of Business Conduct (p. 6)</p>	
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Compliance

PR9 Sanctions for noncompliance with regulations concerning the provision and use of products and services		
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10. Society

Community

DMA Management Approach Disclosure: Society	Strengthen Communities (web) Participation in the Formulation of Public Policy Standards of Business Conduct (p. 38-40) Standards of Business Conduct (web)	
S01 Implemented local community engagement, impact assessments, and development programs	Strengthen Communities p. 44 Strengthen Communities (web)	

Corruption

S02 Programs/business units analyzed for risks related to corruption	While we do not report the percentage and total number of business units, we analyze where we have material risks to our business for corruption.	
S03 Anti-corruption training	Standards of Business Conduct (p. 30) We do not report on the percentage of employees training in anti-corruption policies and procedures, but further information on our anti-corruption policies and procedures are outlined in our Standards of Business Conduct expected to be followed by all employees.	
S04 Actions taken in response to incidents of corruption		

Public Policy

S05 Public policy positions and lobbying	Participation in the Formulation of Public Policy (web)	
S06 Contributions to political parties, politicians, and related institutions	Participation in the Formulation of Public Policy (web) Information regarding the contributions made by the political action committee in calendar 2014 is available here . Information regarding the contributions we made in calendar 2014 (other than through our political action committee) is available here .	

Anti-Competitive Behavior

S07 Legal actions for anti-competitive behavior, antitrust, and monopoly practices	Standards of Business Conduct (web) More information can be found within our Standards of Business Conduct on our website.	
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Compliance

S08 Sanctions for noncompliance with regulations	Standards of Business Conduct (web) More information can be found within our Standards of Business Conduct on our website.	
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