



# Navigating Change & Challenging Times

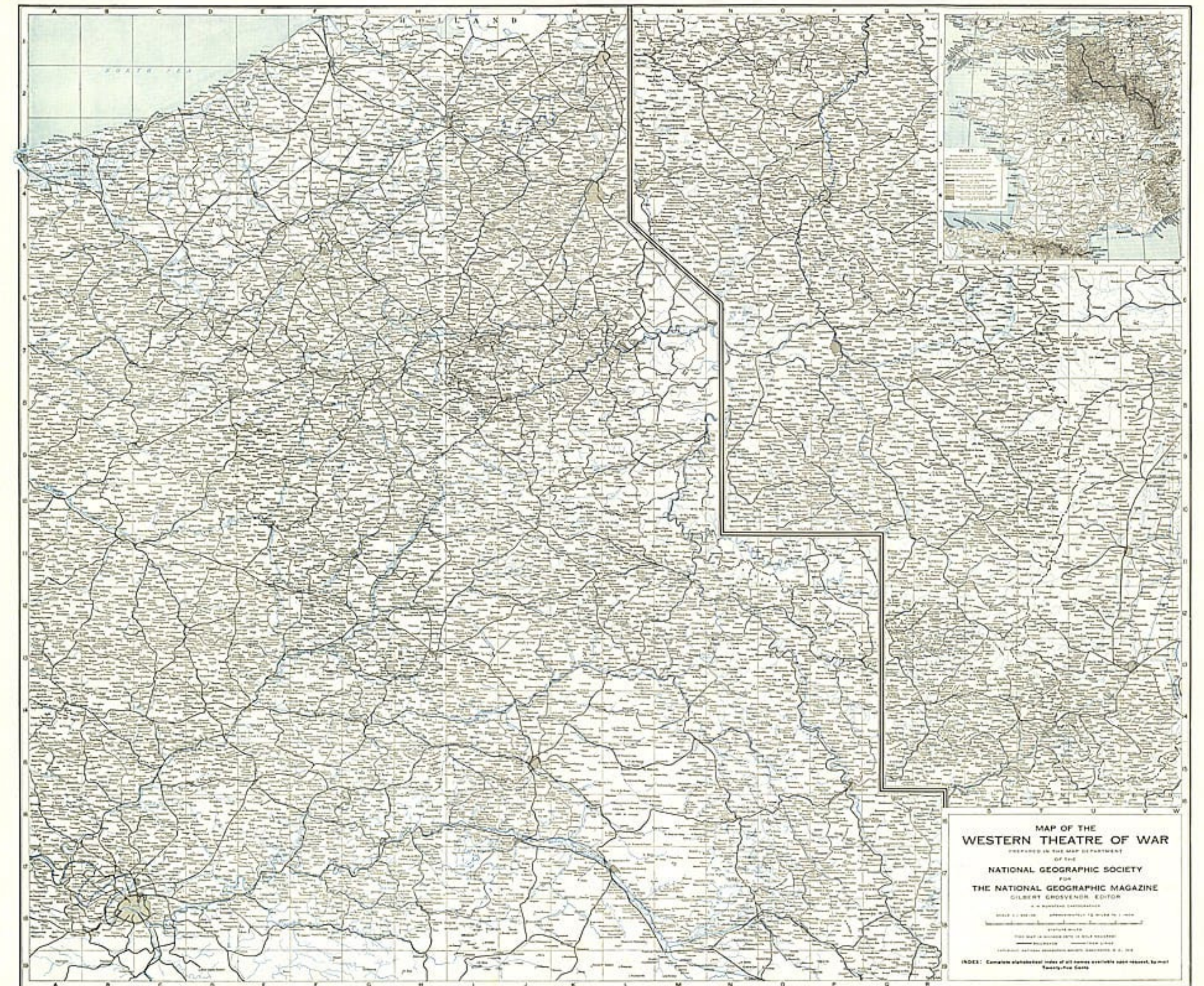
IMIA Mapping Leaders Forum

May 14, 2025



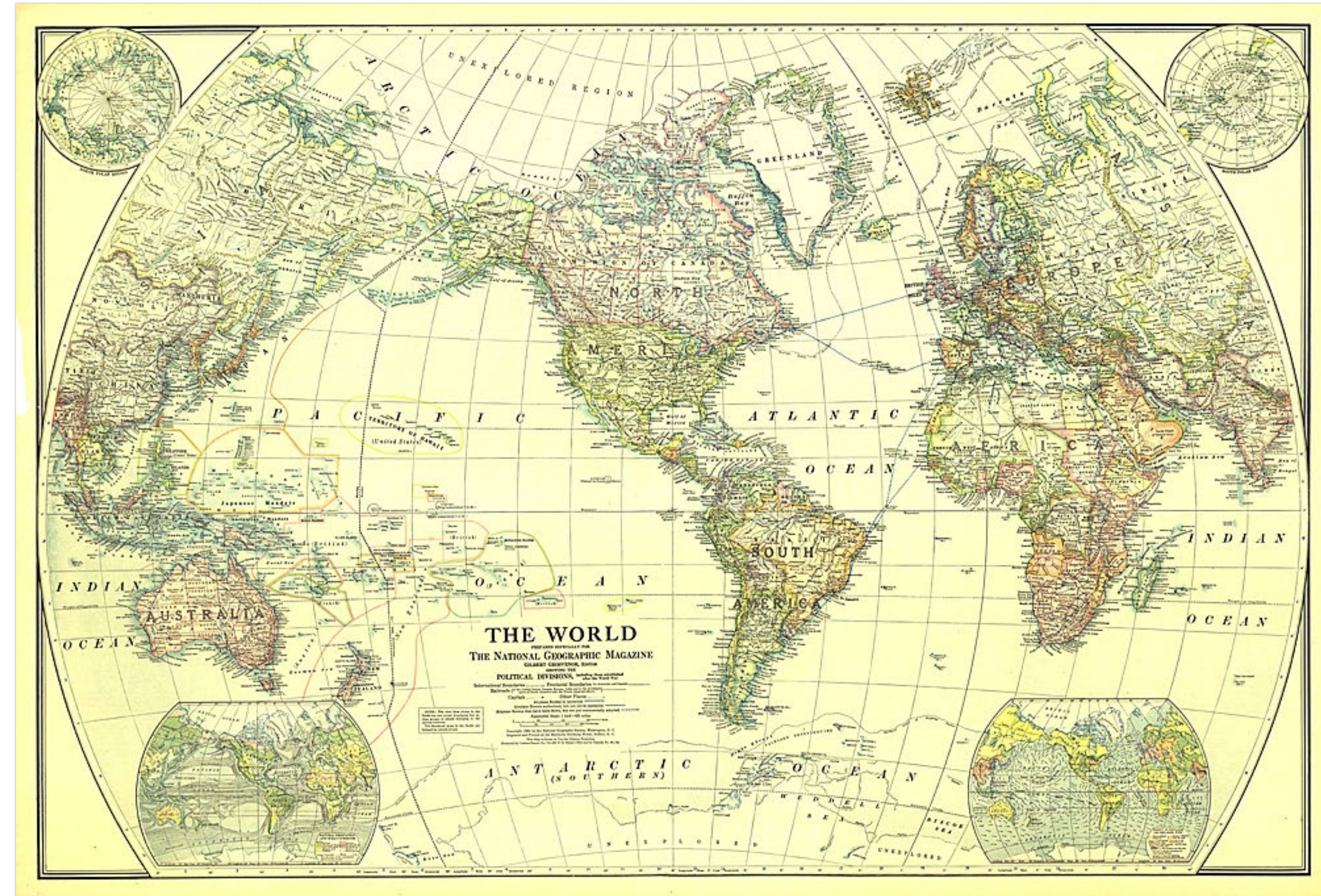
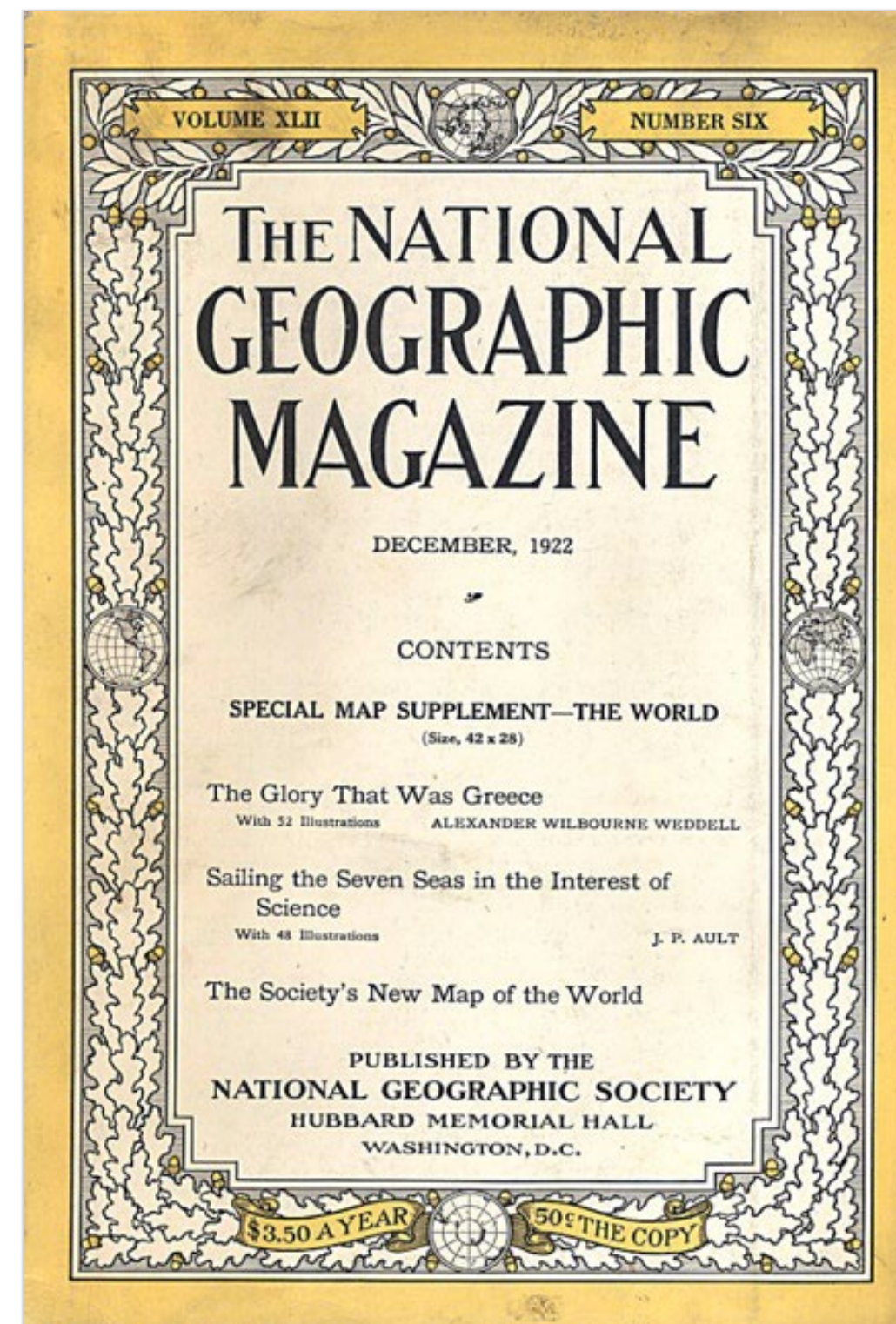
# FIRST DIVISION OF NATIONAL GEOGRAPHIC, FOUNDED IN 1915

- 1918,
  - A "Map of the Western Theater of War," released with the May issue of NATIONAL GEOGRAPHIC
  - First map supplement prepared entirely by the new Cartographic Department.





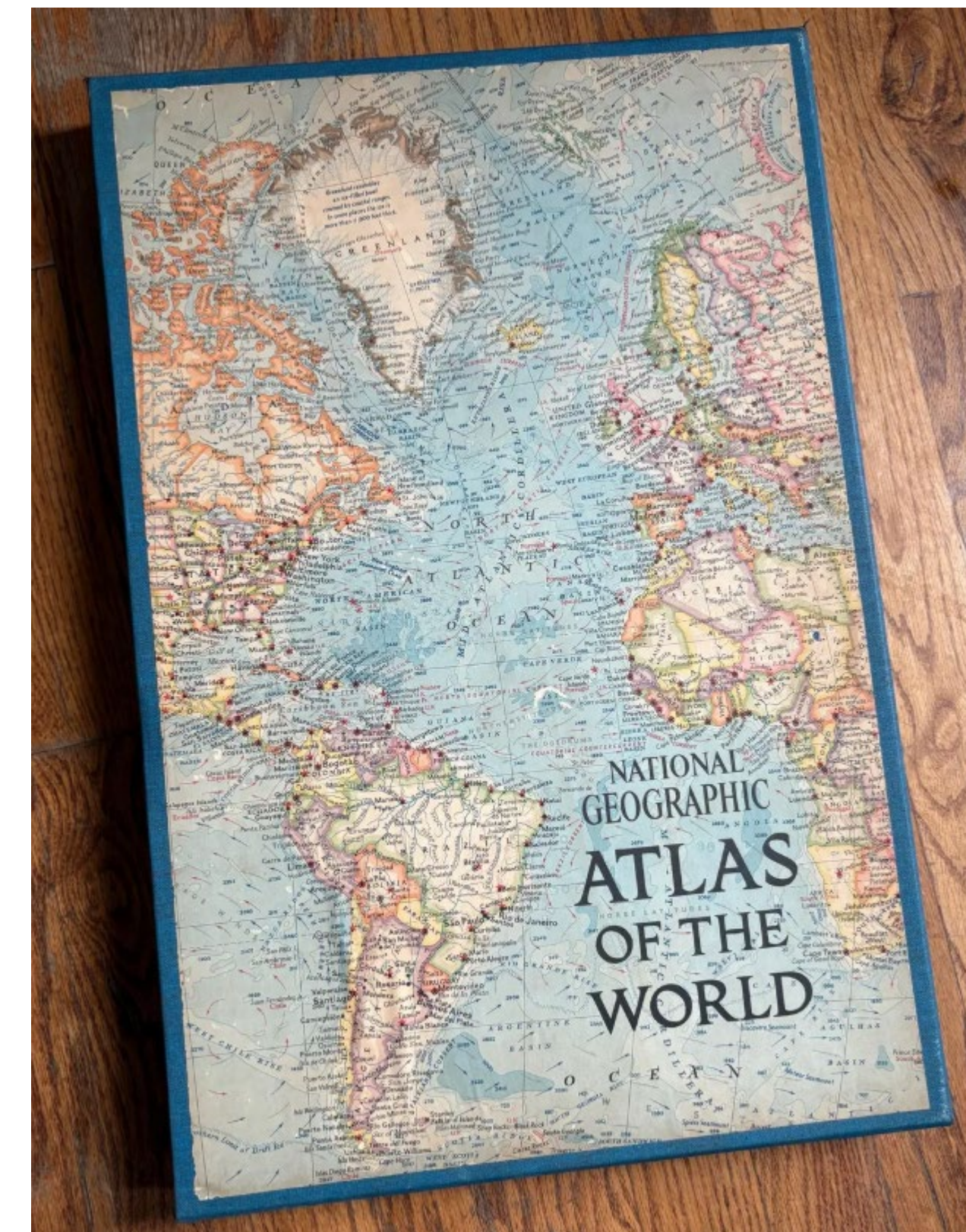
# CENTURY-LONG CARTOGRAPHIC TRADITION





## EVOLUTION - COMMERCIALIZATION

- Commercial Ventures
  - 1961 the first National Geographic Globe is produced
  - 1963 the first edition of the National Geographic Atlas of the World is published





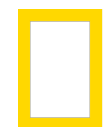
## GROWTH THROUGH ACQUISITION



- Washington D.C.



- Evergreen, CO





# TRANSFORMATION & REALIGNMENT



National Geographic Society  
owns 27% of  
National Geographic Partners.

Each year the National  
Geographic Society receives 27%  
of all net profits.

## The Geography of Geographic

The Society (left) remains a nonprofit, while National Geographic's media properties now comprise a joint venture with 21st Century Fox. Map is not to scale.



National Geographic Partners was a joint  
venture between the non-profit scientific  
organization National Geographic Society and  
21<sup>st</sup> Century Fox.



WHO WE ARE TODAY



National Geographic Partners is a joint venture between the non-profit scientific organization National Geographic Society and The Walt Disney Company.



The Walt Disney Company owns 73% of National Geographic Partners.



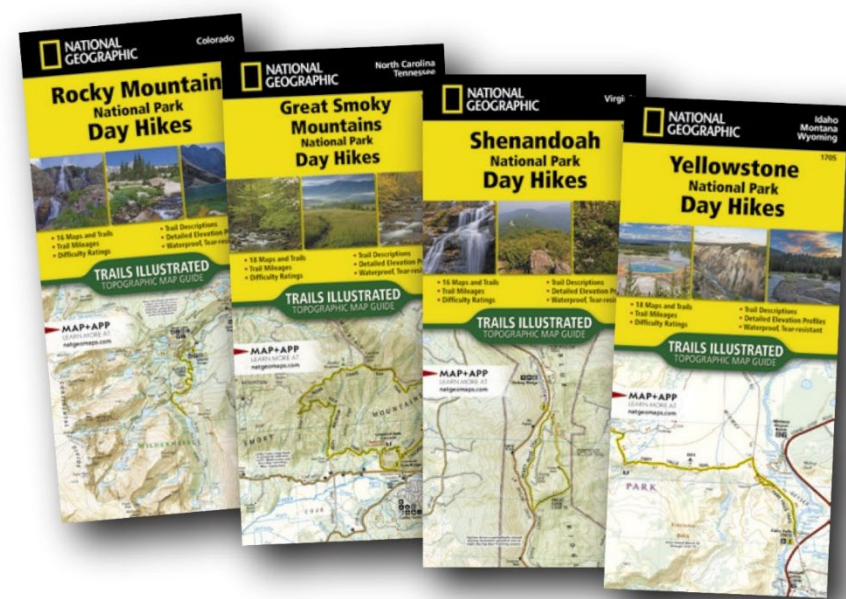
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# MARKET-LEADING CARTOGRAPHIC PRODUCTS



## Trail Maps

Category leader in North America with over 400 products

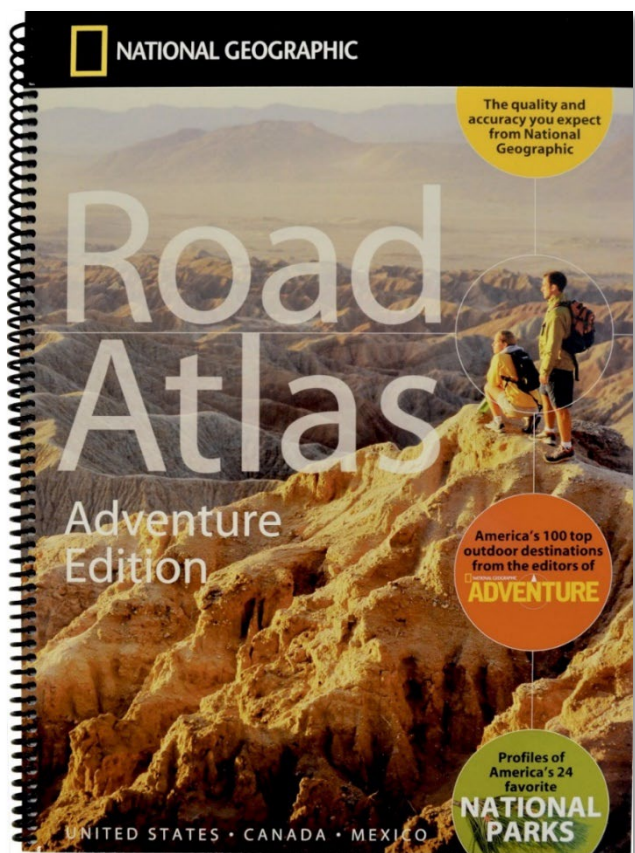
- National Parks
- National Forests
- Regional and Local
- Long Distance Trails
- Day Hikes



## Travel Maps

Category leader in North America with over 150 products

- International and Domestic
- Countries, regions, and cities



## Road Atlases

Bestselling U.S. travel publication in 2023 and 2024

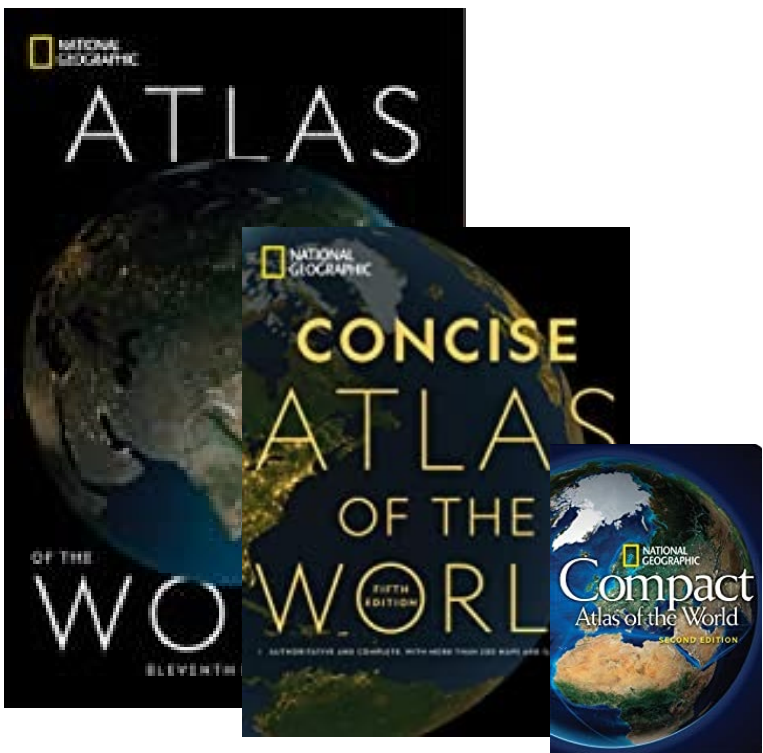
- Road & recreation atlases for U.S.



## Reference Maps

Largest catalog in North America with over 700 titles

- Contemporary Collection World, Continent, Country, History, Science, Space, Kids, Recreation
- Archive collection
- 11<sup>th</sup> Edition World Atlas



## World Atlases

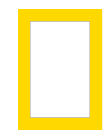
Category Leader in North America

- 4 World Atlases





SMOOTH SAILING...





## NO SUCH THING AS SMOOTH SAILING



- IN 2023 DISNEY UNDERTOOK SIGNIFICANT COST-CUTTING MEASURES
  - \$5.5 billion reduction in costs
  - Elimination of 7,000 positions
  - Significant reorganization
- NATIONAL GEOGRAPHIC MAPS
  - Strong performance from the preceding years didn't shield us from change.
  - Staff reduction
  - 360 Business review initiated



# ORGANIZATIONAL REVIEW

## EVERGREEN, COLORADO

- DISNEY AUTHORIZED SITE
  - Safety, security, building upgrades
- WAREHOUSE REVIEW
  - Storage capacity, staging capacity, and growth potential
- LOCATION
  - 8,000 FT. elevation that is often impacted by weather.
  - Not serviced by all freight companies.
- EMPLOYEES
  - Commute / Relocation
  - Part time / season employees
- OPTIONS
  - Expand existing facilities
  - Move to a new facility
  - Outsource National Geographic Maps fulfillment to a reliable Third-Party Logistics (3PL) vendor





# FINDING THE RIGHT PARTNER

## PURSUE A MORE EFFICIENT WORK ENVIRONMENT

- OUTSOURCE NATIONAL MAPS FULLFILLMENT TO RELIABLE THIRD-PARTY LOGISTICS (3PL) VENDOR
  - Ability to scale quickly
  - Increase Amazon order fulfillment rate
  - Increase pallet / freight capacity
  - Maintain inventory in one centralized location
- VACATE THE FACILTITIES IN EVERGREEN, CO
  - Switch to virtual office environment
    - Expanded employee talent pool
    - National Geographic HQ in Washington D.C.
      - Expanded cartographic team





## FINAL CHOICE



- LONG TERM RELATIONSHIP
  - Extremely detail oriented
  - Creative problem solving
  - Teams worked well together
- EXPERTS IN MAP DISTRIBUTION
  - Retail, direct-to-consumer
  - Domestic and international
- MAP INDUSTRY KNOWLEDGE
- BUSINESS DEVELOPMENT SYNERGIES







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