

CORPORATE BACKGROUNDER

OVERVIEW

EDG is an innovative destination development partner for resorts, hotels, entertainment retail, theme parks and related mixed-use real estate venues worldwide, specializing in projects with entertainment elements.

EDG specializes in development strategies, master planning, branding, project and design management, and operational planning services for owners and investors seeking innovative and unique destination experiences. From idea generation through implementation and opening day, EDG supports their clients throughout the life of each project. As the owner's strategic partner, EDG brings into focus each client's vision, enhancing real estate and economic value to meet business objectives.

EDG applies their vast experience in solving complex issues such as regional tourism initiatives, pre-development, sustainability, infrastructure systems, design and implementation strategies, and intellectual property & branding strategies.

MARKETS

As strategic partner, EDG works to define and realize their clients' vision, enhancing real estate and economic value and ensuring they meet their business objectives. EDG clients include:

- Owners
- Developers
- Investors
- Governmental agencies
- IP Licensors

EDG has active projects in the following countries:

- China
- Hong Kong
- Malaysia
- UAE
- Egypt
- USA

PROJECTS

EDG projects include the following:

- Destination Resorts
- Resort Hotels
- Tourism Strategy
- Mixed-Use Real Estate
- Retail, Dining & Entertainment
- Theme Parks / Attractions
- Animal-based Attractions
- Cultural Attractions
- Museums

SERVICE AREAS

EDG Urban

Destination Planning & Development

EDG Urban provides innovative real estate planning and development acting as the owner's representatives and urban strategist for entertainment, resort, and tourism development throughout the world.

EDG Works

Parks and Attractions Project & Design Management

EDG Works offers design and project management services related to parks and attractions worldwide. From idea generation through implementation, EDG is the owner's strategic partner, bringing into focus each client's vision and enhancing economic value to meet their business objectives.

EDG Ops

Park and Resort Owner & Operator Services

EDG Ops offers a full suite of services for the owners and operators of parks and resorts worldwide. As a strategic partner, we apply our vast expertise to help ensure successful operation and management of our client's projects.

CAPABILITIES

EDG Urban

- Tourism Planning & Strategy
- Master Planning
- Development Feasibility & Strategy
- Entertainment District Creation
- Vision Planning
- Development Management
- Land Use Planning
- Government Support Advisement
- Site Planning
- Design Guidelines

EDG Works

- Brainstorming / Charrettes
- Project Implementation Strategy
- Operational Modeling & Programming
- Design & Financial Assessment
- Design Management
- Project Management
- Scheduling & Estimating
- Design Standards
- Project Repositioning

EDG Ops

- Operations Planning
- Operations & Design Standards
- Operating Guidelines
- Project Gate Reviews
- Business Feasibility Assessment
- Strategic Planning
- License Advisory Services
- Industrial Engineering Reviews
- Operations & Executive Training



MANAGEMENT **Thomas Kozlowski** - Principal & Co-Founder
Lee Penn Lanselle - Principal & Co-Founder
Rob Wyatt - Principal & Co-Founder
Bob Pope - Principal
Patsy Tillisch - Principal

CONTACT **EDG**
10999 Riverside Drive
Suite 200
North Hollywood, CA 91602
USA
Phone: +1 818 763 8888
Fax: +1 818 763 2288
www.edgcompany.com

MEDIA CONTACT Terri Albers Griffin
pr@edgcompany.com
+1 214 563 5600

MANAGEMENT TEAM BIOS

THOMAS KOZLOWSKI

Principal / Co-Founder

Thomas Kozlowski is an architect and urban designer well known for his work in the area of creative large-scale real estate development. Mr. Kozlowski has been instrumental in the design and implementation of major urban projects and public/private partnerships throughout the world that create innovative value and define a “sense of place”. At EDG, Mr. Kozlowski leads the master planning and development efforts with a primary focus in real estate value creation.

His recent work has included the Iskandar International Destination Resort in Malaysia, a 2300-acre mixed-use nature-based tourism resort, Colorful Guizhou Town, a mixed-use, cultural entertainment development in China, design management for the Ocean Park redevelopment in Hong Kong, master plan and development strategy for six theme parks, related hotels, retail entertainment, and transportation systems in the Middle East, the development of a tourism and heritage district for the Great Wall at Badaling, China, and Oz Resort in New York.

Previously, Mr. Kozlowski was Director of Development Management and Master Planning and Entitlements for Walt Disney Imagineering, where he led a California-based team to provide design and planning vision, imagination, and design management of the master plan implementation of Disneyland Resort in Anaheim. He also finalized the concept design, program, and strategy for the master plan and government works for the Hong Kong Disneyland Resort. Prior to joining Disney, Mr. Kozlowski co-founded Urban International to focus on design and development strategies for large-scale planning and mixed use projects in Asia including the successful Nanshan Cultural Tourism District on Hainan Island, China.

Mr. Kozlowski also headed a design management group overseeing the planning, design, and implementation of Battery Park City, the acclaimed, award-winning, mixed-use waterfront community in New York. Prior to living in New York, he worked and resided in Hong Kong as a principal urban designer for EBC Hong Kong managing resort, recreation, multi-family residential, and waterfront developments throughout Southeast Asia.

In addition to his professional experience, Mr. Kozlowski is a frequent speaker and has lectured and taught extensively throughout the US. Mr. Kozlowski received his master’s degree Harvard Graduate School of Design.

LEE PENN LANSELLE

Principal / Co-Founder

Lee Lanselle is an expert in the business of theme parks, resorts and themed entertainment with nearly thirty years of experience in planning, executing and implementing projects and operations. At EDG, Mr. Lanselle applies this expertise to theme parks and resort projects of public and private owners, developers and operators globally including in China, Japan, Korea, Malaysia, Taiwan, the United Arab Emirates and the US.

Mr. Lanselle was an executive in Walt Disney Parks and Resorts for over 20 years where he was a central figure in the planning and implementation of Disney’s international theme park and resort projects in Japan, France and Hong Kong. Mr. Lanselle collaborated with Disney corporate planning and legal teams, supporting the preparation of development, license and management agreements. In connection with these projects, Mr. Lanselle’s experience included securing agreements, government liaison, planning and integrating transportation systems, retail, dining and entertainment.

Mr. Lanselle was named ‘secrétaire général’ to manage Disney’s relations with French governmental parties and local communities. He worked with a legal and financial task force to establish the entity structure and requisite shareholder, management and license agreements for all resort elements. He was ‘président’ (chairman) of Euro Disneyland S.N.C., the financing company for the Disneyland Paris theme park.

During the construction of Tokyo Disneyland park, he relocated to Tokyo where he managed sponsorship development as well as the installation and opening of three major film-based attractions. After the park's opening, he was named Director-Business & Legal Affairs, protecting Disney's rights in Japan and solving operational issues as a member of the expatriate liaison team.

Mr. Lanselle was a Fulbright Fellow. He received his Bachelor of Arts degree in Japanese Studies – Economics from Yale University and his MBA in financial policy and control from the University of Michigan. Mr. Lanselle speaks fluent French and conversational Japanese.

ROB WYATT

Principal / Co-Founder

Rob Wyatt is an entertainment leader with an extensive background as show producer, idea generator, and design strategist specializing in creative brainstorming. At EDG, Mr. Wyatt applies this expertise to the development of shows and content for experiential venues and resorts worldwide. He collaborates with IP licensors as their partner in entrepreneurial initiatives to develop innovative and unique experiences.

Prior to EDG, Mr. Wyatt was Vice President of Entertainment Services for BRC Imagination Arts where he helped initiate and define the vision for such projects as the Freej theme park at Dubailand, 57 Centrum in Anaheim, Shuttle Launch Experience at Kennedy Space Center, Spaceport Shenyang, Abraham Lincoln Museum and Library in Illinois, Images of Singapore at Sentosa Island, and Forces of Nature at Arizona Science Center.

As show producer and design strategist for Spectra Entertainment, Mr. Wyatt worked on projects such as Magic World-Dubai, Sony Music Box and Don Quixote's Magical Flight. He was also a designer for many other concepts including: Earthwatch, Terminator II 3-D, Water World, and Jurassic Park.

At Walt Disney Entertainment, Mr. Wyatt art directed and designed over 50 special events including parades and live shows.

Mr. Wyatt's career began as an instructor of production design, history of theater, and graphic design. Mr. Wyatt received his Bachelor of Arts degree from Southern California College and a Master of Fine Arts from California State University, Fullerton.

BOB POPE

Principal

Bob Pope is a project management professional with extensive experience in theme park design, construction, production, installation and operations. He has led design and construction teams for multiple project types including attractions, retail locations, restaurants, live entertainment venues, office facilities, site development, and utility infrastructure installations.

At EDG, Mr. Pope directs project management including scope, schedule and budget, and establishes and implements project controls processes for theme parks of all sizes around the world. Recent work has included projects for Pink Panther's Science of Movies in Malaysia, Dubailand, Hangzhou Amusement Park in China, and Ocean Park redevelopment in Hong Kong. Prior to EDG, Mr. Pope was co-founder and partner of Total Park Projects, a design and project management company where he led the project management and implementation for theme parks located within the US, Europe, and Asia.

With over 24 years of experience at Walt Disney World, he was responsible for setting the strategic direction for over 150 projects from conception to closeout. He developed and managed the business plans, park and attraction programming, creation of scope documents, budgets, estimates, schedules, design, and construction. As a project manager at Disney's Animal Kingdom, Mr. Pope managed the design and construction of multiple projects for the opening day menu in addition to several other post-closing projects. Prior to his role on Animal Kingdom, Mr. Pope worked with Walt Disney World Industrial Engineering and was key in the



development of the program for the expansion efforts of the Disney-MGM Studios Theme Park; which included the plans for MuppetVision 3D, Honey, I Shrank the Kids Playground, The Soundstage Game show, The Tower of Terror thrill ride, the Theater of the Stars, Sunset Blvd. and the supporting restaurant and retail facilities, in addition to managing the design and construction teams for several infrastructure projects.

Mr. Pope is a graduate of the University of Central Florida.

PATSY TILLISCH

Principal

Patsy Tillisch is an experienced leader in the areas of design conception and development for theme park attractions, animal exhibits, themed retail and food facilities, and performance venues. With her depth of experience, she has become a specialist in the area of themed animal habitats and zoo themed resorts and parks.

At EDG, Ms. Tillisch directs design development and project programming of projects of all sizes for theme parks and animal attractions around the world. Recent work has included projects for Dubailand, Wildlife Reserve Singapore, Hangzhou Amusement Park in China, and Ocean Park redevelopment in Hong Kong. Prior to EDG, Ms. Tillisch was co-founder and partner of Total Park Projects, a design and project management company where she led teams to produce projects for zoos and theme parks in Hong Kong and the US, such as the Phoenix Zoo, Jacksonville Zoo, Houston Zoo, and Nashville Zoo.

Prior to starting her own company, Ms. Tillisch joined the Walt Disney Imagineering team where she played a key role on Disney's Animal Kingdom from the blue-sky concept phase through the park's construction and opening. As the Associate Producer, she was responsible for establishing and managing the schedule and budget for the park's entire creative team. In addition to providing day-to-day design direction, Ms. Tillisch organized and led safaris across Africa and Asia, researching unique habitats and meeting with world-renowned conservationists, and was responsible for show producing the Camp Minnie Mickey area of the park.

Ms. Tillisch's experience and career in production, field art direction and operation of theme parks began 30 years ago with Six Flags, Inc. where she was a park supervisor and show producer for Astroworld in Houston, Texas and later with Magic Mountain in Valencia, California. Her experience also includes management of an animation studio where she became knowledgeable with IP development and licensing.

Ms. Tillisch is a graduate of the University of Texas in Austin.