

STAR WARS THE LAST JEDI

Rey took her first steps into a larger world in *Star Wars: The Force Awakens* and will continue her epic journey with Finn, Poe, and Luke Skywalker in the next chapter of the continuing *Star Wars* saga, *Star Wars: The Last Jedi*, which is currently in post production. *Star Wars: The Last Jedi*, which is written and directed by Rian Johnson and continues the storylines introduced in *Star Wars: The Force Awakens*, welcomes back cast members Mark Hamill, Carrie Fisher, Adam Driver, Daisy Ridley, John Boyega, Oscar Isaac, Lupita Nyong'o, Domhnall Gleeson, Anthony Daniels, Gwendoline Christie, and Andy Serkis. New cast members will include Academy Award® winner Benicio Del Toro, Academy Award® nominee Laura Dern, and talented newcomer Kelly Marie Tran. *Star Wars: The Last Jedi* is produced by Kathleen Kennedy and Ram Bergman and executive produced by J.J. Abrams, Jason McGatlin, and Tom Karnowski.



BRAND ATTRIBUTES

Timeless Storytelling • Multi-generational
Epic Space Fantasy • Mythology & Morality
Lightsabers • "The Force" • Hope & Optimism • Fun



MERCHANDISE TARGET

Primary: Kids 5-12
Secondary: Tweens • Parent /Gift Givers • Fans - Teen/Adult



HIGHLIGHTS

- Bold new adventure builds upon the massive success of *Star Wars: The Force Awakens*
- Introduction of all new merchandisable characters, vehicles and locations
- Laura Dern, Benicio Del Toro and Kelly Marie Tran join the legacy cast in this next chapter of the *Star Wars* saga

CROSS-COMPANY SUPPORT

- Force Friday II launches new product September 1, 2017
- Major cross company priority
- Fall Studio promotional partner activations
- Full Studio marketing support
- Parks & Resorts experiences



BOX OFFICE

- Most anticipated film of 2017¹
- Follow-up to biggest North American box office movie ever²
- The second film of the new trilogy releases domestically on December 15th, 2017

Source: 1 Fandango.com / 2 Lucasfilm Ltd.



SOCIAL MEDIA

- 18.56M+ [Facebook](#) fans
- 6.8M+ followers on [Instagram](#)
- 1.84M [YouTube channel](#) subscribers
- [@StarWarsLife](#) consumer products lifestyle based social media account launched Oct 2016

STARWARS.COM



SEPTEMBER 1, 2017



Product Set Date & Major Marketing

DECEMBER 15, 2017



Theatrical release

SPRING 2018



Home Entertainment Release - TBD