



Fact Sheet

Company Name: Hallmark Cards, Inc.
2501 McGee Trafficway
Kansas City, MO 64108

President and CEO: Mike Perry

Founded: 1910

Headquarters: Kansas City, Mo.

Ownership: Private

Consolidated Annual Revenues: Approximately \$4 billion in 2018

Employees: Hallmark employs approximately 30,000 worldwide

- 3,400 (approx.) employees at Hallmark's Kansas City headquarters
- 1,000+ employees in Hallmark's global creative community including artists, designers, stylists, writers, editors, web designers, and photographers who work on developing products

Hallmark' portfolio of businesses

- **Hallmark Greetings:** Global greetings business sells greeting cards, gift wrap and related products in more than 30 languages with distribution in more than 100 countries and 100,000 rooftops worldwide.
- **Hallmark Retail:** Retail operations include about 2,000 Hallmark Gold Crown stores in the U.S., Canada, England, Ireland and Scotland featuring greeting cards, Keepsake ornaments and a range of home décor and gift products.
- **Hallmark Home & Gifts:** Home & Gifts is an emerging business that sells home décor and gift products throughout the U.S. Products range from trendy to highly crafted to vintage designs sold under the Easy Tiger, Floor 9, and J.C. and Rollie brand names. Another gifts-related business is Hallmark Baby, which offers top-quality baby and children's clothing sold online.
- **Crayola:** The No. 2 most-loved brand for moms¹ and third-largest toy brand today, Crayola offers a wide range of art materials and creative play toys sold in markets around the globe. It also operates Crayola Experience interactive attractions for children of all ages in Arizona, Florida, Minnesota, Pennsylvania and Texas.
- **Crown Media Family Networks:** Operates 24-hour cable networks Hallmark Channel, Hallmark Movies & Mysteries and Hallmark Drama with distribution in the U.S. and Canada. Hallmark Publishing is the e-books division of the Hallmark networks and Hallmark Movies Now is its subscription-based streaming service.
- **Crown Center:** A real estate development business responsible for managing the 85-acre hotel, office, entertainment and residential complex surrounding Hallmark's world headquarters in Kansas City, Missouri. Attracting 5 million visitors annually, Crown Center is a key meeting and tourist destination. Another Hallmark business located at Crown Center is Halls Kansas City, a specialty department store.

2018-2019 Recognition Highlights:

- Best Places to Work (Human Rights Campaign)
- America's Best Employers (Forbes/Statista)
- America's Best Employers for Diversity (Forbes/Statista)
- Top 3 America's Best Employers for Women (Forbes/Statista)
- UK Superbrand (superbrands.uk.com)
- Greeting Card Brand of the Year (Harris Poll)
- Top 25 Well-Being Leaders (Global Healthcare Resources)
- Caring Company Award (Hong Kong Council of Social Service)

Licensing: Hallmark holds licensing agreements for 9 of the top 10 most popular licensed properties, including Disney, Warner Brothers and Mattel