Top Ten Risks

<table>
<thead>
<tr>
<th>Risk</th>
<th>% of Respondents Indicating as Top 10 Risk</th>
<th>% with Loss</th>
<th>% with Plans in Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Damage to reputation/brand</td>
<td>63%</td>
<td>0%</td>
<td>50%</td>
</tr>
<tr>
<td>Economic slowdown/slow recovery</td>
<td>63%</td>
<td>42%</td>
<td>25%</td>
</tr>
<tr>
<td>Cyber crime/hacking/viruses/malicious codes</td>
<td>47%</td>
<td>22%</td>
<td>67%</td>
</tr>
<tr>
<td>Increasing competition</td>
<td>42%</td>
<td>38%</td>
<td>63%</td>
</tr>
<tr>
<td>Failure to innovate/meet customer needs</td>
<td>42%</td>
<td>38%</td>
<td>75%</td>
</tr>
<tr>
<td>Business interruption</td>
<td>42%</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>Property damage</td>
<td>42%</td>
<td>38%</td>
<td>88%</td>
</tr>
<tr>
<td>Weather/natural disasters</td>
<td>42%</td>
<td>50%</td>
<td>38%</td>
</tr>
<tr>
<td>Third party liability (incl. E&amp;O)</td>
<td>37%</td>
<td>14%</td>
<td>86%</td>
</tr>
<tr>
<td>Regulatory/legislative changes</td>
<td>32%</td>
<td>17%</td>
<td>17%</td>
</tr>
</tbody>
</table>

About Aon

Aon plc (NYSE:AON) is a leading global provider of risk management, insurance brokerage and reinsurance brokerage, and human resources solutions and outsourcing services. Through its more than 72,000 colleagues worldwide, Aon unites to empower results for clients in over 120 countries via innovative risk and people solutions. For further information on our capabilities and to learn how we empower results for clients, please visit: http://aon.mediaroom.com.

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For full insights from the survey, visit us at aon.com/2017GlobalRisk

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We live in an era of unprecedented volatility. Trends on three major dimensions – economics, demographics, and geopolitics – combined with the exponential pace of technology change, are converging to create a challenging new reality for organizations. These forces create opportunities that we cannot even imagine, but also present new frontiers to be explored.

Today’s Entertainment companies are facing complex and interconnected risks.
Data Source: Aon’s 2017 Global Risk Management Survey

Top Five Emerging Risks in 2020

1. Economic Slowdown/ Unemployment
2. Cyber crime/ hacking/ event/ technologies collapse
3. Political Risk/ uncertainties
4. Damage to reputation/ brand
5. Failure to innovate/ meet customer needs

Presence of a Formal Risk Management Department

<table>
<thead>
<tr>
<th>Yes (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>28%</td>
<td>72%</td>
</tr>
</tbody>
</table>

Risk Departments Cultivate a Comprehensive Process to Identify and Assess Current and Emerging Risks

#### Identification of Major Risks

- Board and/or management discussion of risk during annual planning, risk assessment or other processes: 61%
- Risk information from other function-led processes (e.g. internal audit, disclosure, compliance, etc.): 56%
- Senior management judgment and experience: 44%
- Structured enterprise-wide risk identification process judgment and experience: 39%
- Industry analysis, external reports: 17%
- No formalized process: 17%

#### Assessment of Major Risks

- Board and/or management discussion of risk during annual planning, risk assessment or other processes: 56%
- Senior management judgment and experience: 56%
- Consult with external service provider/advisor: 44%
- Structured enterprise-wide risk assessment process supported by a standard toolkit and methodology: 39%
- Risk modeling/risk quantification analysis: 11%
- No formalized process: 6%

Cyber Purchasing Patterns

- Insurance currently purchased: 28%
- Not purchased and no plans to purchase: 28%
- Plan to purchase: 55%

Cyber Risk – Completed Assessment

- Yes, quantitative: 17%
- No: 33%
- Not sure: 11%
- Yes, both quantitative & qualitative: 39%

Entertainment Companies with a Captive or Protected Cell Company (PCC)

- Plan to create a new or additional captive or PCC in the next 3 years: 40%
- Currently have an active captive or PCC: 20%

What top 3 methods do you utilize to evaluate the effectiveness of your risk management program?

- Compare historical results of safety and loss control programs: 50%
- Compare historical results from risk events against effectiveness of risk management programs: 44%
- Identify/track involvement of risk management within organization: 44%

What are the 3 most important drivers in your choice of insurers?

- Value for money/price: 33%
- Claims service & settlement: 28%
- Speed and quality of documentation: 18%

To keep pace with the pervasive and fast evolving cyber threats that go hand in hand with the dizzying speed of technological innovation, much more progress is needed in the area of cyber risk control and mitigation.