



## Fact Sheet

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

**CEO:** Donald J. Hall, Jr.

**President:** David E. Hall

**Founded:** 1910

**Headquarters:** Kansas City, Mo.

**Ownership:** Private

**Consolidated Annual Revenues:** Approximately \$4 billion in 2017

**Employees:** Hallmark employs more than 30,000 worldwide

- 3,200 (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. The business creates approximately 10,000 new and redesigned greeting cards annually and can have more than 49,000 different products in stores at any one time.
- **Hallmark Retail:** Retail operations include more than 2,000 company and independently owned Hallmark Gold Crown stores in five countries that offer artistry, multi-cultural, local, and digital products in the U.S., Canada, England, Ireland and Scotland.
- **Hallmark Home & Gifts:** Offerings provide a broad array of home décor and gift product throughout the U.S. in more than 5,000 retail outlets from baby to trendy to whimsical under various brand names.
- **Crayola:** The No. 1 most-loved brand for moms<sup>1</sup> and third-largest toy brand today, Crayola offers a wide range of art materials and toys designed to spark children's creativity around the globe. Crayola produces 3 billion crayons annually.
- **Crown Media Family Networks:** Operates three 24-hour cable networks – Hallmark Channel, Hallmark Movies & Mysteries, and Hallmark Drama – in addition to the e-books division of the Hallmark channels, Hallmark Publishing, and Hallmark Movies Now, a subscription-based streaming service.
- **Crown Center:** A real estate development business that manages the 85-acre hotel, office, entertainment and residential complex surrounding the world headquarters of Hallmark Cards, Inc. that hosts 3 million square feet of office space and welcomes more than 5 million visitors annually.

### 2017-2018 Recognition Highlights:

- Best Places to Work (Human Rights Campaign)
- Top 5 Among America's Most Reputable Companies (Forbes/Reputation Institute)
- America's Best Employers (Forbes/Statista)
- America's Best Employers for Diversity (Forbes/Statista)
- America's Best Employers for Women (Forbes/Statista)
- UK Superbrand (superbrands.uk.com)
- Greeting Card Brand of the Year (Harris Poll)
- Activity Toy of the Year (Crayola's Air Marker Sprayer; International Toy Fair)

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