



Second Quarter 2016 Earnings

July 18, 2016

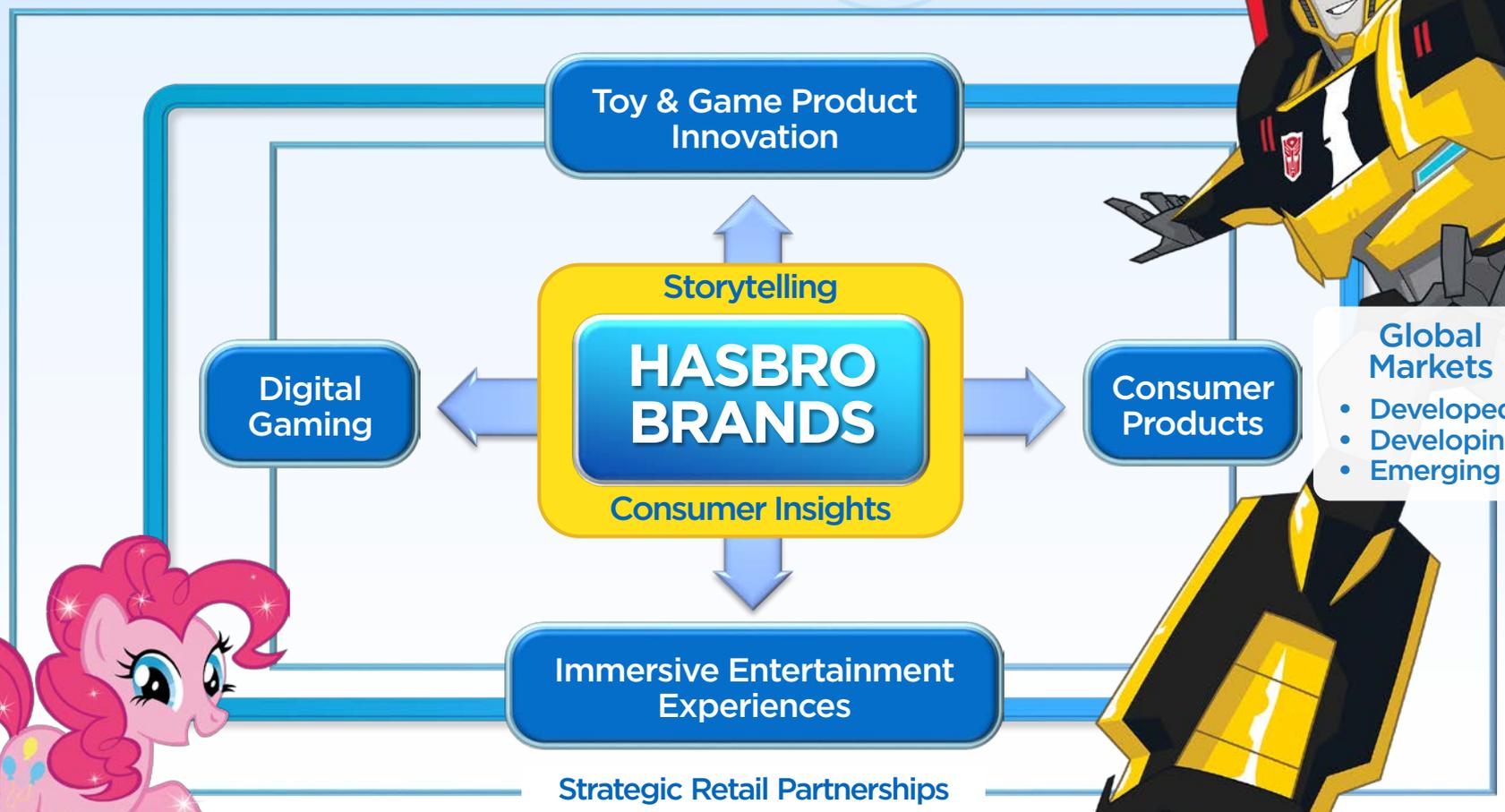
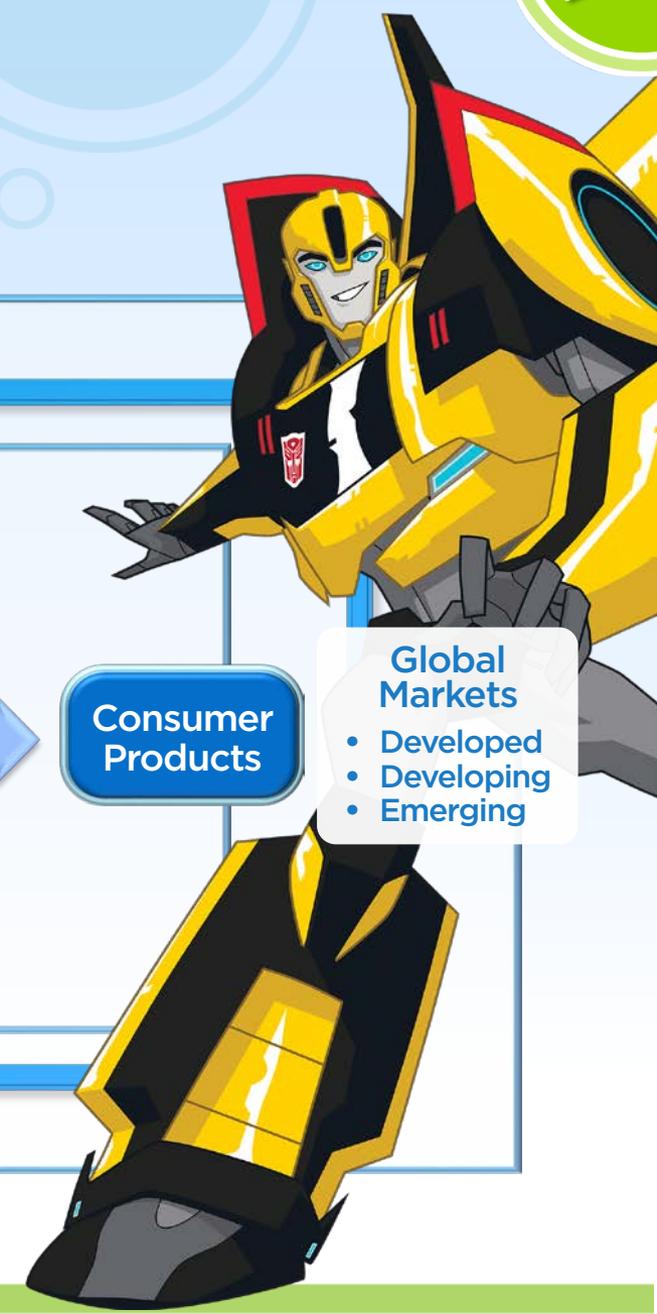


Safe Harbor

FORWARD-LOOKING STATEMENTS: This presentation contains forward-looking statements concerning management's expectations, goals, objectives and similar matters, which are subject to risks and uncertainties. These forward-looking statements may include comments concerning our product and entertainment plans, anticipated product performance, business opportunities, plans and strategies, costs, financial goals and expectations for our future financial performance and achieving our objectives, as well as the anticipated impact of foreign exchange rates. There are many factors that could cause actual results and experience to differ materially from the anticipated results or other expectations expressed in these forward-looking statements, including consumer and retailer interest in and acceptance of our products and product lines, changes in marketing and business plans and strategies as well as future global economic conditions, including foreign exchange rates. Some of those factors are set forth in the Company's Annual Reports on Form 10-K, in the Company's Quarterly Reports on Form 10-Q, in the Company's Current Reports on Form 8-K, the risk factors in the earnings release for the second quarter 2016 and in the Company's other public disclosures. The Company undertakes no obligation to make any revisions to the forward-looking statements contained in this presentation to reflect events or circumstances occurring after the date of this presentation.

REGULATION G: Information required by Securities and Exchange Commission Regulation G, regarding non-GAAP financial measures, as well as other financial and statistical information, will be available at the time of the conference call on the Investor Relations' section of Hasbro's website at: investor.hasbro.com, under the subheading "Financial Information" - "Quarterly Results."

Brand Blueprint



Toy & Game Product Innovation

Storytelling

HASBRO BRANDS

Consumer Insights

Digital Gaming

Consumer Products

Immersive Entertainment Experiences

Strategic Retail Partnerships

- Global Markets
- Developed
 - Developing
 - Emerging

Second Quarter 2016 Snapshot

Growth in Revenues, Operating Profit, and Net Earnings

Q2 2016 Net Revenues \$878.9M up 10% year-over-year

- Q2 2016 net revenues up 12% absent negative \$17.7M FX impact in the quarter;
- U.S. and Canada segment up 11%; International segment up 11% (15% absent FX); Entertainment and Licensing up 9%;
- Emerging markets revenues increased 5% in the quarter; (13% absent FX)

Franchise Brands up 3% in Q2 2016 (Up 5% Absent FX)

- NERF & PLAY-DOH revenues up double-digits in the quarter

Strong Growth in Partner Brands-Up 15%

- High demand for STAR WARS continued in Q2; DISNEY PRINCESS and DISNEY'S FROZEN fashion & small dolls contributed in the quarter

Operating Profit Margin Improvement

- Q2 2016 Operating Profit up 12% compared to Q2 2015

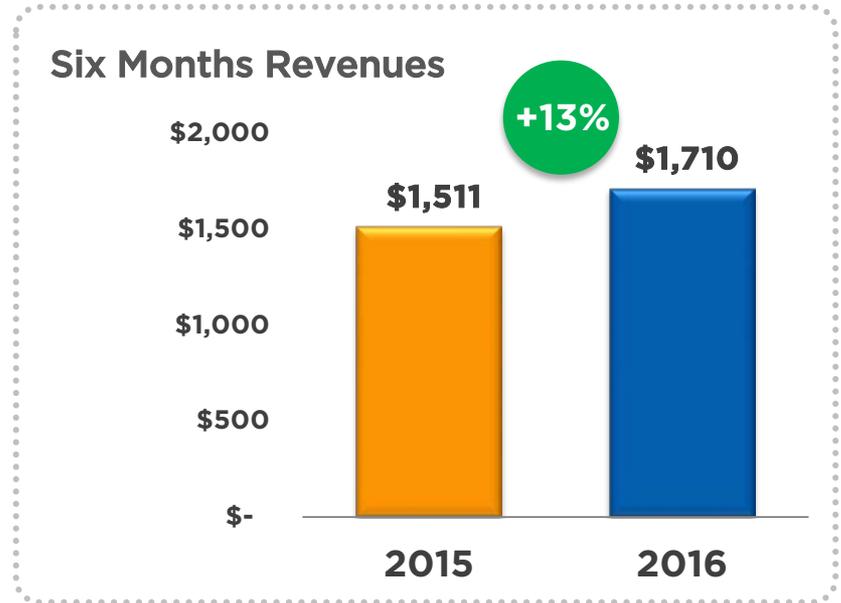
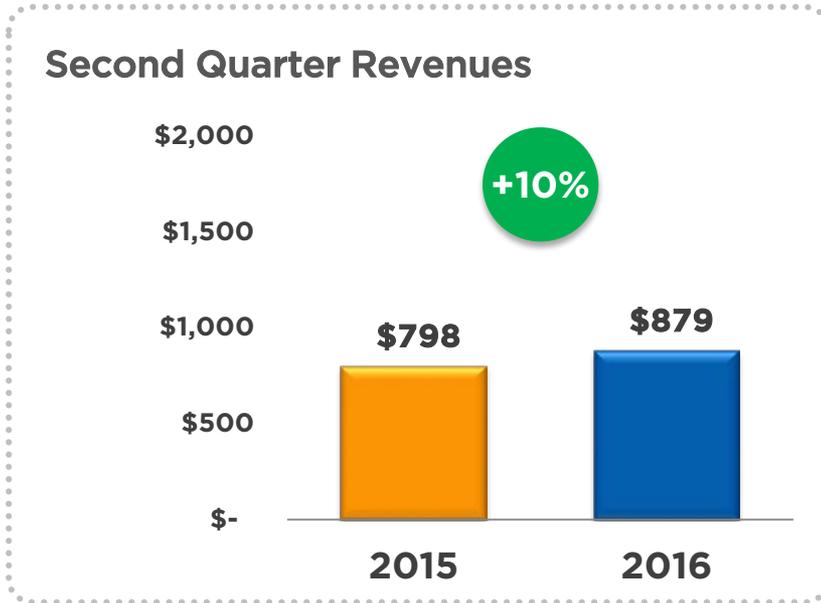
Strong Financial Position & Balance Sheet

- \$924M in cash at quarter end
- Returned \$86M to shareholders in the quarter

Net Earnings of \$52.1M, or \$0.41 per diluted share, in Q2 2016 vs. \$41.8M , or \$0.33 per diluted share, in Q2 2015

Second Quarter & Six Months Net Revenue Performance

(\$ millions, unaudited)

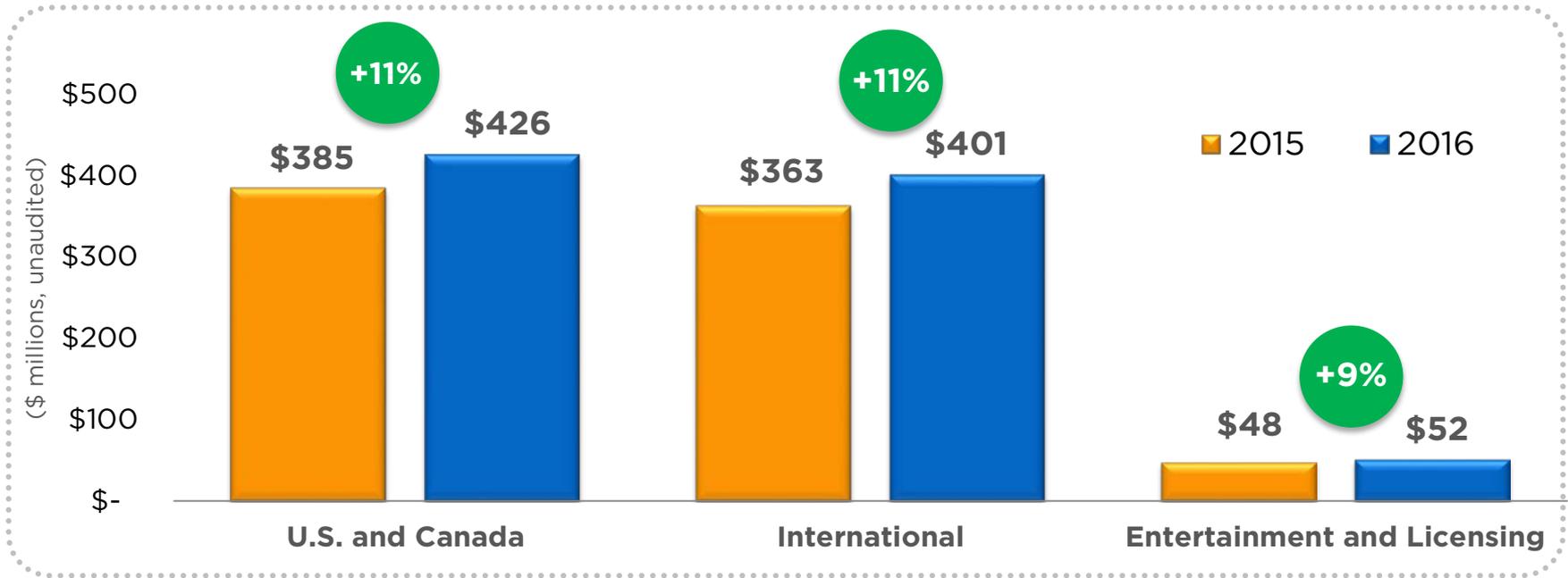


Foreign Exchange had a Negative \$17.7M Impact on Q2 2016 and a Negative \$46.3M Impact for the 1H 2016

Q2 2016 Revenues Increased 12% Absent Foreign Exchange

Six Months 2016 Revenues are Up 16% Absent Foreign Exchange

Second Quarter Segment Net Revenues



U.S. and Canada

Strong POS;
Inventory in good
position

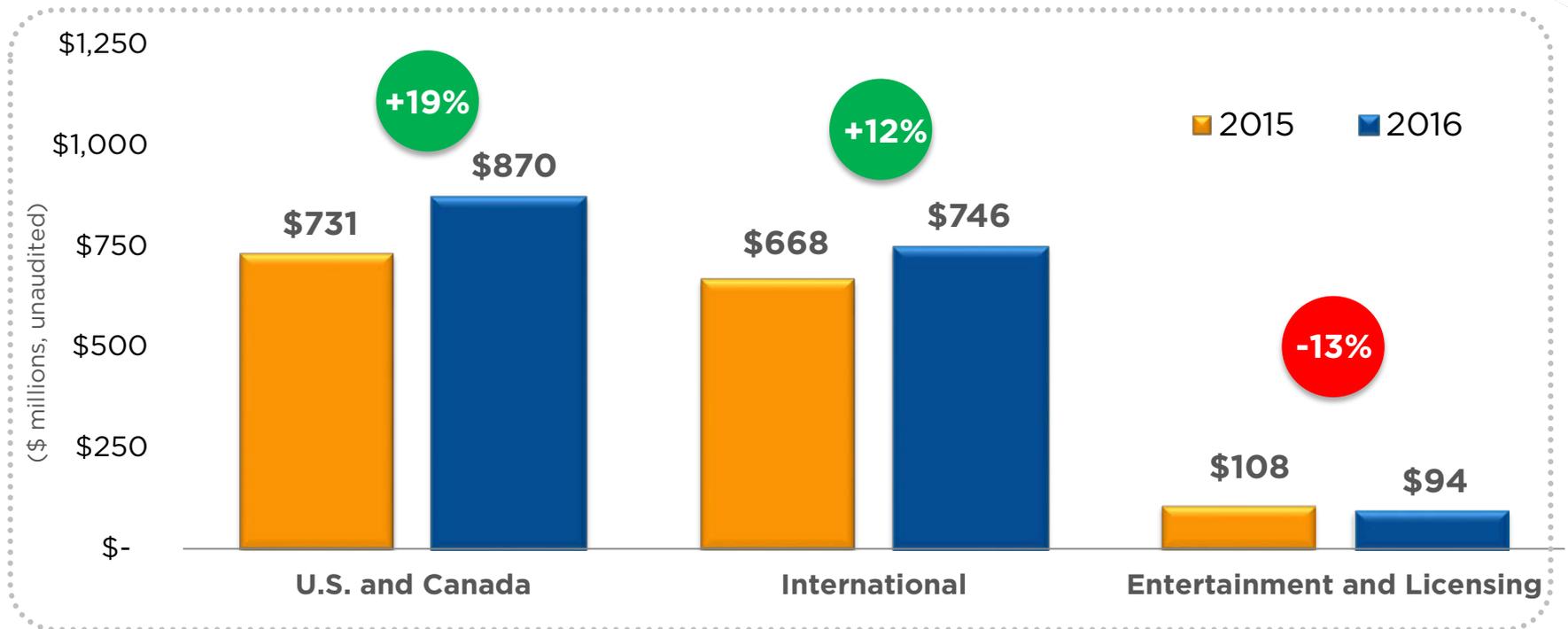
International

Revenues up 15%,
absent FX; Inventory
in good position

Entertainment and Licensing

Growth in Consumer
Products and Digital
Gaming

Six Months Segment Net Revenues



U.S. and Canada

Growth in Franchise and Partner Brands; Strong POS

International

Revenues up 18%, absent FX; Strong POS

Entertainment and Licensing

Digital Gaming revenue growth; Multi-year streaming deal in Q1 2015

International Segment Revenues

Strong International Growth in the Second Quarter

(\$ millions, unaudited)	Q2 2016 As Reported	Q2 2016 Absent FX	1H 2016 As Reported	1H 2016 Absent FX
Europe	+23%	+24%	+19%	+22%
Latin America	-1%	+11%	-2%	+14%
Asia Pacific	-4%	-	+8%	+13%
International	+11%	+15%	+12%	+18%

Foreign Exchange Impact

Second Quarter 2016: -\$17.7M

Emerging Markets up 5% as reported and approximately 13%,
Absent FX



Second Quarter & Six Months Net Revenues By Product Category

(\$ millions, unaudited)	Q2 2016	Q2 2015	% Change	Six Mo. 2016	Six Mo. 2015	% Change
Boys	\$ 355	\$ 340	+4%	\$ 692	\$ 613	+13%
Games	228	212	+8%	459	447	+3%
Girls	172	127	+35%	338	245	+38%
Preschool	124	118	+5%	222	206	+7%
Total	\$879	\$798	10%	\$1,710	\$1,511	+13%

- Growth in All Categories in Both Periods
- Double Digit Growth Continues in NERF and PLAY-DOH
- Strength in Partner Brands: STAR WARS and DISNEY PRINCESS and DISNEY'S FROZEN

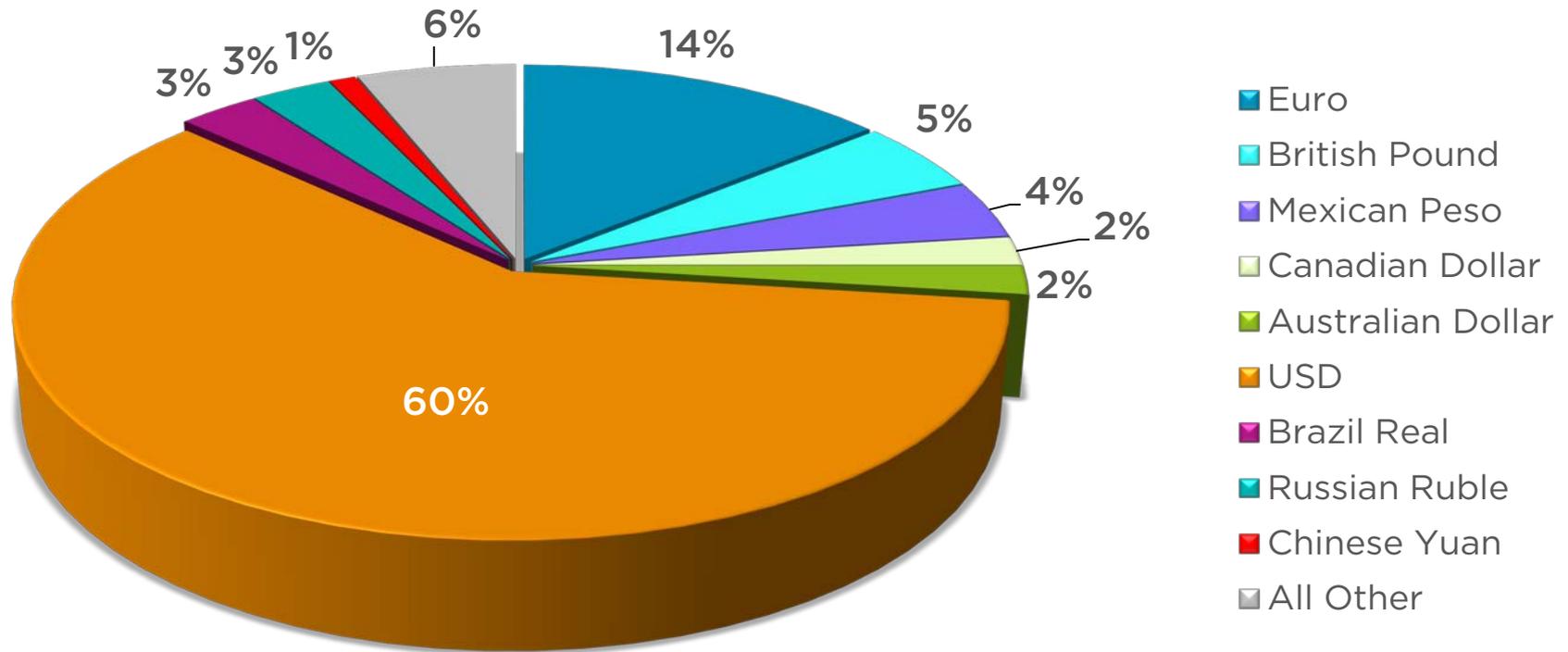


Second Quarter & Six Months Net Revenues By Product Category-Absent FX

(\$ millions, unaudited)	Q2 2016	Q2 2015	% Change	Six Mo. 2016	Six Mo. 2015	% Change
Boys	\$ 362	\$ 340	+6%	\$ 710	\$ 613	+16%
Games	229	212	+8%	465	447	+4%
Girls	177	127	+39%	350	245	+43%
Preschool	128	118	+9%	231	206	+12%
Total	\$ 897	\$798	+12%	\$1,756	\$1,511	+16%

2015 Revenue by Currency

Hasbro 2015 Net Revenues by Currency





Second Quarter Major Expense Items

(\$ millions, unaudited)	Q2 2016	Q2 2015	% Change YOY*	Q2 2016 % of Revenue
Cost of Sales	\$322	\$295	+9%	36.6%
Royalties	\$69	\$57	+22%	7.9%
Product Development	\$64	\$58	+11%	7.2%
Advertising	\$87	\$78	+11%	9.9%
Amortization of Intangibles	\$9	\$13	-34%	1.0%
Program Production Cost Amortization	\$5	\$7	-30%	0.6%
Selling, Distribution & Administration	\$239	\$213	+12%	27.2%

*Percent changes may not calculate due to rounding



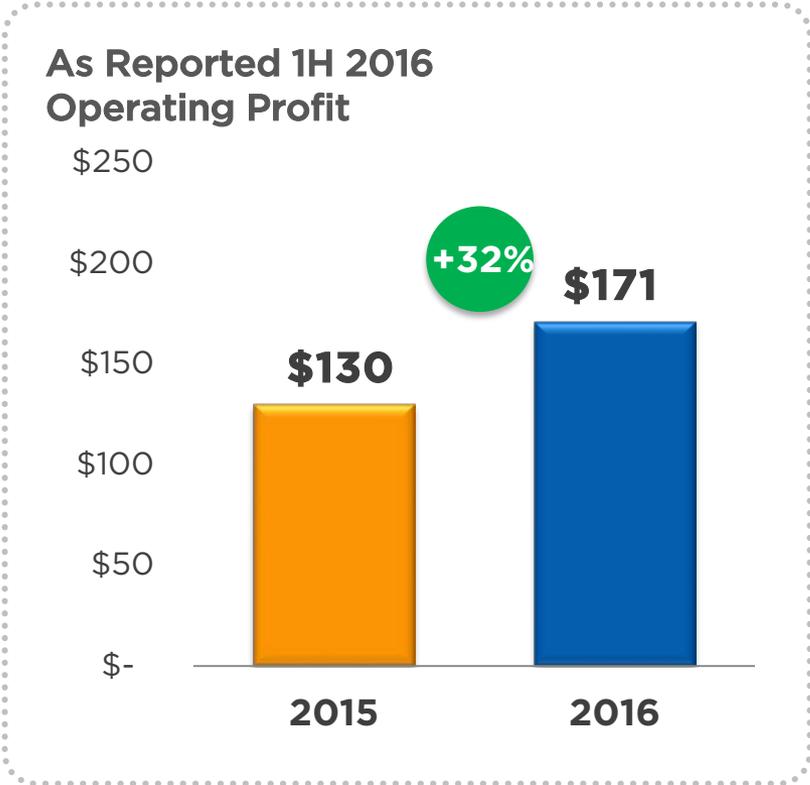
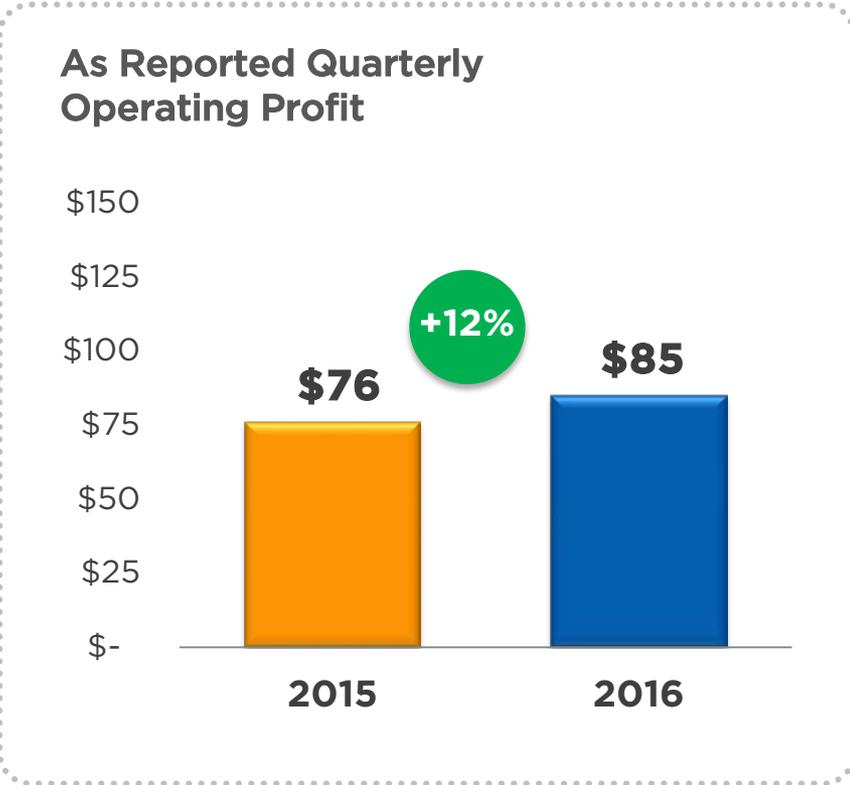
Six Months Major Expense Items

(\$ millions, unaudited)	Six Mo. 2016	Six Mo. 2015	% Change YOY*	% of 2016 Revenue
Cost of Sales	\$612	\$543	+13%	35.8%
Royalties	\$139	\$116	+20%	8.2%
Product Development	\$121	\$110	+10%	7.1%
Advertising	\$167	\$146	+14%	9.8%
Amortization of Intangibles	\$17	\$26	-35%	1.0%
Program Production Cost Amortization	\$11	\$18	-39%	0.7%
Selling, Distribution & Administration	\$472	\$422	+12%	27.6%

*Percent changes may not calculate due to rounding

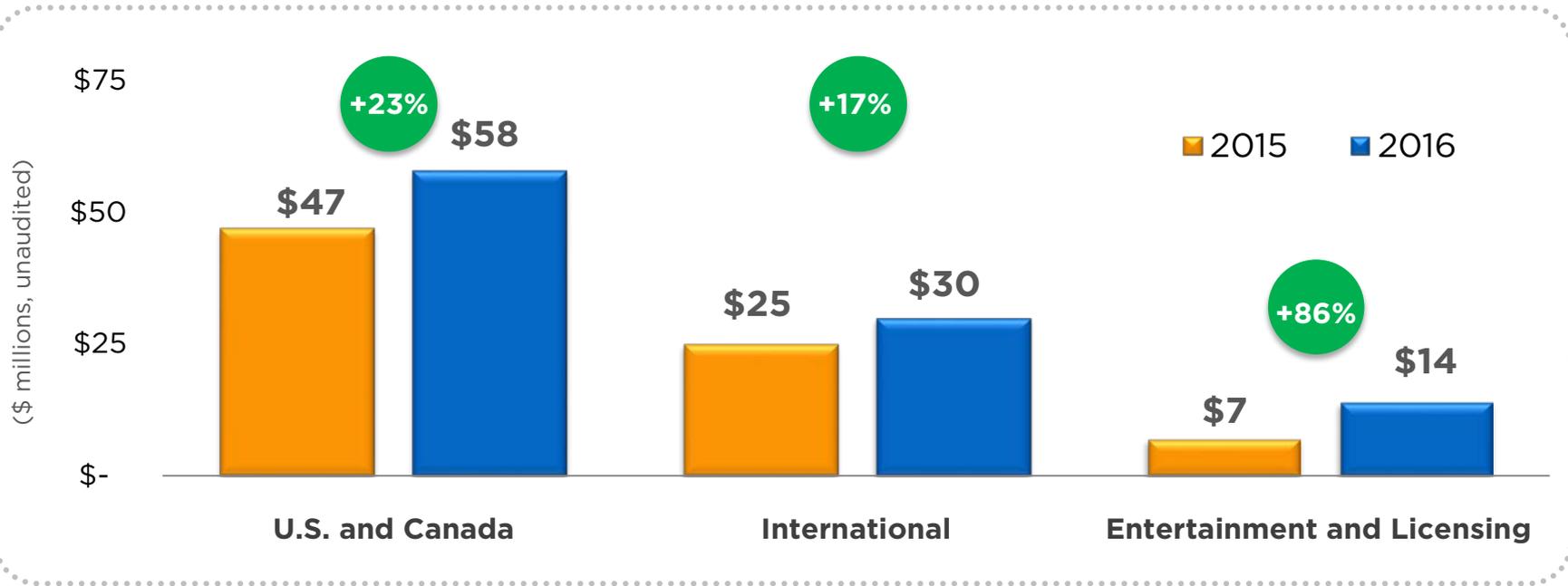
Second Quarter and Six Months Operating Profit

(\$ millions, unaudited)



Q2 2016 Operating Profit Margin 9.7% vs. 9.5% in 2015
1H 2016 Operating Profit Margin 10.0% vs. 8.6% in 2015

Second Quarter Segment Operating Profit



U.S. and Canada

High revenues, partially offset by higher expenses
 Operating profit margin 13.6% vs. 12.2% in Q2 15

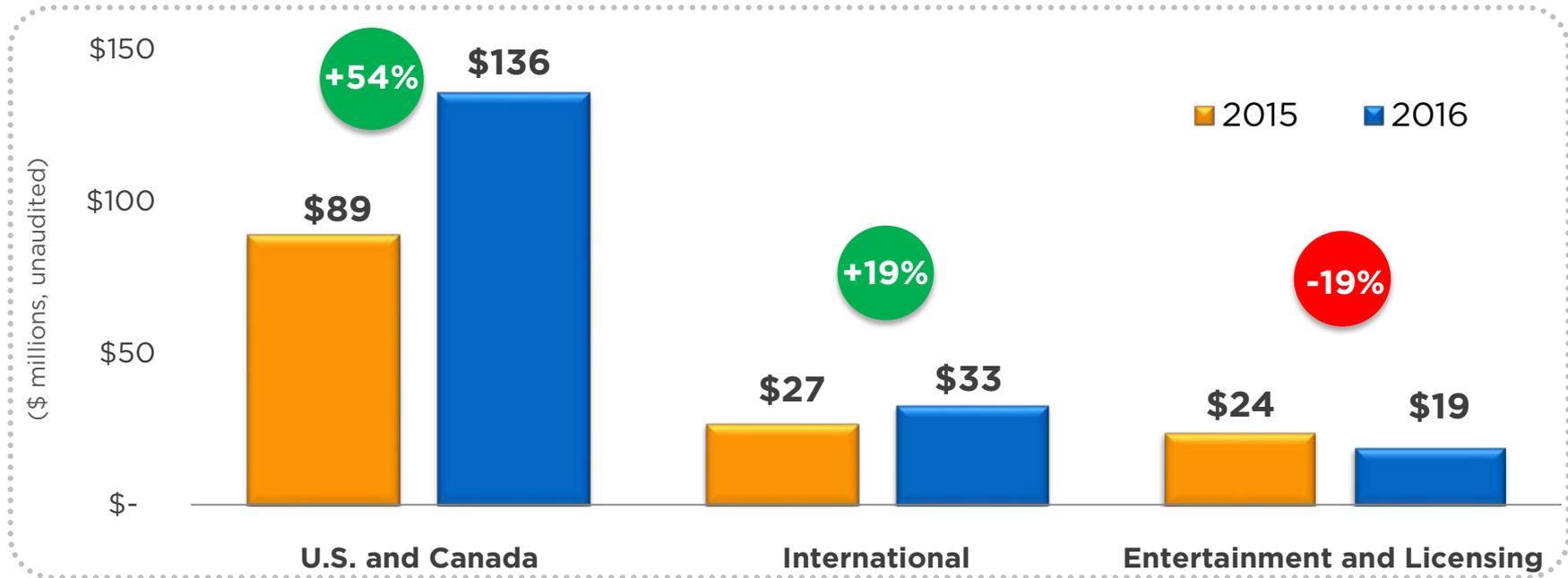
International

Higher revenues, partially offset by higher expenses, Operating profit margin 7.4% vs. 7.0% in Q2 15

Entertainment and Licensing

Higher revenues and lower amortization; Increase in Digital Game advertising

Six Months Segment Operating Profit



U.S. and Canada

Higher revenues partially offset by higher expenses; Operating Profit Margin 15.7% vs. 12.1% in 1H 15

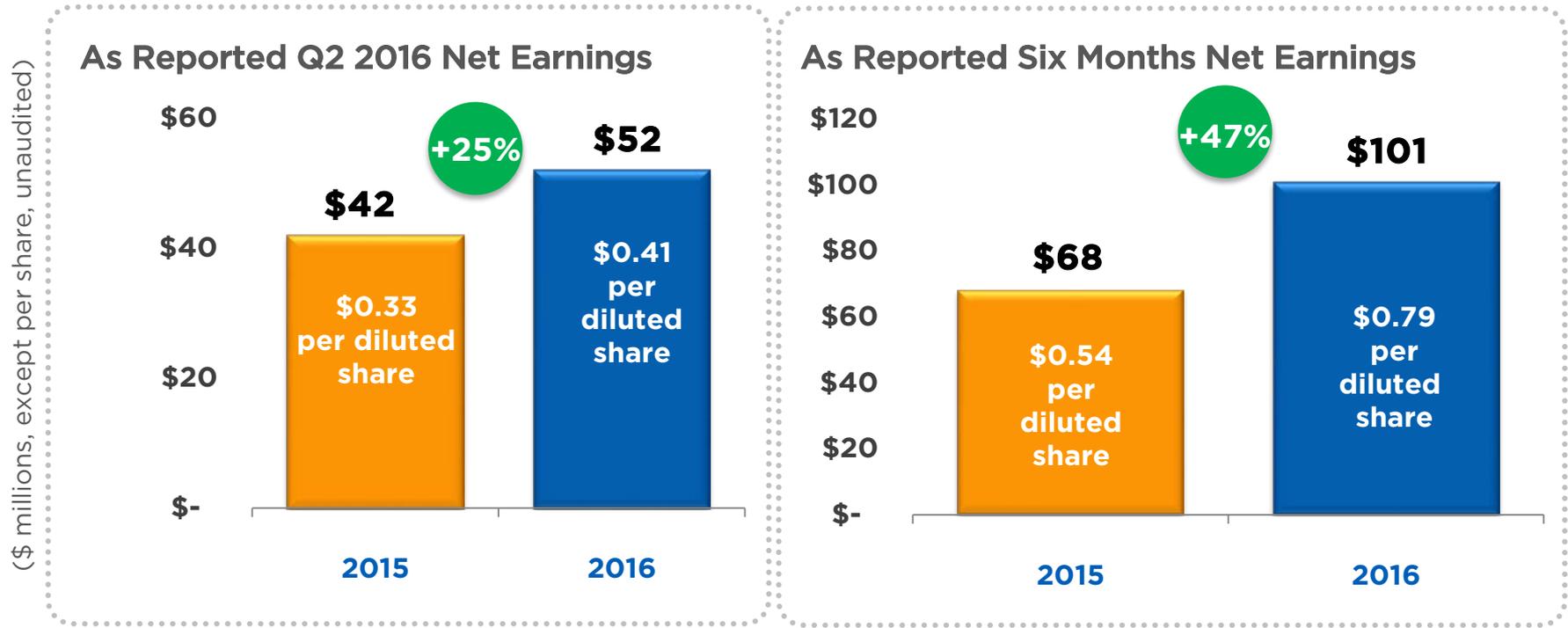
International

Higher revenues partially offset by higher expenses; Operating Profit Margin 4.4% vs. 4.1% in 1H 15

Entertainment and Licensing

Lower revenues and expenses over six month period

Second Quarter and Six Months Net Earnings Attributable to Hasbro, Inc.



**Q2 2016 Net Earnings Up 25% Year over Year;
Six Months Net Earnings up +47% Year over Year**

Q2 2016 Non-Operating Expense, net was \$17.9M vs. \$21.9M in Q2 2015

Q2 2016 Tax rate of 26.1% vs. 27.1% in 2015 and 26.4% in Full Year 2015



Key Cash Flow & Balance Sheet Data

(\$ millions, unaudited)	June 26, 2016	June 28, 2015	Notes
Cash	\$924	\$858	Strong cash position, mostly held overseas
Depreciation	\$35	\$29	Increased depreciation of IT systems
Amortization of Intangibles	\$9	\$13	Q2 2015 marked last quarter of amortization of certain digital gaming property rights
TV Program and Film Spending	\$14	\$12	Continued investment in TV programming and film
Capital Expenditures	\$35	\$37	Tooling and information systems investments
Dividends Paid	\$64	\$57	Quarterly dividend increased by 11% to \$0.51 per share. Next dividend is payable on August 15, 2016.
Stock Repurchase	\$22	\$22	\$422M remain in authorization
Operating Cash Flow	\$(25)	\$(79)	\$585M over past 12 months
Accounts Receivable	\$704	\$709	DSOs down 8 days to 72 days; AR in good condition
Inventory	\$572	\$404	Inventory growth to support new initiatives and 2016 growth expectations

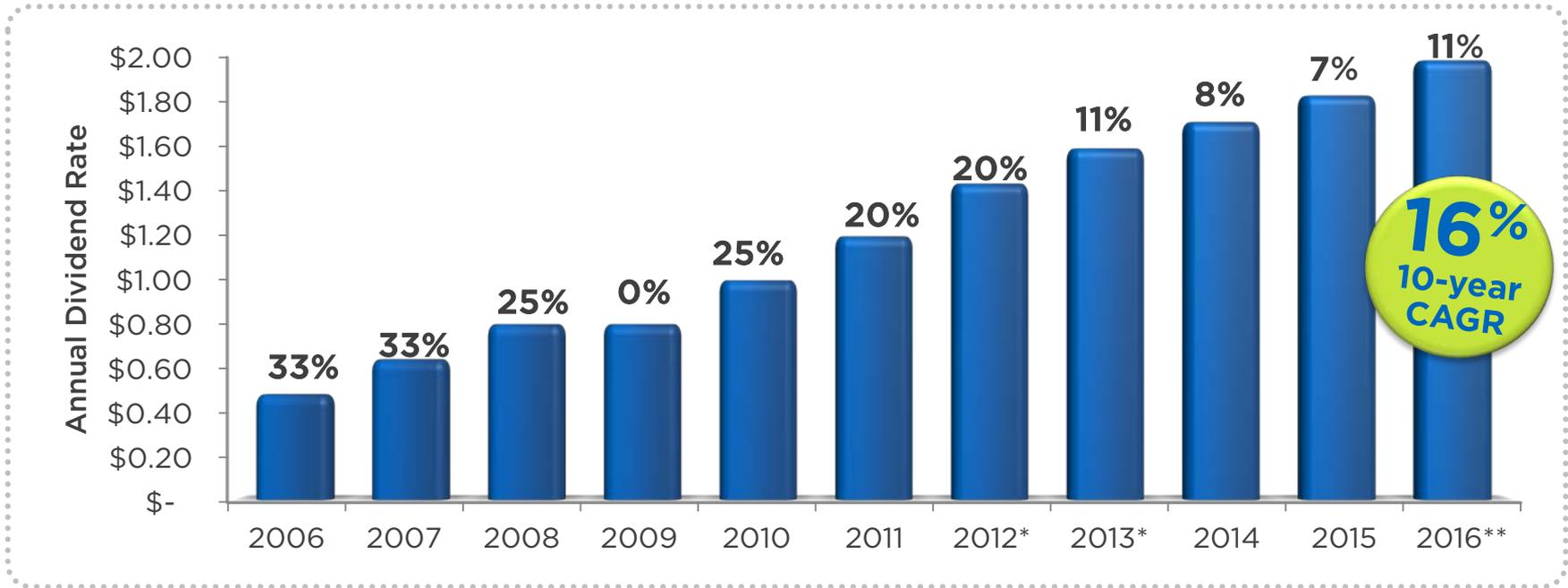
Operating Cash Flow Target

\$550-\$600 Million
on Average Per Year

Capital Priorities

- Invest in the long-term profitable growth of Hasbro
- Return excess cash to shareholders through dividend and stock repurchase program
- Maintain a solid investment grade rating and access to commercial paper market

Capital Priorities: Dividend



11%

**2016 Quarterly
dividend increase**

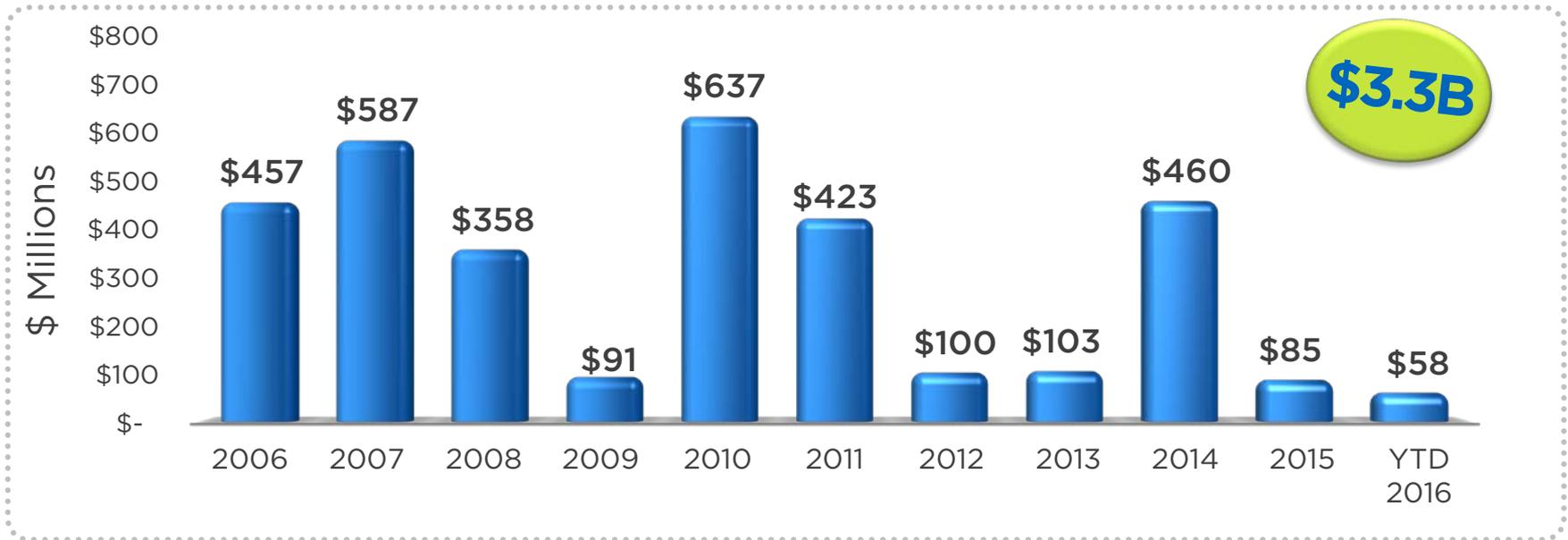
**Dividend in
12 of last 13 years**

**10 Years
\$1.5B**

*2012 and 2013 annual dividend rates have been adjusted to move accelerated payment paid in 2012 to 2013

** 2016 annual dividend rate is projected

Capital Priorities: Share Repurchase



Q2 2016 End
\$422M
 Remains

Q2 2016
 Repurchases
\$22M

10 Years
\$3.3B

Supplementary Financial Information



Second Quarter and Six Months Consolidated Statements of Operations

(\$ millions, unaudited)	Quarter Ended				Six Months Ended			
	June 26, 2016	% Net Revenues	June 28, 2015	% Net Revenues	June 26, 2016	% Net Revenues	June 28, 2015	% Net Revenues
Net Revenues	\$879	100.0%	\$798	100.0%	\$1,710	100.0%	\$1,511	100.0%
Cost of Sales	322	36.6%	295	37.0%	612	35.8%	543	35.9%
Royalties	69	7.9%	57	7.2%	139	8.2%	116	7.7%
Product Development	64	7.2%	58	7.2%	121	7.1%	110	7.2%
Advertising	87	9.9%	78	9.8%	167	9.8%	146	9.7%
Amortization of Intangibles	9	1.0%	13	1.7%	17	1.0%	26	1.7%
Program Production Cost Amortization	5	0.6%	7	0.9%	11	0.7%	18	1.2%
Selling, Distribution & Administration	239	27.2%	213	26.7%	472	27.6%	422	27.9%
Operating Profit	85	9.7%	76	9.5%	171	10.0%	130	8.6%
Interest Expense	24	2.7%	24	3.0%	48	2.8%	49	3.2%
Other (Income) Expense, Net	(6)	-0.7%	(2)	-0.3%	(3)	(0.2)%	(7)	-0.5%
Earnings Before Income Taxes	67	7.6%	54	6.7%	126	7.4%	88	5.8%
Income Taxes	18	2.0%	13	1.7%	30	1.7%	22	1.4%
Net Earnings	49	5.6%	40	5.1%	96	5.6%	66	4.4%
Net Loss Attributable to Noncontrolling Interests	(3)	-0.3%	(2)	-0.2%	(4)	-0.3%	(2)	-0.2%
Net Earnings Attributable to Hasbro, Inc.	\$52	5.9%	\$42	5.2%	\$101	5.9%	\$68	4.5%
Diluted EPS	\$0.41		\$0.33		\$0.79		\$0.54	



Condensed Consolidated Balance Sheets

(\$ millions, unaudited)	June 26, 2016	June 28, 2015
Cash & Cash Equivalents	\$924	\$858
Accounts Receivable, Net	704	709
Inventories	572	404
Other Current Assets	331	360
Total Current Assets	2,531	2,332
Property, Plant & Equipment, Net	243	226
Other Assets	1,571	1,660
Total Assets	\$4,344	\$4,218
Short-term Borrowings	\$5	\$168
Payables & Accrued Liabilities	740	633
Total Current Liabilities	745	801
Long-term Debt	1,548	1,546
Other Liabilities	403	400
Total Liabilities	2,695	2,748
Redeemable Noncontrolling Interests	36	41
Total Shareholders' Equity	1,613	1,428
Total Liabilities, Redeemable Noncontrolling Interests and Shareholders' Equity	\$4,344	\$4,218



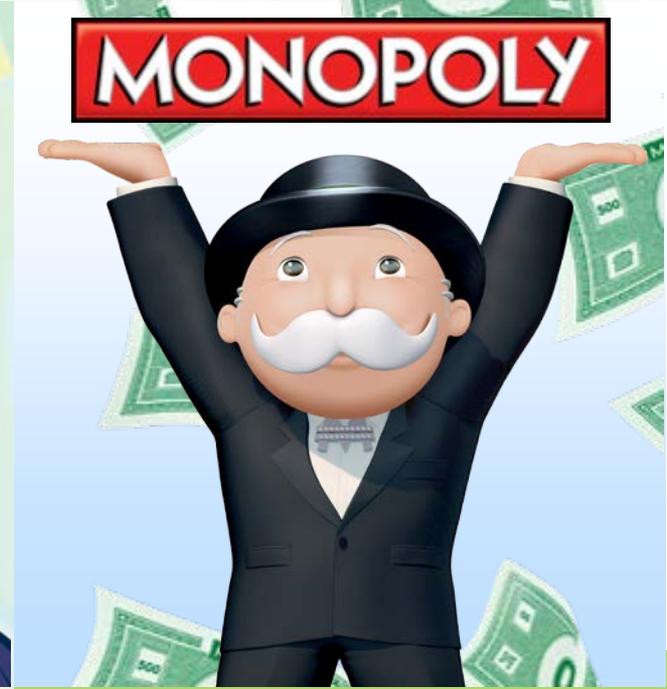
Condensed Consolidated Cash Flow-Six Months Ended

(\$ millions, unaudited)

	June 26, 2016	June 28, 2015
Net Cash Provided by Operating Activities	\$ 269	\$236
Cash Flows from Investing Activities:		
Additions to Property, Plant and Equipment	(66)	(68)
Other	20	9
Net Cash Utilized by Investing Activities	(46)	(59)
Cash Flows from Financing Activities:		
Net Repayments of Short-term Borrowings	(159)	(84)
Purchases of Common Stock	(57)	(49)
Stock-based Compensation Transactions	55	42
Dividends Paid	(121)	(111)
Other	1	0
Net Cash Utilized by Financing Activities	(282)	(202)
Effect of Exchange Rate Changes on Cash	7	(9)
Cash and Cash Equivalents at Beginning of Year	977	893
Cash and Cash Equivalents at End of Quarter	\$924	\$858



Franchise Brands





Creating the
World's **Best Play**
Experiences

