



# Investor Fact Sheet

March 2018

## Company Overview

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to Creating the World's Best Play Experiences. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by CR Magazine and has been named one of the World's Most Ethical Companies® by Ethisphere Institute for the past seven years.

## Hasbro's Brand Blueprint

The Brand Blueprint is Hasbro's strategic framework for developing our brands in exciting new ways. Our brands are story-led consumer franchises brought to life through compelling content across a multitude of platforms and media, with a wide variety of digital experiences, music, publishing, and location-based entertainment, and an impressive array of consumer products, spanning a broad range of diverse categories.



## Investment Highlights

- Rich Innovative Brand Portfolio
  - Informed by Global Consumer Insights
  - Increasing consumer interest through compelling, effective storytelling
- Company's strategy is creating unique, long-term competitive advantages for Hasbro
- Partner with premiere entertainment brands that attract and keep fans, and deepen the consumer experience
- Strong and consistent operating cash flow generation; which is invested back into Hasbro and returned to shareholders
  - Raised dividend in 14 out of the past 15 years
  - Repurchased \$2.6B in stock from 2007-2017

## Senior Management

**Brian Goldner**, Joined Hasbro in 2000  
*Chairman, Chief Executive Officer*

**John Frascotti**, Joined Hasbro in 2008  
*President*

**Deborah Thomas**, Joined Hasbro in 1998  
*Executive Vice President, Chief Financial Officer*

**Duncan Billing**, Joined Hasbro in 1998  
*Executive Vice President, Chief Strategy Officer*

**Tom Courtney**, Joined Hasbro in 1992  
*Executive Vice President, Global Operations*

**Stephen Davis**, Joined Hasbro in 2009  
*Executive Vice President, Chief Content Officer*

**Barbara Finigan**, Joined Hasbro in 1991  
*Executive Vice President, Chief Legal Officer*

**Dolph Johnson**, Joined Hasbro in 1997  
*Executive Vice President, Chief Human Resources Officer*

**Wiebe Tinga**, Joined Hasbro in 1987  
*Executive Vice President, Chief Commercial Officer*

**Steven Zoltick**, Joined Hasbro in 2011  
*Senior Vice President, Chief Information Officer*

## Contact

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- 1923** Hasbro founded by Henry and Hillel Hassenfeld. The Company first sold textile remnants before manufacturing pencil boxes and school supplies
- 1928** Hassenfeld Brothers expands product line to include paint sets and wax crayons
- 1940s** Hasbro's first toys – doctor and nurse kits are created
- 1952** MR. POTATO HEAD created and revolutionized the toy industry. First toy advertised on TV.
- 1964** Launches first action figure – G.I. JOE becomes an American icon
- 1968** Becomes publicly traded company
- 1977** Pays first dividend to shareholders
- 1983** MY LITTLE PONY brand is born
- 1984** Acquires Milton Bradley, including its PLAYSKOOL division
- 1984** TRANSFORMERS brand is born
- 1991** Acquires Tonka Corporation, including its Kenner and Parker Brothers divisions
- 1999** Acquires Wizards of the Coast, and its MAGIC: THE GATHERING franchise
- 1999** License with Lucasfilm (STAR WARS) renewed (Kenner signed in 1977)
- 2001** Turnaround strategy focused on fully leveraging brand portfolio established
- 2006** Licensing agreement with MARVEL signed
- 2007** TRANSFORMERS movie is released; launching one of highest-grossing film series ever
- 2008** Brian Goldner becomes Hasbro CEO
- 2009** Launches Hasbro Studios
- 2010** Launched The Hub Network, a joint venture with Discovery Communications
- 2011** Establishes Hasbro's Gaming Center of Excellence
- 2013** Acquires majority stake in mobile game studio, Backflip Studios
- 2014** Discovery Family Channel Debuts
- 2014** Enters a new Strategic Merchandising Relationship with Disney Consumer Products for Disney PRINCESS brand and FROZEN brand
- 2016** Hasbro acquires Boulder Media, an award-winning animation studio
- 2017** #1 in G11 markets according to NPD and SIM
- 2017** Hasbro and Paramount Pictures Announce a 5-year Partnership

(in thousands)	2013	2014	2015	2016	2017 <sup>3</sup>
<b>Net Revenues</b>	\$4,082,157	\$4,277,207	\$4,447,509	\$5,019,822	\$5,209,782
<b>Operating Profit</b>	\$467,093	\$635,375	\$691,933	\$788,048	\$810,359
<b>Operating Profit Margin</b>	11.4%	14.9%	15.6%	15.7%	15.6%
<b>Net Earnings<sup>1</sup></b>	\$286,198	\$415,930	\$451,838	\$551,380	\$396,607
<b>EPS (Diluted)</b>	\$2.17	\$3.20	\$3.57	\$4.34	\$3.12
<b>Cash &amp; Cash Equivalents</b>	\$682,449	\$893,167	\$976,750	\$1,282,285	\$1,581,234
<b>Long-term Debt<sup>2</sup></b>	\$1,388,285	\$1,545,853	\$1,547,115	\$1,548,392	\$1,693,609

<sup>1</sup>Net Earnings Attributable to Hasbro; <sup>2</sup>Includes Current Portions

<sup>3</sup>2017 <sup>3</sup>U.S tax reform resulted in a \$296.5M net charge, or \$2.33 per diluted share;

FY 2017 Adjusted net earnings, excluding this charge were \$5.46 per share.

### Hasbro's Franchise Brands



### Corporate Social Responsibility

Being the “World’s Best” is built on a strong corporate social responsibility (CSR) mindset which is powered by our belief that every day is a chance to be better. Joy, creativity and problem solving – the things we love most about play – inspire us to make a positive and enduring difference in the world. Thinking and acting responsibly guides us toward smarter ways of doing business. It unlocks new opportunities to improve how we design, create, manufacture and market our iconic brands.



Certain statements contained in this fact sheet contain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. The Company’s actual actions or results may differ materially from those expected or anticipated in the forward-looking statements due to both known and unknown risks and uncertainties, which may be detailed from time to time in the Company’s public announcements and SEC filings. The Company undertakes no obligation to make any revisions to the forward-looking statements contained in this fact sheet or to update them to reflect events or circumstances occurring after the date of this fact sheet.