



# Investor Fact Sheet

April 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 BABY ALIVE, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH AND TRANSFORMERS, 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

At Hasbro, we believe that every day is a chance to do better. We strive to always act responsibly, and in doing so we find smarter ways of doing business. Our deep commitment to corporate social responsibility (CSR) reflects our desire to help build a safer, more sustainable world for future generations.

As a company committed to creating the world's best play experiences, we know we can achieve our full potential only when people and communities have what they need to achieve their full potential. And through our social and environmental commitments, we are making every part of Hasbro's business stronger. To learn more about our CSR progress, visit [www.hasbro.com/csr](http://www.hasbro.com/csr).

