# Kabam And Hasbro Team Up To Develop Transformers Mobile Game

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SAN FRANCISCO, Aug. 1, 2016 /PRNewswire/ -- Kabam, a world leader of massively multiplayer mobile games for a global audience, and Hasbro Inc. today announced a partnership to develop a AAA massively multiplayer mobile game inspired by the iconic *Transformers* franchise. The game will deliver action-packed authentic *Transformers* excitement to fans in 2017.

Over the past three decades the *Transformers* brand has grown into one of the world's most recognizable franchises, engaging consumers with award-winning television shows, cutting edge digital entertainment series, consumer products, action figures, clothing, live events, blockbuster feature films and more. This new game from Kabam will further expand the brand's growing presence in the mobile gaming space, offering *Transformers* fans the opportunity to engage with Optimus Prime, Megatron and other popular Autobots and Decepticons in a new, high-definition 3D environment. Kabam's action mobile game also provides RPG and strategy elements in a unique Transformers experience for fans and gamers alike.

"The *Transformers* are loved by consumers around the world and we are thrilled to partner with Hasbro to bring the brand to life with this new mobile game," said Kent Wakeford, Chief Operating Officer of Kabam. "Kabam strives to develop mobile games that offer players years of entertainment and the *Transformers*' many colorful characters will allow us to deliver on that goal. We are working with Hasbro to create a gameplay experience that fans will want to interact with over and over again."

Kabam has a reputation for translating the world's largest brands into successful, groundbreaking AAA mobile games, making it a well-suited partner for the multi-billion dollar *Transformers* franchise

"Hasbro is committed to creating authentic *Transformers* experiences on every platform where fans have a presence and this partnership with Kabam is the latest step in our ongoing commitment to delivering, rich, engaging stories in the mobile space," said Mark Blecher, Senior Vice President, Digital Gaming and Corporate Development at Hasbro. "Kabam is a leader in developing mobile games inspired by popular franchises, and its expertise will help us create a game that thrills long-time *Transformers* fans and newcomers alike."

The *Transformers* mobile game will be developed by Kabam Vancouver, the studio who created *Fast & Furious: Legacy* and *Marvel Contest of Champions*, a top 10 grossing game on the App Store.

"The Kabam Vancouver team is filled with *Transformers* fans and we are beyond stoked to help create a unique mobile game set in this awesome universe," said Tim Fields, Senior Vice President and General Manager for Kabam Vancouver. "Our fans can expect incredible visuals, action-packed gameplay, deep RPG elements, and an immersive world that is truly '*more than meets the eye*.'"

**About Kabam**
Kabam, Inc. ("Kabam") creates, develops and publishes massively multiplayer games that are available to a global audience on mobile devices via its own dedicated channel in the Apple App Store, Google Play, and the Amazon Appstore. The company is valued at more than $1 billion and has been profitable since 2012. Kabam has created six titles that have grossed more than $100 million each in their life. Kabam has more than 700 employees around the world, with corporate headquarters in San Francisco. The company's investors include Alibaba, Canaan Partners, Google, MGM, Intel, Pinnacle Ventures, Redpoint Ventures, Warner Bros. and others. More information about Kabam can be found at www.kabam.com.

**About Hasbro**
Hasbro (NASDAQ: HAS) is a global company committed to *Creating the World's Best Play Experiences* by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and consumer product licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, Allspark Pictures, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).

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