

West Coast Capabilities

PARTNER & NEW BRANDS

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VP, Head of Storytelling

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VP, Storytelling



How We've Grown **Our Capabilities** on the West Coast

Hasbro's Proprietary Approach to Story & Play





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

Franchise & Partner Brands

TRANSFORMERS NERF My Little Pony Play-Doh Littlest Pet Shop MONOPOLY MAGIC

MARVEL Disney FROZEN Disney Princess Disney DESCENDANTS YO-KAI WATCH Star Wars Trolls BEYBLADE SESAME STREET

Hasbro Gaming Brands

Taboo Jenga SCRABBLE SPEAK OUT Pictionary Over 70+ Other Gaming Brands DUNGEONS & DRAGONS TRIVIAL PURSUIT LIFE CLUE POP!

Emerging Brands

Challenger Brands >>> PLAYSKOOL HERCULES FURBY baby alive New Brands Franchise Brands in the Making >>> MASHA ZUKI MASK STRETCH MICRONAUTS

Brand Blueprint



PARTNER BRANDS



HASBRO BRANDS



audio only



audio only



Hasbro West



- Proximity to Our Story Tellers
- Proximity to Our Partners
- Access to Talent



video playing
in room



Expanding Capabilities & Expertise

- Partner Collaboration
- Fashion Capabilities
- Innovation
- Commercialization



Fashion Doll Innovation

Belle comes to life in a 12" doll

Integrated app allows you to create unique dance moves

Promotes STEM play and learning



DANCE
C O D ETM
Belle



BUILDING LOCAL EXPERTISE



West Coast
Office

Global
Partnerships



Marketing



Established
LA Team



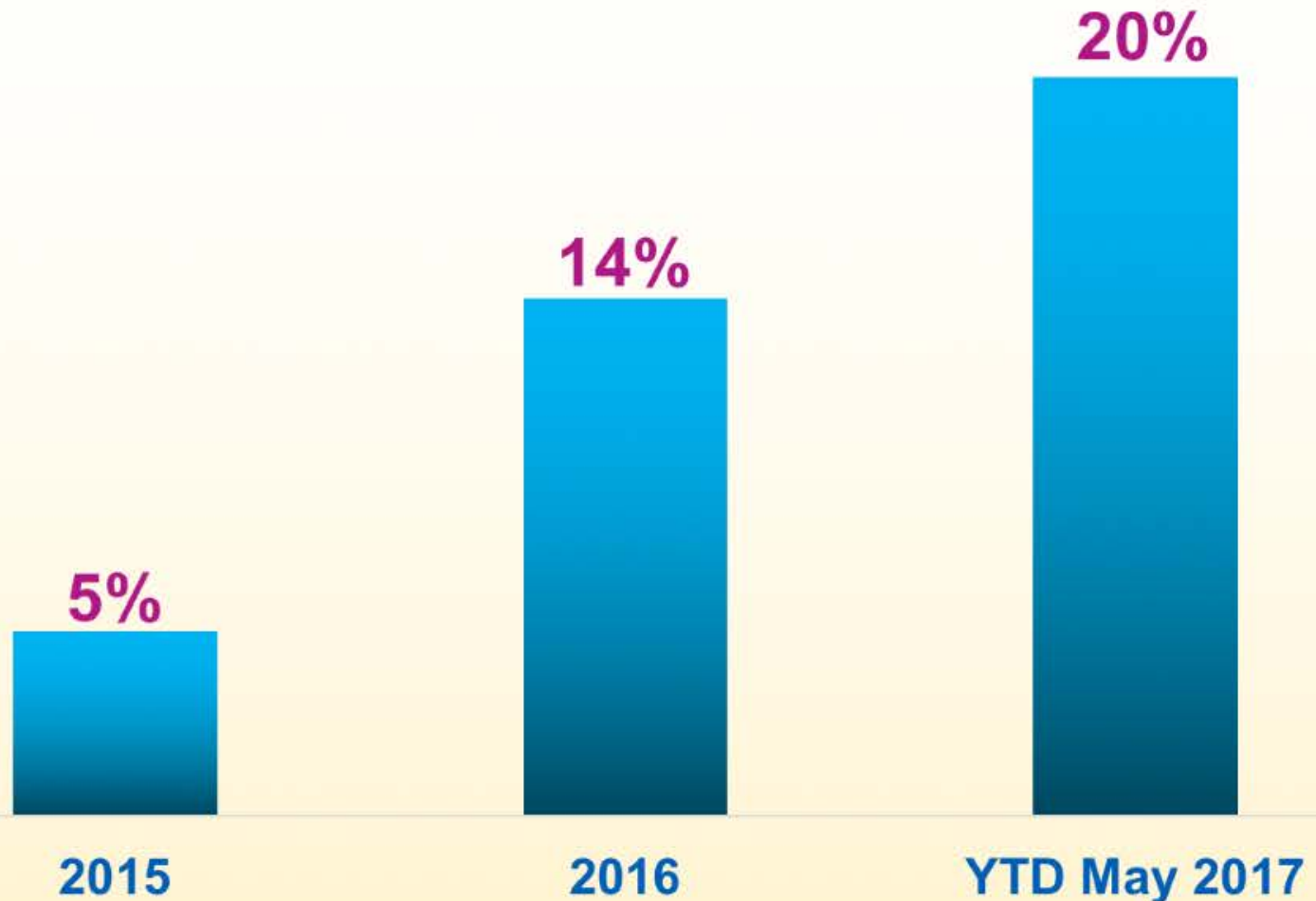
On-site
Research

Hasbro

Growing Share in Fashion Doll



Hasbro's Share in Fashion Dolls & Accessories, G9*



Source: NPD Retail POS; YTD May 2017; G9



Disney
Olaf's
FROZEN
ADVENTURE



Disney
Tangled
The Series



Disney DESCENDANTS 2



STAR WARS

FORCES OF DESTINY™





#1

New Toy Property for
2016*



Source: The NPD Group / Retail Tracking / US, EU G6, Canada, Mexico / Value

PARTNER BRANDS



HASBRO BRANDS





STORY



IP



PLAY

Our Integrated Approach to Developing New IP

Story + Play Approach



**HAÑA
ZÜKI**



Insight Driven New Stories

**STRETCH
ARMSTRONG**
AND THE
FLEX FIGHTERS





Hanazuki 360 Experience



Data Driven

Moods

You Tube 

REACH

158M Global Views

RETENTION

+24% Watch Time

VELOCITY

25 out of 27
Episodes are

1M+ Views

17 out of 27
Episodes are

2M+ Views

Hasbro

A cartoon illustration of a young girl with short, wavy black hair. She has large, expressive eyes with black pupils and long, dark eyelashes. Her mouth is wide open in a surprised or excited expression, showing a pink tongue. She has a small yellow flower with a black outline on top of her head. The background is a soft, pastel-colored sky with a yellow sun or moon in the upper left corner. The entire illustration is framed within a white circular border.



Content

Roadmap



Season 1-3

Theatrical Short

MLP DVD

Publishing

Animated Feature



Hasbro





Feature Short

OCTOBER 2017

DVD

HAÑA
ZÜKI



video playing
in room



Content

Roadmap



Season 1-3

Theatrical Short

MLP DVD

Publishing

Animated Feature





audio only



audio only



audio only



audio only



audio only



audio only



audio only

video playing
in room





audio only



audio only

**Hasbro
West**

New IP

**Powerful
Partnerships**

**Story &
Play**

**Insights+
Innovation**

**Enhanced
Capabilities**

