

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 14A  
(Rule 14a-101)

INFORMATION REQUIRED IN PROXY STATEMENT

SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of The Securities Exchange Act of 1934

(Amendment No. )

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Under Rule 14a-12

HASBRO, INC.

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(Name of Registrant as Specified in Its Charter)

ALTA FOX OPPORTUNITIES FUND, LP  
ALTA FOX SPV 3, LP  
ALTA FOX SPV 3.1, LP  
ALTA FOX GENPAR, LP  
ALTA FOX EQUITY, LLC  
ALTA FOX CAPITAL MANAGEMENT, LLC  
CONNOR HALEY  
MATTHEW CALKINS  
JON FINKEL  
MARCELO FISCHER  
RANI HUBLU  
CAROLYN JOHNSON

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(Name of Persons(s) Filing Proxy Statement, if Other Than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
  - Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
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(1) Title of each class of securities to which transaction applies:

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(2) Aggregate number of securities to which transaction applies:

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(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

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(4) Proposed maximum aggregate value of transaction:

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(5) Total fee paid:

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Fee paid previously with preliminary materials:

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Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the form or schedule and the date of its filing.

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(1) Amount previously paid:

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(2) Form, Schedule or Registration Statement No.:

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(3) Filing Party:

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(4) Date Filed:

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Alta Fox Opportunities Fund, LP, together with the other participants named herein (collectively, “Alta Fox”), intends to file a preliminary proxy statement and accompanying GOLD proxy card with the Securities and Exchange Commission to be used to solicit votes for the election of its slate of highly-qualified director nominees at the 2022 annual meeting of shareholders of Hasbro, Inc., a Rhode Island corporation (the “Company”).

Item 1: On March 7, 2022, Alta Fox issued the following press release, which included an open letter to the Company’s shareholders, a copy of which is attached hereto as Exhibit 99.1 and incorporated herein by reference:

## Alta Fox Capital Management Releases Q&As with its Five Director Candidates Standing for Election at Hasbro’s 2022 Annual Meeting

***Issues Letter Featuring Nominees’ Thoughts on Hasbro’s “Brand Blueprint” Strategy, Capital Allocation Policy, Executive Compensation Practices and Value Creation Opportunities***

***Urges Stakeholders to Visit [www.FreeTheWizards.com](http://www.FreeTheWizards.com) to Learn About Alta Fox’s Vision for Helping Hasbro Reach a \$200 Share Price Over the Next Three Years***

DALLAS, TEXAS – BUSINESSWIRE – March 7, 2022 – Alta Fox Capital Management, LLC (together with its affiliates, “Alta Fox” or “we”), the beneficial owner of approximately 2.5% of the outstanding shares of Hasbro, Inc. (NASDAQ: HAS) (“Hasbro” or the “Company”), today released a letter to shareholders that introduces the views of its five highly-qualified and independent director candidates: Matthew Calkins, Marcelo Fischer, Jon Finkel, Rani Hublou and Carolyn Johnson, who have been nominated for election to the Company’s Board of Directors (the “Board”) at the 2022 Annual Meeting of Shareholders (the “Annual Meeting”).

Alta Fox encourages Hasbro’s shareholders, employees and other stakeholders to visit <https://FreeTheWizards.com/Resources/> to download a copy of today’s letter, review relevant materials and share feedback.

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### **About Alta Fox**

Founded in 2018 by Connor Haley, Alta Fox is a Texas-based alternative asset management firm that employs a long-term focused investment strategy to pursue exceptional risk-adjusted returns for a diverse group of institutions and qualified individual clients. Alta Fox focuses on identifying often overlooked and under-the-radar opportunities across asset classes, market capitalization ranges and sectors. Learn more by visiting [www.AltaFoxCapital.com](http://www.AltaFoxCapital.com).

### **Certain Information Concerning the Participants**

Alta Fox Opportunities Fund, LP (“Alta Fox Opportunities”), together with the other participants named herein (collectively, “Alta Fox”), intends to file a preliminary proxy statement and an accompanying GOLD proxy card with the Securities and Exchange Commission (“SEC”) to be used to solicit votes for the election of its slate of highly-qualified director nominees at the 2022 annual meeting of shareholders of Hasbro, Inc., a Rhode Island corporation (the “Company”).

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ALTA FOX STRONGLY ADVISES ALL SHAREHOLDERS OF THE COMPANY TO READ THE PROXY STATEMENT AND OTHER PROXY MATERIALS, INCLUDING A GOLD PROXY CARD, AS THEY BECOME AVAILABLE BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION. SUCH PROXY MATERIALS WILL BE AVAILABLE AT NO CHARGE ON THE SEC'S WEB SITE AT [HTTP://WWW.SEC.GOV](http://www.sec.gov). IN ADDITION, THE PARTICIPANTS IN THIS PROXY SOLICITATION WILL PROVIDE COPIES OF THE PROXY STATEMENT WITHOUT CHARGE, WHEN AVAILABLE, UPON REQUEST. REQUESTS FOR COPIES SHOULD BE DIRECTED TO THE PARTICIPANTS' PROXY SOLICITOR.

The participants in the proxy solicitation are expected to be Alta Fox Opportunities, Alta Fox SPV 3, LP ("Alta Fox SPV 3"), Alta Fox SPV 3.1, LP ("Alta Fox SPV 3.1"), Alta Fox GenPar, LP ("Alta Fox GP"), Alta Fox Equity, LLC ("Alta Fox Equity"), Alta Fox Capital Management, LLC ("Alta Fox Capital"), Connor Haley, Matthew Calkins, Jon Finkel, Marcelo Fischer, Rani Hublou and Carolyn Johnson (collectively, the "Participants").

As of the date hereof, Alta Fox Opportunities directly beneficially owned 812,614 shares of Common Stock, \$0.50 par value (the "Common Stock"), of the Company, including 200,000 shares of Common Stock underlying listed call options. As of the date hereof, Alta Fox SPV 3 directly beneficially owned 2,250,438 shares of Common Stock. As of the date hereof, Alta Fox SPV 3.1 directly beneficially owned 748,881 shares of Common Stock. Alta Fox Capital, as the investment manager of each of Alta Fox, Alta Fox SPV 3 and Alta Fox SPV 3.1, may be deemed to beneficially own the 3,811,933 shares of Common Stock beneficially owned in the aggregate by Alta Fox, Alta Fox SPV 3 and Alta Fox SPV 3.1. Alta Fox GP, as the general partner of each of Alta Fox, Alta Fox SPV 3 and Alta Fox SPV 3.1, may be deemed to beneficially own the 3,811,933 shares of Common Stock beneficially owned in the aggregate by Alta Fox, Alta Fox SPV 3 and Alta Fox SPV 3.1. Alta Fox Equity, as the general partner of Alta Fox GP, may be deemed to beneficially own the 3,811,933 shares of Common Stock beneficially owned in the aggregate by Alta Fox, Alta Fox SPV 3 and Alta Fox SPV 3.1. Mr. Haley, as the sole owner, member and manager of each of Alta Fox Capital and Alta Fox Equity, may be deemed to beneficially own the 3,811,933 shares of Common Stock beneficially owned in the aggregate by Alta Fox, Alta Fox SPV 3 and Alta Fox SPV 3.1. As of the date hereof, Mr. Calkins directly beneficially owned 51,495 shares of Common Stock. As of the date hereof, Mr. Fischer directly beneficially owned 5,327 shares of Common Stock. As of the date hereof, Ms. Johnson directly beneficially owned 500 shares of Common Stock. As of the date hereof, Ms. Hublou directly beneficially owned 100 shares of Common Stock. As of the date hereof, Mr. Finkel does not beneficially own any shares of Common Stock.

### **Contacts**

For Investors:

Okapi Partners  
Mark Harnett, 646-556-9350  
[mharnett@okapipartners.com](mailto:mharnett@okapipartners.com)

For Media:

Longacre Square Partners  
Greg Marose / Charlotte Kiaie, 646-386-0091  
[gmarose@longacresquare.com](mailto:gmarose@longacresquare.com) / [ckiaie@longacresquare.com](mailto:ckiaie@longacresquare.com)

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Item 2: Also on March 7, 2022, Alta Fox uploaded the following materials to www.FreeTheWizards.com:

FREE THE WIZARDS


HOME ABOUT ALTA FOX THE CASE TO REPAIR HASBRO OUR IDEAS NOMINEES PLAYERS RESOURCES

# NOMINEES

**Alta Fox believes that new Board members are needed to ensure Hasbro and Wizards of the Coast achieve their full potential.**

We have nominated five highly qualified directors for election to Hasbro's Board with much-needed gaming and capital allocation experience. Our nominees are:


## MATTHEW CALKINS



**Matthew Calkins brings valuable experience in corporate governance, innovation and technology, and the board game world to the Alta Fox slate.** He is the Founder, Chief Executive Officer and Chairman of Applan Corporation (NASDAQ: APPN), a cloud computing and enterprise software company. Previously, Mr. Calkins was the Director of the Enterprise Product Group at MicroStrategy Incorporated (NASDAQ: MSTR), a provider of enterprise software platforms and was, at a later point in time, a member of its board of directors. Notably, Mr. Calkins is the author of several award-winning board games and has frequently been a top finisher at the World Boardgaming Championships, in which he competes annually. He received a B.A. in Economics from Dartmouth College.

[Forbes: Meet Matt Calkins - Billionaire Board Game God and Tech's Hidden Disruptor](#)

## RANI HUBLOU



**Rani Hublou is a proven corporate leader with a strong background in strategic planning, product innovation and marketing.** She is currently a Principal at Incline Strategies, LLC. Her prior leadership roles include serving as Chief Marketing Officer of 8x8, Inc. (NASDAQ: EGHT), Chief Product Officer at Comprehend Systems, Inc., Chief Marketing Officer and Sales Executive at PSS Systems, Inc. (acquired by International Business Machines (NASDAQ: IBM)), and Senior Vice President of Product and Solution Marketing at BEA Systems, Inc. (formerly, NASDAQ: BEAS, acquired by Oracle Corporation (NYSE: ORCL)). She was previously an Associate at McKinsey & Company, Inc., a leading management consulting firm. Ms. Hublou has been a member of the board of directors of Tecsys Inc. (TSX: TCS), a software company, since 2020. She received an M.S. and a B.S. in Industrial Engineering from Stanford University.

## MARCELO FISCHER



**Marcelo Fischer possesses strong experience in the areas of capital allocation, corporate finance, strategic transactions and the consumer and technology sectors.** He is currently the Chief Financial Officer of IDT Corporation ("IDT") (NYSE: IDT), a multinational provider of cloud communications and financial services, since June 2019, and has also served as the Chief Financial Officer of IDT Telecom, since June 2007. At IDT, Mr. Fischer continues to play a key role in unlocking shareholder value through several successful spinoffs. Mr. Fischer also held a number of other roles during his tenure at IDT, including Senior Vice President-Finance (IDT's principal financial officer position) from October 2011 to June 2019, as well as Senior Vice President of Finance, Chief Financial Officer and Treasurer, Controller and as Chief Accounting Officer. Prior to IDT, Mr. Fischer was the Corporate Controller of Viatel, Inc. (formerly NASDAQ: VYTL), a telecommunications company. Earlier in his career, Mr. Fischer served as Controller of the Consumer International Division of Revlon, Inc. (NYSE: REV), a cosmetics company, held various finance and accounting positions at Colgate-Palmolive Company (NYSE: CL), a consumer products company, and served as an Auditor at Deloitte Touche Tohmatsu Limited, a professional services firm. Mr. Fischer is a Certified Public Accountant (Inactive). Mr. Fischer received a B.A. in Economics from the University of Maryland and an M.B.A. in Finance from the New York University Stern School of Business.

## CAROLYN JOHNSON

**Carolyn Johnson has a valuable background in corporate governance, consumer engagement, organizational transformations and strategic planning.** Most recently, Ms. Johnson was the Chief Transformation Officer of American International Group, Inc. (NYSE: AIG), an International Insurance organization. Previously, she held the position of Chief Executive Officer of Annuities and Individual Life at Voya Financial, Inc. (NYSE: VOYA), an insurance company. She previously served on the boards of directors of Majesco, LLC (formerly NASDAQ: MJCO) and the Secure Retirement Institute and Insured Retirement Institute. She received a B.S. in Business Administration with a focus in Finance from California State University, Los Angeles and completed the Finance for Senior Executives course at Harvard Business School.



## JON FINKEL



**Jon Finkel brings a unique blend of expertise in the capital markets, finance and the world of Magic: The Gathering ("Magic") to the Alta Fox slate.** He is currently a Managing Partner and Co-Chief Investment Officer at Landscape Capital Management LLC, a quantitative, market neutral investment management firm, where he specializes in overseeing the firm's portfolio of investments and is heavily involved in strategy development and research. Prior to that, Mr. Finkel played various games professionally, including Magic. Mr. Finkel has won a myriad of accolades during his career as a professional Magic player and is widely considered to be one of the greatest players of all time. He received a B.A. in English from Rutgers University.

General Collectibles: [Jon Finkel, Magic's Greatest Player](#)

**If elected, our nominees will operate with ethics, integrity and transparency in the boardroom – all in the interest of delivering the best outcome for Hasbro shareholders.**

[READ OUR DIRECTOR CANDIDATES' Q&A](#)

### Feedback About Hasbro?

Whether you are a shareholder, player or employee – we value all input.

Name (required)

Email (required)

Choose your player (required)

Message

[SUBMIT YOUR FEEDBACK](#)





# RESOURCES

## KEY MATERIALS

[Alta Fox Director Candidates Q&A](#) | March 7, 2022

[Alta Fox Capital Management Releases Q&As with its Five Director Candidates Standing for Election at Hasbro's 2022 Annual Meeting](#) | March 7, 2022

[Alta Fox Capital Management Nominates Five Highly Qualified and Independent Candidates for Election to Hasbro's Board of Directors](#) | February 17, 2022

[The Alta Fox Path to 100%+ Upside](#) | February 17, 2022

## RELEVANT MEDIA COVERAGE

[The Wall Street Journal](#) | [Hasbro Activist Begins Proxy Fight, Urges Wizards Unit Spinoff](#)

[Bloomberg](#) | [Activist Behind Hasbro Spinoff Push Is a Gamer With Gripes](#)

[CNBC](#) | [Hasbro activist wants toy company to spin off Wizards of the Coast, add new board members](#)

[Yahoo! Finance](#) | [Hasbro's board 'needs to face the reality of the underperformance,' Alta Fox executive says](#)

[Providence Business First](#) | [Activist investor pressures Hasbro to split into two, slash executive pay](#)

### FOR INVESTORS

Alta Fox Capital  
[freethewizards@altafoxcapital.com](mailto:freethewizards@altafoxcapital.com)

OR

Okapi Partners  
Mark Harnett, 646-556-9350  
[mharnett@okapipartners.com](mailto:mharnett@okapipartners.com)

### FOR MEDIA

Longacre Square Partners  
Greg Marose / Charlotte Kiaie, 646-386-0091  
[gmarose@longacresquare.com](mailto:gmarose@longacresquare.com) /  
[ckiaie@longacresquare.com](mailto:ckiaie@longacresquare.com)

## Reach out with any questions, concerns or feedback.

Name (required)

Email (required)

Message

SUBMIT





Item 3: Connor Haley of Alta Fox issued the following tweets:



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