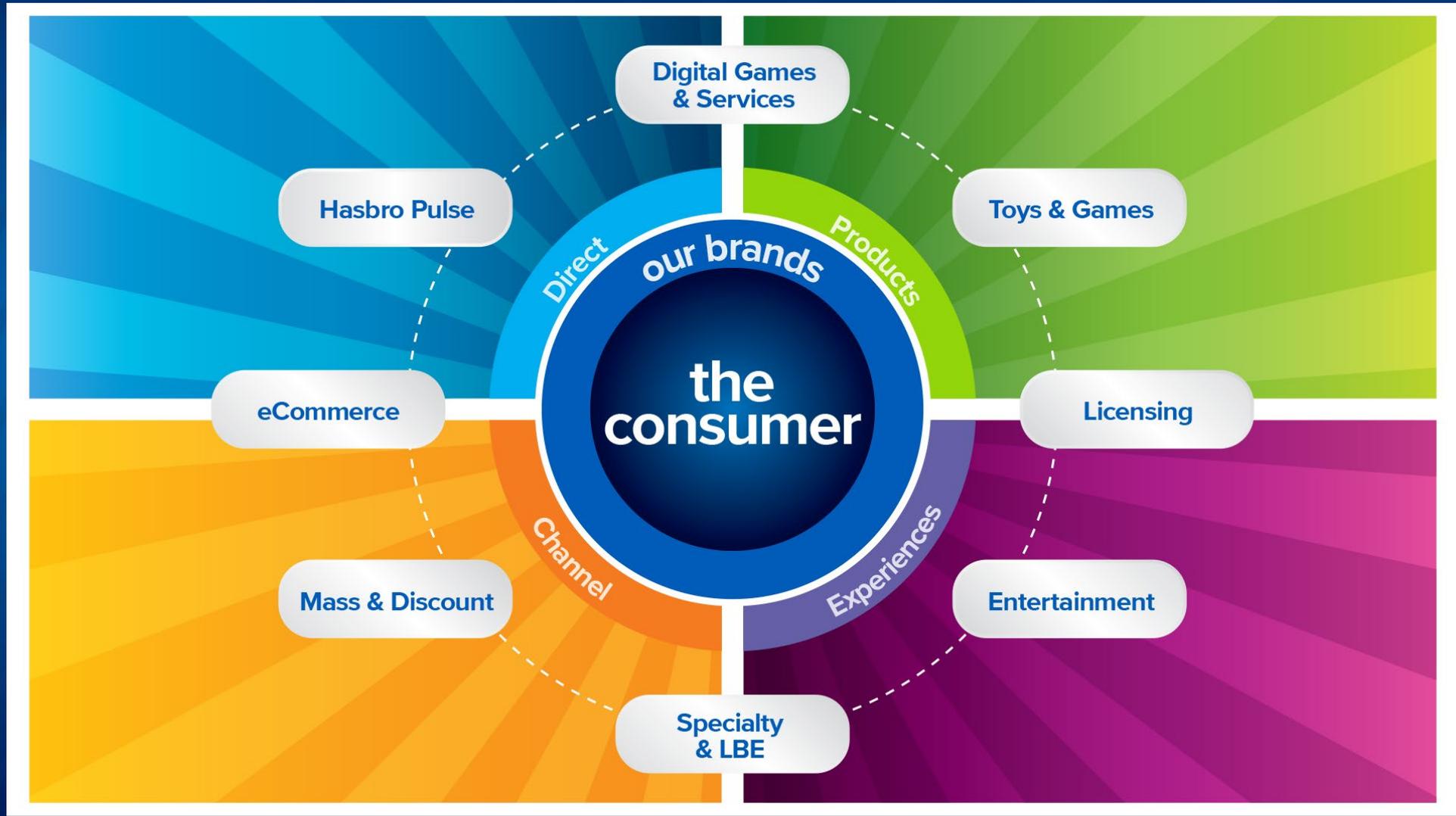


Eric Nyman

President and
Chief Operating Officer



Blueprint 2.0





Analytics + Insights + Measurement



+30%
AIM
INVESTMENT

+15M
MONTHLY
ACTIVE USERS



FROM TOYMAKERS TO BRAND BUILDERS



FEWER, BIGGER, BETTER



BUILDING \$1B BRANDS



Our Brands

► Franchise Brands



► Partner Brands



► Portfolio Brands



Driving Growth

MID
SINGLE DIGIT
REVENUE
CAGR

\$6.42B

15.5%
ADJ. OP

\$8.5B+

20% OP

OP MARGIN
EXPANSION TO

20%

2021

2027



GAMING

**SPORTS
COLLECTIBLES**

**ACTION
BRANDS**

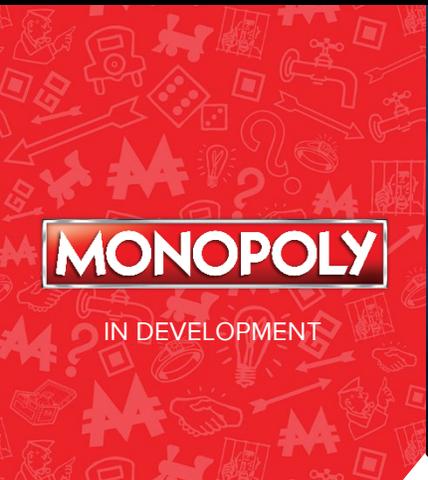
**ARTS &
CRAFTS**

**OUTDOOR
SPORTS**

**TOTAL
ADDRESSABLE
MARKET
\$40B+**

PRESCHOOL





UNSCRIPTED/
SCRIPTED

FEATURE
FILMS

ANIMATION



Growth in Licensed Consumer Products



GOAL
+10%
CAGR
(’22-’27)

\$5B+

in Retail
Sales

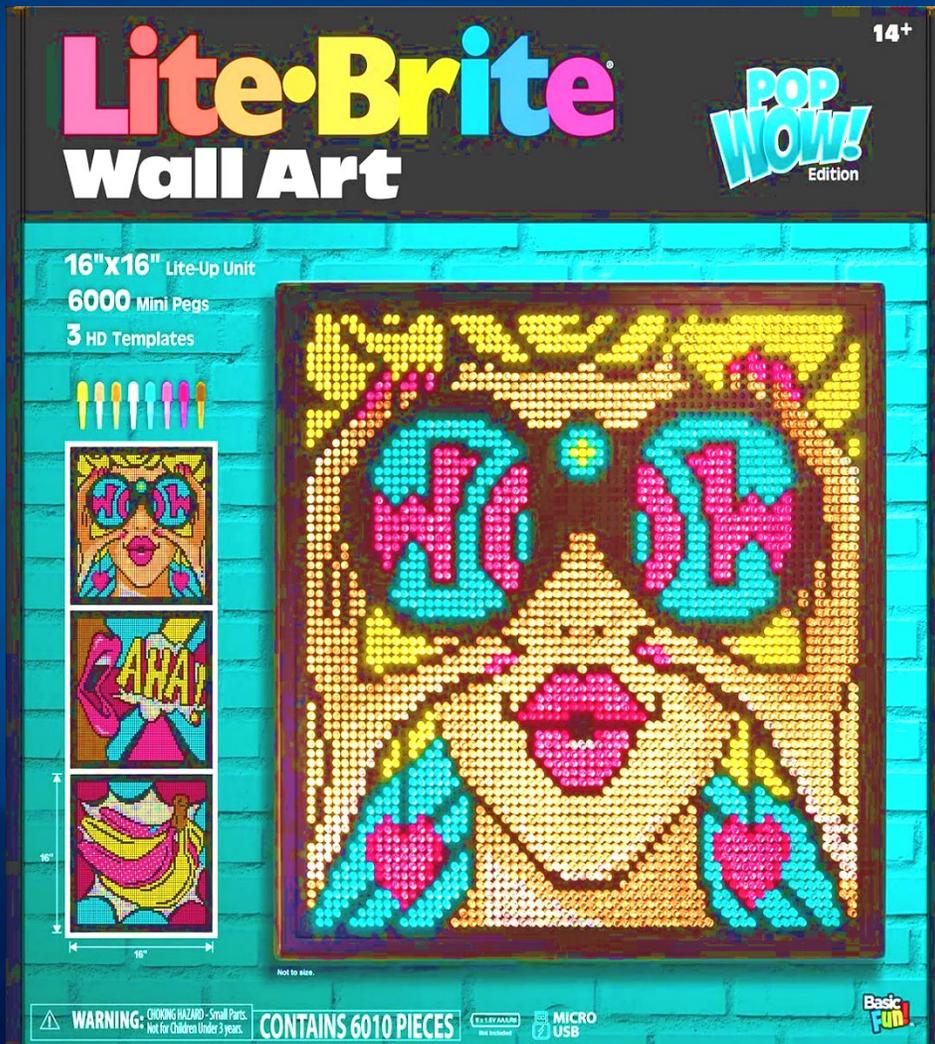
#2

Entertainment
Licensor

2-3x

Company Operating
Profit Margin

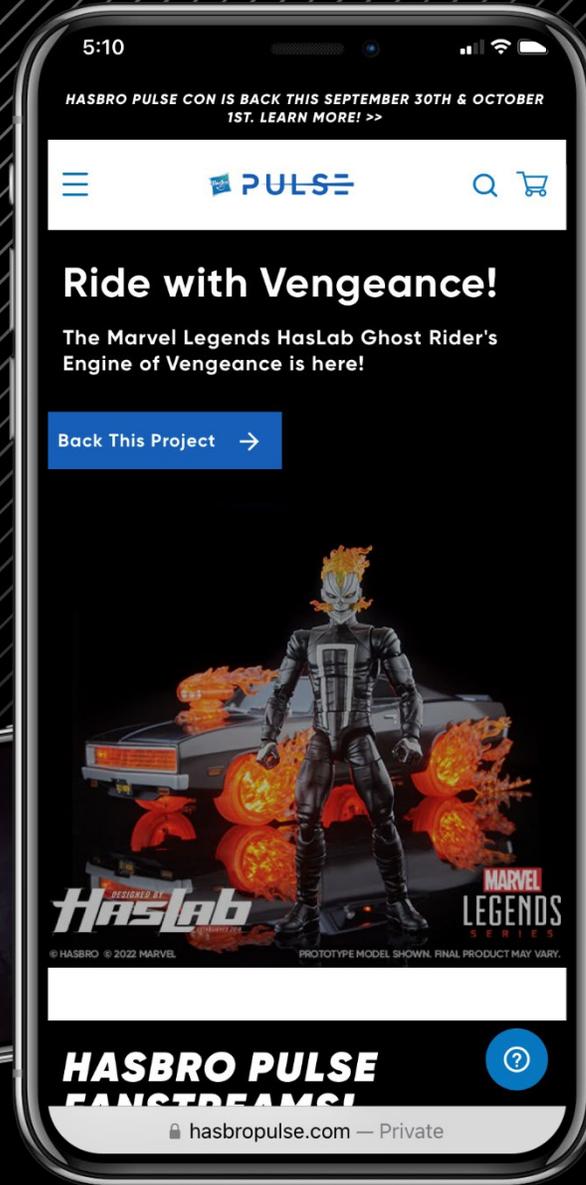




Littlest
Pet
Shop



WHERE FANS COME FIRST



D&D
BEYOND



H A S B R O
P U L S E
C O N 2 0 2 2



**\$250M-
300M**

**COST
SAVINGS**



**FEWER,
BIGGER, BETTER,
BRANDS**

**END-TO-END
EXECUTION**

**SUPPLY CHAIN
TRANSFORMATION**



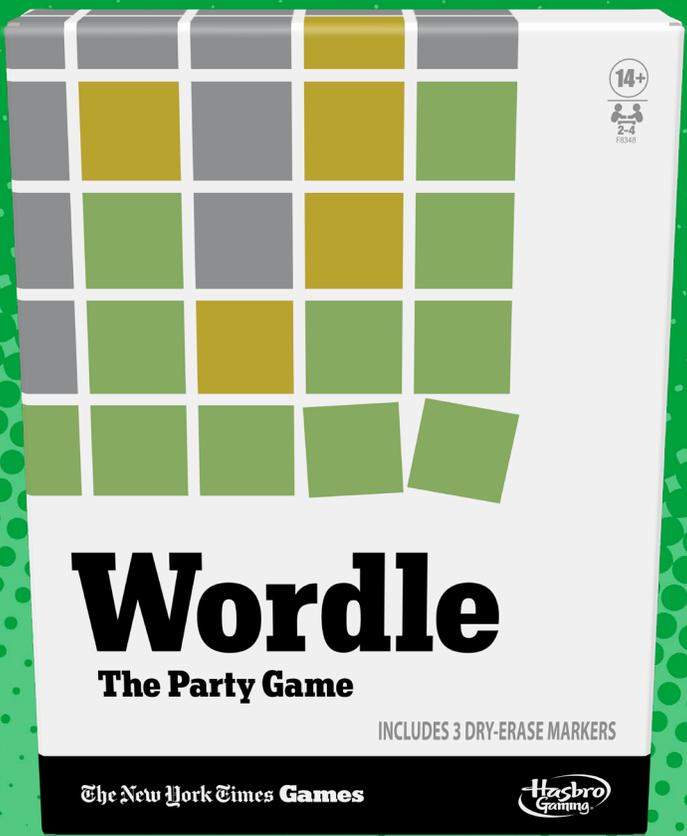
**FEWER,
BIGGER, BETTER,
BRANDS**

▼ 20%
**ITEM
DEVELOPMENT**





NERF PRO GEL FIRE
MYTHIC



Wordle

The Party Game

INCLUDES 3 DRY-ERASE MARKERS

The New York Times Games



MARVEL STUDIOS
BLACK PANTHER
WAKANDA FOREVER

NOVEMBER 11
RELEASE DATE



HASBRO & PARTNER BRANDS

2023 ENTERTAINMENT SLATE

LIVE ACTION SERIES



FEATURE FILMS



ANIMATED SERIES



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