



Investor Fact Sheet

THE HASBRO INVESTMENT THESIS

Leverage Hasbro’s iconic brand portfolio to entertain and connect generation of fans through games, play and experiences in five focus categories where we have or can have a leadership position.

- > Action Figures & Accessories; Arts & Crafts, Games, Outdoor & Sports and Preschool Toys

Blueprint 2.0

- > Enhance Hasbro’s Gaming Leadership, both tabletop and digital
- > Focus on Fewer, Bigger Brands to engage consumers and delight fans: MAGIC: THE GATHERING, DUNGEONS & DRAGONS, NERF, PEPPA PIG, PLAY-DOH, HASBRO GAMING and TRANSFORMERS
- > Advance our direct to consumer capabilities and licensing

Hasbro’s **Brand Insights Platform** underlies the strategic plan with a data and analytics team that will speed our innovation, fuel our drive for category leadership and create a wide, sustainable moat around Hasbro’s priority brands.

OPERATE WITH EXCELLENCE

Focus on Bottom Line Performance prioritizing fewer, bigger brands that delight and engage our consumers and fans

Deliver \$250-300M in annualized run-rate cost savings by year-end 2022; \$50M achieved in full-year 2022 with \$20M of actualized savings

Targeting 20% adjusted operating profit margin by full-year 2027*

*vs. 2022 adjusted OP of \$923M

CAPITAL PRIORITIES

Invest to Drive Profitable Growth

- > Focus Areas of Investment: Gaming; Direct to Consumer; Supply Chain; Data and Insights; Hasbro IP Content; Talent

De-Lever the Balance Sheet and Maintain Investment Grade Rating

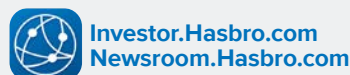
Return Excess Cash to Shareholders

- > Industry-leading Dividend; Share Repurchase in future periods

HASBRO FRANCHISE BRANDS



Beginning in 2023.



BLUEPRINT 2.0



BRAND INSIGHTS PLATFORM



1923 Hasbro founded by Henry and Hillel Hassenfeld. The Company first sold textile remnants before manufacturing pencil boxes and school supplies

1940s Hasbro's first toys — doctor and nurse kits are created

1952 POTATO HEAD created and revolutionized toy industry as 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 TRANSFORMERS brand is born; Acquires Milton Bradley, including its PLAYSKOOL division

1991 Acquires Tonka Corporation, including its Kenner and Parker Brothers divisions

1999 Acquires Wizards of the Coast and its MAGIC: THE GATHERING and DUNGEONS & DRAGONS franchises

2007 TRANSFORMERS movie is released, launching one of the highest-grossing film series ever

2008 Establishes the Brand Blueprint Strategy

2015 Hasbro Pulse direct-to-consumer platform launched

2018 Launched *Magic: The Gathering Arena*

2018 Acquired Saban's Power Rangers

2019 (Fiscal 2020) Acquires eOne, a global entertainment studio

2021 Hasbro's Total Games Category tops \$2B; Wizards of the Coast tops \$1B in revenue

2021 Divested eOne Music business

2022 Acquired D&D Beyond

1923 founded | **6,500** employees worldwide

Iconic Brand Portfolio

\$5.86B annual revenue (FY 2022)



operating in

35 countries



headquartered in **Pawtucket, RI**

Senior Management Team

Chris Cocks
Chief Executive Officer

Deborah Thomas
Executive Vice President,
Chief Financial Officer

Cynthia Williams
President, Wizards of the Coast
and Digital Gaming

Naj Atkinson
Executive Vice President,
Chief People Officer

Kathrin Belliveau
Executive Vice President,
Chief Purpose Officer

Tarrant Sibley
Executive Vice President,
Chief Legal Officer

ESG at Hasbro is the framework for translating our Purpose into action — getting from “why” we exist to “how” we deliver sustainable long-term value for our business and stakeholders.

Areas of Impact



planet



play



people



principles



Certain statements contained in this fact sheet contain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. The Company's actual actions or results may differ materially from those expected or anticipated in the forward-looking statements due to both known and unknown risks and uncertainties, which may be detailed from time to time in the Company's public announcements and SEC filings. The Company undertakes no obligation to make any revisions to the forward-looking statements contained in this fact sheet or to update them to reflect events or circumstances occurring after the date of this fact sheet.