COMPANY OVERVIEW

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to Creating the World's Best Play Experiences. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 5 on the 2018 100 Best Corporate Citizens list by CR Magazine, and has been named one of the World's Most Ethical Companies® by Ethisphere Institute for the past eight years.

HASBRO’S BRAND BLUEPRINT

The Brand Blueprint is Hasbro’s strategic framework for developing our brands in exciting new ways. Our brands are story-led consumer franchises brought to life through compelling content across a multitude of platforms and media, with a wide variety of digital experiences, innovative toys and games, music, publishing, and location-based entertainment, and an impressive array of consumer products, spanning a broad range of diverse categories.

INVESTMENT HIGHLIGHTS

• Rich Innovative Brand Portfolio
  – Informed by Global Consumer Insights
  – Compelling, multi-screen storytelling
• Investing in the Company’s strategy is creating unique, long-term competitive advantages for Hasbro
• Partner with premiere entertainment brands that attract and keep fans, and deepen the consumer experience
• Strong and consistent operating cash flow generation; which is invested back into Hasbro and returned to shareholders
  – Raised dividend in 15 out of the past 16 years
  – Repurchased $2.5B in stock from 2009-2018

SENIOR MANAGEMENT TEAM

Brian Goldner, joined Hasbro in 2000
Chairman & Chief Executive Officer

John Frascotti, joined Hasbro in 2008
President & Chief Operating Officer

Deborah Thomas, joined Hasbro in 1998
Executive Vice President, Chief Financial Officer

Tom Courtney, joined Hasbro in 1992
Executive Vice President, Global Operations

Stephen Davis, joined Hasbro in 2009
Executive Vice President, Chief Content Officer

Dolph Johnson, joined Hasbro in 1997
Executive Vice President, Chief Human Resources Officer

Tarrant Sibley, joined Hasbro in 2001
Senior Vice President, Chief Legal Officer

Wiebe Tinga, joined Hasbro in 1987
Executive Vice President, Chief Commercial Officer

Steven Zoltick, joined Hasbro in 2011
Executive Vice President, Chief Information Officer

CONTACT

Investor Relations
Debbie Hancock, VP Investor Relations
Kristen Levy, Manager Investor Relations
TEL 401.727.5401

Hasbro, Inc.
1027 Newport Avenue – PO Box 1059
Pawtucket, RI 02862-1059

EMAIL hasbro_investor_relations@hasbro.com
1923 - Hasbro founded by Henry and Hillel Hassenfeld. The Company first sold textile remnants before manufacturing pencil boxes and school supplies.

1928 - Hassenfeld Brothers expands product line to include paint sets and wax crayons

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

1952 - MR. POTATO HEAD created and revolutionized the toy industry. 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 - Acquires Milton Bradley, including its PLAYSKOOL division

1984 - TRANSFORMERS brand is born

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

1999 - Acquires Wizards of the Coast and its MAGIC: THE GATHERING franchise

2001 - Turnaround strategy focused on fully leveraging brand portfolio established

2006 - Licensing agreement with MARVEL signed

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

2008 - Brian Goldner becomes Hasbro CEO

2009 - Launches Hasbro Studios

2010 - Launched The Hub Network, a joint venture with Discover Communications

2011 - Established Hasbro’s Gaming Center of Excellence

2013 - Acquires majority stake in mobile game studio, Backflip Studios

2014 - Discovery Family Channel debuts

2014 - Enters a new strategic merchandising relationship with Disney Consumer Products for Disney PRINCESS brand and FROZEN brand

2016 - Hasbro acquires Boulder Media, an award-winning animation studio

2017 - #1 in G11 markets according to NPD and SIM

2018 - Acquires Saban’s Power Rangers

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.

### Financial Information (in thousands)

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Revenues</th>
<th>Operating Profit</th>
<th>Operating Profit Margin</th>
<th>Net Earnings</th>
<th>EPS (Diluted)</th>
<th>Cash &amp; Cash Equivalents</th>
<th>Long-term Debt</th>
<th>ROIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>$4,277,207</td>
<td>$635,375</td>
<td>14.9%</td>
<td>$415,930</td>
<td>$3.20</td>
<td>$893,167</td>
<td>$1,545,853</td>
<td>12.7%</td>
</tr>
<tr>
<td>2015</td>
<td>$4,447,509</td>
<td>$691,933</td>
<td>15.6%</td>
<td>$451,838</td>
<td>$3.57</td>
<td>$976,750</td>
<td>$1,547,115</td>
<td>13.4%</td>
</tr>
<tr>
<td>2016</td>
<td>$5,019,822</td>
<td>$788,048</td>
<td>15.7%</td>
<td>$551,380</td>
<td>$4.34</td>
<td>$1,282,285</td>
<td>$1,548,392</td>
<td>15.4%</td>
</tr>
<tr>
<td>2017</td>
<td>$5,209,782</td>
<td>$810,399</td>
<td>15.6%</td>
<td>$396,607</td>
<td>$3.12</td>
<td>$1,581,234</td>
<td>$1,693,609</td>
<td>15.4%</td>
</tr>
<tr>
<td>2018</td>
<td>$4,579,646</td>
<td>$331,052</td>
<td>7.2%</td>
<td>$220,434</td>
<td>$1.74</td>
<td>$1,182,371</td>
<td>$1,605,092</td>
<td>13.1%</td>
</tr>
</tbody>
</table>

1 Net Earnings Attributable to Hasbro; 2 Includes Current Portions; 3 FY 2017 Adjusted net earnings were $683.1M or $5.46 per share, excluding a $296.5M or $2.33 per diluted share charge resulting from U.S. tax reform.

### OUR FRANCHISE BRANDS

#### TRANSFORMERS

#### MONOPOLY

#### MAGIC: THE GATHERING

#### GAME

#### BABY ALIVE

#### PLAY-DOH

#### NERF

#### MY LITTLE PONY

#### FAMILY

#### BOUNDER MEDIA

#### ALL ABOUT BANDS

### CORPORATE SOCIAL RESPONSIBILITY

At Hasbro, we believe that every day is a chance to do better. We strive to always act responsibly and transparently, and in doing so, build a foundation of trust with our stakeholders, while also finding smarter ways of doing business. Our deep commitment to corporate social responsibility (CSR) reflects our desire to help build a sustainable and inclusive company and world for all. While our CSR commitments address many areas, product safety, environmental sustainability, ethical sourcing, and diversity and inclusion are important corporate priorities. Hasbro’s Sustainability Center of Excellence continues to guide our environmental strategy across the global organization, uniting our facilities and teams around the world to advance our environmental commitments. Our robust ethical sourcing program ensures social compliance across our global supply chain.

Additionally, we are committed to advancing diversity and inclusion across our business – from our employees to our brands, as well as our supply chain. Finally, we have a proud tradition of empowering children through our global giving programs. To learn more about our CSR progress, visit www.hasbro.com/csr.