



Investor FactSheet

OCTOBER 2018

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 BABY ALIVE, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH AND TRANSFORMERS, 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 seven years.

INVESTMENT HIGHLIGHTS

- Rich Innovative Brand Portfolio
 - Informed by Global Consumer Insights
 - Compelling, multi-screen storytelling
- 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 14 out of the past 15 years
 - Repurchased \$2.6B in stock from 2007-2017

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, music, publishing, and location-based entertainment, and an impressive array of consumer products, spanning a broad range of diverse categories.



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

TEL 401.727.5401

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
- 2017 Hasbro and Paramount Pictures announce a 5-year partnership
- 2018 Acquires Saban's Power Rangers

(in thousands)	2013	2014	2015	2016	2017 ³
Net Revenues	\$4,082,157	\$4,277,207	\$4,447,509	\$5,019,822	\$5,209,782
Operating Profit	\$467,093	\$635,375	\$691,933	\$788,048	\$810,359
Operating Profit Margin	11.4%	14.9%	15.6%	15.7%	15.6%
Net Earnings ¹	\$286,198	\$415,930	\$451,838	\$551,380	\$396,607
EPS (Diluted)	\$2.17	\$3.20	\$3.57	\$4.34	\$3.12
Cash & Cash Equivalents	\$682,449	\$893,167	\$976,750	\$1,282,285	\$1,581,234
Long-term Debt ²	\$1,388,285	\$1,545,853	\$1,547,115	\$1,548,392	\$1,693,609

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

OUR FRANCHISE BRANDS



CORPORATE SOCIAL RESPONSIBILITY

At Hasbro, we believe that every day is a chance to do better. We strive to always act responsibly, and in doing so we find smarter ways of doing business. Our deep commitment to corporate social responsibility (CSR) inspires us to use our business as a force for good. With a focus on key CSR areas like product safety, environmental sustainability, human rights, ethical sourcing, diversity and inclusion, and community, we're building a safer, more sustainable and inclusive company and world for all. Follow our progress at www.hasbro.com/csr.

