Hasbro’s North Star: Create and operate a leading play and entertainment company that drives value for our stakeholders

HASBRO’S BRAND AND CONTENT STRATEGY

• Diversified portfolio leveraging long-term investments made in digital-first orientation, including eComm and omni-channel retail, digital gaming and across Hasbro
• Proprietary advantage with industry-leading capabilities in innovation, content, gaming, digital and licensing

CLEAR GROWTH PILLARS

• Consumer Products: Including toys and games and licensed CP, driven by our innovation and expertise in merchandise and global retail
• Gaming: Led by the tremendous work of the team at Wizards of the Coast and Licensed Digital Games
• Entertainment: Delivering profitable entertainment across platforms led by the teams at eOne

This is where audiences and consumers are going. Hasbro is uniquely positioned to successfully and profitably execute across these expansive opportunities.

STRONG FINANCIAL POSITION

• Invest in long-term profitable growth
• Strengthen the balance sheet
• Return excess cash to shareholders

Hasbro Brand Blueprint

The Brand Blueprint is Hasbro’s strategic framework for developing our brands in exciting new ways to profitably grow our business. 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, publishing, and location-based entertainment, and an impressive array of consumer products, spanning a broad range of diverse categories.

contact

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

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

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

MR. POTATO HEAD created and revolutionized the toy industry. First toy advertised on TV.

Launches first action figure; G.I. JOE becomes an American icon.

Becomes publicly traded company.

Pays first dividend to shareholders.

MY LITTLE PONY brand is born.

Transformers brand is born.

Acquires Milton Bradley, including its PLAYSKOOL division.

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

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

Turnaround strategy focused on fully leveraging brand portfolio established.

Transformers movie is released, launching one of the highest-grossing film series ever.

Brian Goldner becomes Hasbro CEO.

Launches Hasbro Studios.

Established Hasbro’s Gaming Center of Excellence.

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

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

Acquires Saban’s Power Rangers.


(Fiscal 2020) Acquired eOne, a global entertainment studio.

Senior Management Team

Rich Stoddart
Interim Chief Executive Officer
Hasbro Board member since 2014

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

Chris Cocks
President and Chief Operating Officer, Wizards & Digital Gaming
joined Hasbro in 2016

Eric Nyman
Chief Consumer Officer and COO, Hasbro Consumer Products
joined Hasbro in 2005

Darren Throop
Chief Executive Officer, eOne
joined Hasbro in 2019

Kathrin Belliveau
Chief Purpose Officer
joined Hasbro in 1997

Michael Hogg
Executive Vice President, Chief Commercial Officer
joined Hasbro in 2005

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

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

Our commitment to CSR reflects our desire to build a safer, more sustainable and inclusive company and world for all.

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.