

## Safe Harbor




 not limited to

- our ability to successfully execute on our blueprint 2.0 strategy, including to focus on and scale select business initiatives and brands to drive profitability;
- our ability to design, develop, manufacture, and ship products on a timely, cost-effective and profitable basis;
 with film studios, television production companies and independent distributors and content producers;
- our ability to successfully evolve and transform our business and capabilities to successfully address the global consumer landscape;
 lower employment levels, consumer disposable income, retailer inventories and spending, including lower spending on purchases of our products;
- our dependence on third party relationships, including with third party manufacturers, licensors of brands, studios, content producers and entertainment distribution channels
 supply in China;
- our ability to successfully develop and continue to execute plans to mitigate the negative impact of the coronavirus on our business;

 products, increases in costs or delays in revenue;
 measures, and other challenges in the territories in which we operate;
 partners' planned digital applications or media initiatives;
- risks related to our leadership changes;
- our ability to attract and retain talented and diverse employees;
- our ability to realize the benefits of cost-savings and efficiency and/or revenue and operating profit enhancing initiatives;
- risks relating to the impairment and/or write-offs of products and content we acquire and produce;
- risks relating to investments, acquisitions and dispositions, including the ability to realize the anticipated benefits of acquired assets or businesses;
- fluctuations in our business due to seasonality;

- the bankruptcy or other lack of success of one or more of our significant retailers, licensees and other partners; and
- other risks and uncertainties as may be detailed from time to time in our public announcements and U.S. Securities and Exchange Commission ("SEC") filings.
 or to update them to reflect events or circumstances occurring after the date of this presentation.


## Supplemental Financial Data

Use of Non-GAAP Financial Measures

The financial tables accompanying this presentation include non-GAAP financial measures as defined under SEC rules, specifically Adjusted operating profit, Adjusted net earnings and Adjusted net earnings per diluted share, which exclude, where applicable, acquisition and related costs, acquired intangible amortization, Operational Excellence charges as well as 2021 losses on the music sale and charges from UK tax reform. Also included in this press release are the non-GAAP financial measures of EBITDA and Adjusted EBITDA. EBITDA represents net earnings attributable to Hasbro, Inc. excluding interest expense, income tax expense, net earnings (loss) attributable to noncontrolling interests, depreciation and amortization of intangibles. Segment EBITDA represents segment operating profit (loss) plus other income or expense, less depreciation and amortization of intangibles. Adjusted EBITDA also excludes Operational Excellence charges and the impact of stock compensation (including acquisition-related stock expense). As required by SEC rules, we have provided reconciliations on the attached schedules of these measures to the most directly comparable GAAP measure. Management believes that Adjusted net earnings, Adjusted net earnings per diluted share and Adjusted operating profit provide investors with an understanding of the underlying performance of our business absent unusual events. Management believes that EBITDA and Adjusted EBITDA are appropriate measures for evaluating the operating performance of our business because they reflect the resources available for strategic opportunities including, among others, to invest in the business, strengthen the balance sheet and make strategic acquisitions. The impact of changes in foreign currency exchange rates used to translate the consolidated statements of operations is quantified by translating the current period revenues at the prior period exchange rates and comparing this amount to the prior period reported revenues. The Company believes that the presentation of the impact of changes in exchange rates, which are beyond the Company's control, is helpful to an investor's understanding of the performance of the underlying business. These non-GAAP measures should be considered in addition to, not as a substitute for, or superior to, net earnings or other measures of financial performance prepared in accordance with GAAP as more fully discussed in our consolidated financial statements and filings with the SEC. As used herein, "GAAP" refers to accounting principles generally accepted in the United States of America.

## Blueprint 2.0

# Digital Games 

\& Services

Hasbro Pulse
Toys \& Games

## eCommerce

Mass \& Discount

## Brand Insights Platform



## Entertaining and Connecting Generations of Fans Through Storytelling and Play

## Blueprint 2.0

## Blueprint 2.0:

- Engage consumers across games, play and experiences
- Hasbro's Gaming Leadership
- Portfolio of high-growth, high profit brands
- 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
- Leverage direct to consumer relationships
- Understand and deliver for our fans with the Brand Insights Platform


## Focus on Bottom Line Performance

Growth in high margin gaming, including MAGIC: THE GATHERING
Forecasting double-digit growth in MAGIC this year led by strong growth in tabletop

- MAGIC's $30^{\text {th }}$ Anniversary edition
- On track to be Hasbro's first \$1B brand

Focus on Fewer, Bigger Brands and build three $\$ 1$ billion brands over time

Operational Excellence:

- Deliver \$250-300M in annualized run-rate cost savings by year-end 2025
- Grow Operating Profit by 50\% by year-end 2025 (off 2021 adjusted OP)


## Guidance for FY22

## 2022 Guidance

- Revenue flat to slightly down in constant currency
- Achieve FY22 adjusted operating profit margin* of $16 \%$, excluding Operational Excellence charge and other non-GAAP items
- Well positioned with high-quality inventory to meet demand


## Capital Allocation Priorities

- Paid \$289M in Dividends YTD
- Repurchased \$125M in Hasbro common stock YTD
- Purchased D\&D Beyond for \$146M
- Repaid \$73M in long-term debt
- On target to meet debt to adjusted EBITDA target of 2.0 to 2.5 X in 2023
- \$552M in cash at quarter end


## Q3 2022 snapshot



## Net Revenues

## Operating As Reported \$194.3M Profit <br> As Adjusted* $\mathbf{\$ 2 7 0 . 5 M}$

## Net As Reported \$129.2M <br> Earnings

Earnings
Per Share

As Reported $\mathbf{\$ 0 . 9 3}$ per diluted share As Adjusted* $\mathbf{\$ 1 . 4 2}$ per diluted share

| EBITDA | As Reported $\$ \mathbf{2 6 7 . 1} \mathbf{M}$ |
| :--- | :--- |
|  | As Adjusted* $\$ \mathbf{3 4 5 . 5 M}$ |

*The As Adjusted figures are non-GAAP financial measures.
A reconciliation of non-GAAP financial measures can be found on slides 30-34.

## Net <br> Revenues <br> \$4.18B <br> down 5\%; down 3\% absent FX

Operating As Reported \$533.4M
Profit
As Adjusted* $\mathbf{\$ 6 5 3 . 3 M}$

## Net As Reported \$332.4M <br> Earnings

## Earnings Per Share <br> As Reported $\mathbf{\$ 2 . 3 9}$ per diluted share As Adjusted* $\mathbf{\$ 3 . 1 4}$ per diluted share

## EBITDA <br> As Reported $\mathbf{\$ 7 2 6 . 5 M}$ As Adjusted* \$845.9M



## Third Quarter Net Revenue \& Operating Profit Performance



Wizards of the Coast \& Digital Gaming segment -16\%; Consumer Products segment -10\%;

## Entertainment segment -35\%

Revenues include a $\$ 53.7 \mathrm{M}$ negative impact from Foreign Exchange; down 12\% Absent FX

Q3 2022
2021
2021 Adjusted*
2022
2022 Adjusted*

3rd Quarter Revenues declined across brand portfolio categories

- Release timing for MAGIC: THE GATHERING
- Accelerated retailer orders in Q2 vs. Q3
- Entertainment revenue timing shifted 22 vs. 21
- New innovation launched Q4 2022

OPERATING PROFIT

\$368

\$194

\$271

- Operating Profit Margin: As Reported 11.6\%; As Adjusted* 16.1\%
- Maintain FY 2022 Profit Guidance: Adjusted Operating Profit Margin* 16\%


## Nine Months Net Revenue \& Operating Profit Performance



OPERATING PROFIT

- Operating Profit Margin: As Reported 12.8\%; As Adjusted* 15.6\%
- Maintain FY 2022 Profit Guidance: Adjusted Operating Profit Margin 16\%

\$592

*The As Adjusted figures are non-GAAP financial measures. A reconciliation of non-GAAP financial measures can be found on slide 32.


## Third Quarter \& Nine Months Brand Portfolio Performance

|  |  | $\begin{gathered} \text { Q3 } \\ 2022 \end{gathered}$ | $\begin{gathered} \text { Q3 } \\ 2021 \end{gathered}$ | \% Change | $\begin{gathered} \text { YTD } \\ 2022 \end{gathered}$ | $\begin{aligned} & \text { YTD } \\ & 2021 \end{aligned}$ | Change |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Franchise Brands ${ }^{1}$ | \$814 | \$925 | -12\% | \$2,101 | \$2,125 | -1\% |
|  | Partner Brands | \$350 | \$367 | -5\% | \$776 | \$767 | +1\% |
|  | Hasbro Gaming ${ }^{2}$ | \$211 | \$282 | -25\% | \$481 | \$565 | -15\% |
|  | Emerging Brands ${ }^{1}$ | \$123 | \$134 | -8\% | \$292 | \$297 | -2\% |
|  | TV/Film/ <br> Entertainment ${ }^{3}$ | \$177 | \$262 | -32\% | \$529 | \$652 | -19\% |
|  | Total | \$1,676 | \$1,970 | -15\% | \$4,178 | \$4,407 | -5\% |

Totals may not add up due to rounding
'Beginning in fiscal year 2022, Hasbro designated PEPPA PIG as a franchise brand. Net revenue by brand portfolio has been restated to show the reclassification of PEPPA PIG historical revenues to franchise brands from emerging brands
${ }^{2}$ Hasbro's total gaming category, including all gaming revenue, most notably MAGIC: THE GATHERING and MONOPOLY which are included in Franchise Brands in the table above, was \$509M for Q3 2022, down 23\% vs. \$659M for Q3 2021 and \$1.4B YTD 2022, down 8\% vs. \$1.5B YTD 2021.

Hasbro believes its gaming portfolio is a competitive differentiator and views it in its entirety
YTD 2021 TV/Film/Entertainment includes $\$ 65.2 \mathrm{M}$ of Music revenue which was sold at the beginning of the third quarter 2021.

Q3 and YTD 2022 PERFORMANCE

## FRANCHISE BRANDS

PEPPA PIG and PLAY-DOH grew for the quarter and YTD; MAGIC THE GATHERING down in Q3, revenues flat YTD

PARTNER BRANDS
YTD Growth driven by Hasbro products for the Marvel portfolio and Star Wars ${ }^{\text {TM }}$

## HASBRO GAMING

3rd Quarter growth in AVALON HILL and DUNGEONS \&

Total Gaming
Q3 2022
\$509M
Down 23\%
YTD 2022
\$1.4B
Down 8\%

DRAGONS offset by declines in other gaming titles

## EMERGING BRANDS

Q3 Growth in EASY BAKE, SUPER SOAKER and POWER RANGERS, offset by declines in other brands

TV/FILM/ENTERTAINMENT
Decrease driven by release timing in Film and TV releases including straight to streaming film releases in Q3 21

## Third Quarter 2022 Major Expense Items

|  |  | Q3 2022 | Q3 2021 | $\underset{\text { YOY }}{\substack{\text { CHANGE }}}$ | $\begin{aligned} & \text { Q3 } 2022 \\ & \text { \% OF REVENUE } \end{aligned}$ | NOTES |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Cost of Sales | \$587 | \$610 | -3.8\% | 35.0\% | Lower revenues as well as higher sales allowances and product costs in the Consumer Products segment; highe inventory provisions and FX impact |
|  | Program Production Cost Amortization | \$147 | \$188 | -22.1\% | 8.7\% | Lower content deliveries within the quarter |
|  | Royalties | \$135 | \$172 | -21.5\% | 8.1\% | Primarily driven by mix of title deliveries in the film and TV business |
|  | Product Development | \$82 | \$80 | +2.5\% | 4.9\% | Maintain significant innovation in tabletop and digital investments in Wizards of the Coast |
|  | Advertising | \$115 | \$163 | -29.4\% | 6.9\% | Reflects lower advertising spend in Consumer Products; Entertainment advertising down related to launch of MY LITTLE PONY movie in Q3 2021 |
|  | Selling, Distribution \& Administration | \$366 | \$362 | +1.1\% | 21.8\% | Lower administrative costs associated with salary and benefits, lower depreciation as a result of no comparable digital gaming launch |

## Nine Months 2022 Major Expense Items

|  |  | Nine Months 2022 | Nine Months 2021 | $\underset{\text { YOY }}{\text { YHANGE }}$ | Nine Months \% OF REVENUE | NOTES |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Cost of Sales | \$1,331 | \$1,244 | +7.0\% | 31.9\% | Higher freight and input costs pressures as forecasted |
|  | Program Production Cost Amortization | \$366 | \$396 | -7.7\% | 8.8\% | Mix and timing of deliveries in the entertainment segment |
|  | Royalties | \$335 | \$392 | -14.5\% | 8.0\% | Lower royalties driven primarily by mix of revenues within the Entertainment segment and the sale of music business |
|  | Product Development | \$231 | \$229 | +0.9\% | 5.5\% | Investments in innovation including in Wizards of the Coast brands, digital gaming and talent |
|  | Advertising | \$277 | \$357 | -22.3\% | 6.6\% | Lower digital gaming launch support YOY and sale of music business |
|  | Selling, Distribution \& Administration | \$1,000 | \$1,005 | -0.5\% | 23.9\% | Lower administrative costs associated with salary and benefits, lower depreciation as a result of no comparable digital gaming launch |

## Wizards of the Coast \& Digital Gaming Segment



- Revenues down 13\% absent \$8.8M negative impact of FX
- MAGIC: THE GATHERING down in the quarter due to timing of releases; DUNGEONS \& DRAGONS up in the quarter
- Tabletop revenue down 9\% due to timing of releases
- Digital \& Licensed Gaming down 37\%
- Difficult comparison against premium game Dark Alliance and Magic: The Gathering Arena mobile launch
- Operating Profit Margin 33.7\%
- Operating profit decrease due to lower revenue in the quarter, higher product and development costs and increased amortization related to the D\&D Beyond acquisition
- Investments continue in digital gaming and talent


## Wizards of the Coast \& Digital Gaming Segment



- Revenues flat, absent \$20M negative impact of FX
- MAGIC: THE GATHERING flat; up 2\% absent FX
- DUNGEONS \& DRAGONS down led by Dark Alliance comp
- Tabletop Revenue up 5\%
- Digital \& Licensed Gaming down 25\%
- Difficult comparison against Magic: The Gathering Arena mobile and Dark Alliance launches in 2021
- Operating profit margin $44.0 \%$
- Operating Profit decreased due to higher product and development costs and increased royalties partially offset by lower advertising and promotion and lower depreciation
- Investments continue in digital gaming and talent

Consumer Products Segment


## Consumer Products Segment



## Consumer Products Segment Net Revenues by Geography

|  | Q3 2022 | Q3 2021 | \% <br> CHANGE | Nine Months 2022 | Nine Months 2021 | \% CHANGE |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| NORTH AMERICA | \$693 | \$805 | -14\% | \$1,532 | \$1,559 | -2\% | Q3 and YTD Growth in Latin America |
| EUROPE | \$272 | \$304 | -11\% | \$610 | \$669 | -9\% | Asia Pacific up Q3 and YTD, absent FX |
| ASIA PACIFIC | \$83 | \$76 | +10\% | \$202 | \$209 | -3\% | flat Q3 and YTD, |
| LATIN AMERICA | \$113 | \$98 | +15\% | \$224 | \$189 | +19\% |  |
| TOTAL SEGMENT | \$1,161 | \$1,283 | -10\% | \$2,568 | \$2,626 | -2\% |  |

## Entertainment Segment

## NET REVENUES



- Revenues declined on revenue timing including straight to streaming film deliveries of My Little Pony: A New Generation; Finch; and Come from Away in Q3 2021, with no comparable releases this year
- Film and TV revenue down 26\%; 38 half hours produced scripted TV series Q3 22 vs. 28 Q3 21
- Q4 Forecasted 76 HH produced scripted TV series versus 38 Q2 21

Q3 2022
[ 2021
2021 Adjusted*
2022
$\square$
2022 Adjusted*

OPERATING PROFIT
->100\%
As reported

As adjusted*

[^0]- Adjusted Operating Profit* decline reflects lower revenue and less favorable mix of deliveries in the quarter, lower amortization, advertising and royalty expenses

[^1]
## Entertainment Segment



## Third Quarter and Nine Months 2022 Net Earnings

## THIRD QUARTER



NINE MONTHS
\$555


Total Non-Operating Expense: YTD 2022 \$107.7M
Other income, net $\$ 17.5$ million dollars
Diluted Shares YTD 2022 139.1M vs. 138.3M YTD 2021
Adjusted Underlying Tax Rate* 21.1\% YTD 2022 vs. 22.6\% YTD 2021

YTD '22
Repurchased
\$125.0M of Hasbro common stock

Total Non-Operating Expense: Q3 2022 \$28.7M Other income, net $\$ 13.2$ million dollars
Diluted Shares Q3 2022 138.5M vs. 138.5M Q3 2021
Adjusted Underlying Tax Rate* 19.9\% Q3 2022 vs. 23.4\% Q3 2021

## Operational Excellence

Cost Savings Forecast

Costs to Achieve*

*expected cash spend per year to achieve; does not include non-cash charges

Forecasted 2025 P\&L Distribution


## Key Cash Flow and Balance Sheet Data <br> NINE MONTHS ENDED

| \$ Millions, unaudited | SEPT 25, 2022 | SEPT 26, 2021 |
| ---: | :---: | :---: |
| Cong-term Debt | $\$ 552$ | $\$ 1,181$ |
| Depreciation | $\$ 3,725$ | $\$ 3,977$ |
| Amortization of Intangibles | $\$ 81$ | $\$ 116$ |
| Program Spend, net | $\$ 498$ | $\$ 90$ |
| Capital Expenditures | $\$ 131$ | $\$ 526$ |
| Dividends Paid | $\$ 289$ | $\$ 98$ |
| Share Repurchase | $\$ 125$ | $\$ 281$ |
| Operating Cash Flow | $\$ 262$ | - |
| Accounts Receivable | $\$ 1,189$ | $\$ 686$ |
| 24 | Inventory | $\$ 845$ |

NOTES
Completed D\&D Beyond acquisition for \$146M; Returned \$414M to shareholders; Inventory on hand for 2H

Paid down \$73M in Debt in YTD
FY 2022 depreciation target \$139M
Reflects sale of eOne music business in Q3 2021 and addition of D\&D Beyond in 2022

Expected at low end of $\$ 725-\$ 825 \mathrm{M}$ range for FY 2022

FY 2022 target of \$150-180M
\$0.70 per share quarterly dividend paid in Q3 2022; Next dividend payable November 15

Plan to increase in repurchases in future years
Early inventory commitment; well positioned to meet demand

DSO 65 days, down 3 days YOY
YOY increase due to accelerated purchases to meet 2 H demand and mitigate supply chain challenges; Inventory of high quality

## ESG Performance + Q3 2022 Achievements

## Hasbro's ESG strategy continues to drive long-term value creation for all stakeholders

## Climate and Sustainability

## Achieved <br> 99.6\%

Renewable Energy Goal for Owned \& Operated facilities

## Ethical Sourcing and Human Rights

## Achieved

## 100\%

Audit rate annually for all third-party suppliers and major subcontractors including supplemental oversight audits

- Launched the implementation of the Responsible Recruitment Policy to improve factory accountability and to prevent forced labor.
- Strengthened capacity-building throughout supply chain through mandatory Hasbro Ethical Sourcing Academy training for all suppliers by adding more advanced courses.
- Expanded worker well-being programs in China and Vietnam to improve financial literacy and create safe spaces for workers to engage with their children


## Diversity, Equity and Inclusion

- Continued to foster a culture of inclusion throughout our practices and initiatives including unconscious bias training
- On track to meet 2025 goals to increase female representation in leadership to $50 \%$ globally and racially/ethnically diverse representation in U.S. workforce to $25 \%$.
- On track to release 2021-2022 DE\&I report in conjunction with ESG report launch in early Nov


## ESG Reporting

- On track to publish comprehensive ESG progress report in early Nov. which incorporates refreshed messaging framework and satisfies investor and ESG raters/rankers needs (SASB; GRI; TCFD).

Philanthropy and Social Impact

- Launched the Brian Goldner Center for Transforming Futures. Funded by a $\$ 2.5 \mathrm{M}$ contribution from the Hasbro Foundation, the Center will provide multi-year social impact investments through the singular mission of transforming and uplifting lives, benefitting three nonprofit organizations: The Ghetto Film School, YearUp and Angel Flight NE.
- Planted over 100,000 trees through partnership with One Tree Planted, a non-profit organization supporting global reforestation




## Supplemental Financial Information

## Condensed Consolidated Balance Sheets

(Millions of Dollars) (Unaudited)

## ASSETS

Cash and Cash Equivalents
Accounts Receivable, Net
Inventories
Prepaid Expenses and Other Current Assets
Assets Held for Sale
Total Current Assets
Property, Plant and Equipment, Net
Goodwill
Other Intangible Assets, Net
Other Assets
Total Assets

| $\begin{gathered} \text { September 25, } \\ 2022 \\ \hline \end{gathered}$ |  | September 26$2021$ |  |
| :---: | :---: | :---: | :---: |
| \$ | 551.6 | \$ | 1,181.2 |
|  | 1,188.8 |  | 1,476.6 |
|  | 844.5 |  | 544.1 |
|  | 658.8 |  | 528.5 |
|  | 16.8 |  | - |
|  | 3,260.5 |  | 3,730.4 |
|  | 411.8 |  | 441.9 |
|  | 3,469.8 |  | 3,420.2 |
|  | 1,079.7 |  | 1,209.5 |
|  | 1,404.3 |  | 1,428.4 |
| \$ | 9,626.1 | \$ | 10,230.4 |

LIABILITIES, NONCONTROLLING INTERESTS AND SHAREHOLDERS' EQUITY


| $\$$ | 122.3 |  | $\$$ | 0.9 |
| ---: | ---: | ---: | ---: | ---: |
|  | 122.6 |  | 187.6 |  |
|  | $2,097.0$ |  | $2,261.9$ |  |
|  | 15.0 |  | - |  |
|  | $2,356.9$ |  | $2,450.4$ |  |
|  | $3,725.1$ |  | $3,977.4$ |  |
|  | 545.1 |  | 722.5 |  |
|  | $6,627.1$ |  | $7,150.3$ |  |
|  | - |  | 22.9 |  |
|  | $2,999.0$ |  | $3,057.2$ |  |
|  | $9,626.1$ |  | $\$ 10,230.4$ |  |

## Accounts Payable and Accrued Liabilities

Liabilities Held for Sale
Total Current Liabilities
Long-Term Debt
Other Liabilities
Total Liabilities
Redeemable Noncontrolling Interests
Total Shareholders' Equity
Total Liabilities, Noncontrolling Interests and Shareholders' Equity
\$ 9,626.1
$\$ \quad 10,230.4$

## Condensed Statements of Operations

(Millions of Dollars and Shares Except Per Share Data) (Unaudited)

|  | Quarter Ended |  |  |  |  |  | Nine Months Ended |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \hline \text { September } \\ 25,2022 \\ \hline \end{gathered}$ |  | \% Net <br> Revenues | September$\text { 26, } 2021$ |  | \% Net Revenues | September$\text { 25, } 2022$ |  | \% Net <br> Revenues$100.0 \%$ | September$\text { 26, } 2021$ |  | $\%$ Net <br> Revenues$100.0 \%$ |
| Net Revenues | \$ | 1,675.9 | 100.0\% | \$ | 1,970.0 | 100.0\% | \$ | 4,178.2 |  | \$ | 4,407.0 |  |
| Costs and Expenses: |  |  |  |  |  |  |  |  |  |  |  |  |
| Cost of Sales |  | 586.6 | 35.0\% |  | 609.5 | 30.9\% |  | 1,331.2 | 31.9\% |  | 1,244.4 | 28.2\% |
| Program Cost Amortization |  | 146.5 | 8.7\% |  | 187.9 | 9.5\% |  | 365.7 | 8.8\% |  | 396.1 | 9.0\% |
| Royalties |  | 135.1 | 8.1\% |  | 171.8 | 8.7\% |  | 335.3 | 8.0\% |  | 392.2 | 8.9\% |
| Product Development |  | 82.4 | 4.9\% |  | 80.1 | 4.1\% |  | 231.2 | 5.5\% |  | 229.1 | 5.2\% |
| Advertising |  | 115.2 | 6.9\% |  | 163.3 | 8.3\% |  | 277.0 | 6.6\% |  | 356.6 | 8.1\% |
| Amortization of Intangibles |  | 26.9 | 1.6\% |  | 27.7 | 1.4\% |  | 81.2 | 1.9\% |  | 90.3 | 2.0\% |
| Selling, Distribution and Administration |  | 365.8 | 21.8\% |  | 361.8 | 18.4\% |  | 1,000.1 | 23.9\% |  | 1,004.7 | 22.8\% |
| Loss on Assets Held for Sale |  | 23.1 | 1.4\% |  | - | 0.0\% |  | 23.1 | 0.6\% |  | - | 0.0\% |
| Loss on Disposal of Business |  | - | 0.0\% |  | - | 0.0\% |  | - | 0.0\% |  | 101.8 | 2.3\% |
| Operating Profit |  | 194.3 | 11.6\% |  | 367.9 | 18.7\% |  | 533.4 | 12.8\% |  | 591.8 | 13.4\% |
| Interest Expense |  | 41.9 | 2.5\% |  | 43.3 | 2.2\% |  | 125.2 | 3.0\% |  | 137.3 | 3.1\% |
| Other Expense (Income), Net |  | (13.2) | -0.8\% |  | 1.2 | 0.1\% |  | (17.5) | -0.4\% |  | (39.5) | -0.9\% |
| Earnings before Income Taxes |  | 165.6 | 9.9\% |  | 323.4 | 16.4\% |  | 425.7 | 10.2\% |  | 494.0 | 11.2\% |
| Income Tax Expense |  | 37.4 | 2.2\% |  | 68.5 | 3.5\% |  | 94.1 | 2.3\% |  | 143.5 | 3.3\% |
| Net Earnings |  | 128.2 | 7.6\% |  | 254.9 | 12.9\% |  | 331.6 | 7.9\% |  | 350.5 | 8.0\% |
| Net Earnings Attributable to Noncontrolling Interests |  | (1.0) | -0.1\% |  | 1.7 | 0.1\% |  | (0.8) | 0.0\% |  | 4.0 | 0.1\% |
| Net Earnings Attributable to Hasbro, Inc. | \$ | 129.2 | 7.7\% | \$ | 253.2 | $\underline{12.9 \%}$ | \$ | 332.4 | 8.0\% | \$ | 346.5 | 7.9\% |
| Per Common Share |  |  |  |  |  |  |  |  |  |  |  |  |
| Net Earnings |  |  |  |  |  |  |  |  |  |  |  |  |
| Basic | \$ | 0.93 |  | \$ | 1.83 |  | \$ | 2.39 |  | \$ | 2.51 |  |
| Diluted | \$ | 0.93 |  | \$ | 1.83 |  | \$ | 2.39 |  | \$ | 2.51 |  |
| Cash Dividends Declared | \$ | 0.70 |  | \$ | 0.68 |  | \$ | 2.10 |  | \$ | 2.04 |  |
| Weighted Average Number of Shares |  |  |  |  |  |  |  |  |  |  |  |  |
| Basic |  | 138.3 |  |  | 138.1 |  |  | 138.9 |  |  | 137.9 |  |
| Diluted |  | 138.5 |  |  | 138.5 |  |  | 139.1 |  |  | 138.3 |  |

## Condensed Consolidated Cash Flows

(Millions of Dollars) (Unaudited)

Cash Flows from Operating Activities
Net Earnings
Other Non-Cash Adjustments
Changes in Operating Assets and Liabilities
Net Cash Provided by Operating Activities
Cash Flows from Investing Activities:
Additions to Property, Plant and Equipment
Investments and Acquisitions
Proceeds From Sale of Business, Net of Cash Other
Net Cash Utilized by Investing Activities
Cash Flows from Financing Activities:
Proceeds from Long-Term Debt
Repayments of Long-Term Debt
Net Proceeds of Short-Term Borrowings
Stock repurchases
Stock-Based Compensation Transactions
Dividends Paid
Payments Related to Tax Withholding for Share-Based Compensation
Debt Extinguishment Costs
Other
Net Cash Utilized Provided by Financing Activities

| Nine Months Ended |  |  |
| :---: | :---: | :---: |
| September 25, 2022 | September$\text { 26, } 2021$ |  |
| \$ 331.6 | \$ | 350.5 |
| 567.1 |  | 814.2 |
| (636.5) |  | (479.1) |
| 262.2 |  | 685.6 |

Effect of Exchange Rate Changes on Cash

| $(130.7)$ | $(98.1)$ |
| :---: | :---: |
| $(146.3)$ | - |
| - | 379.2 |
| 11.2 | $(3.6)$ |
|  | $(265.8)$ |
|  |  |

Net Decrease in Cash Balances Classified as Held for Sale

Net Decrease in Cash and Cash Equivalents
(467.6)
(268.5)

Cash and Cash Equivalents at Beginning of Year

## SEGMENT RESULTS - AS REPORTED and AS ADJUSTED-Q3 2022

(Unaudited) (Millions of Dollars)
Operating Results

```
Total Company Results
External Net Revenues (1)
Operating Profit
Operating Margin
```

EBITDA

## Segment Results

$\frac{\text { Consumer Products: }}{\text { External Net Revenues }}{ }^{(2)}$
External Net Keven
Operating Profit
Operating Profit
Operating Margin
EBITDA
Wizards of the Coast and Digital Gaming:
External Net Revenues
Operating Profit
Operating Margin
pita
Entertainment:
External Net Revenues ${ }^{(4)}$
Operating Profit
Operating Margin
Operating Margin
EBITDA
Corporate and Other:
Operating (Loss) Profit
EBITDA

(1) Net Revenues by Brand Portfolio

Franchise Brands ${ }^{\text {(i) }}$
Partner Brands
Hasbro Gaming ${ }^{\text {(ii) }}$
Emerging Brands ${ }^{(i)}$
TV/Film/Entertainment
Total

## Quarter Ended


(i) Effective in the first quarter of 2022, the Company moved PEPPA PIG into Franchise Brands from Emerging Brands. For comparability, the quarter ended September 26, 2021 net revenues have been restated to reflect the elevation of PEPPA PIG from Emerging Brands into Franchise Brands resulting in a change of $\$ 43.1$
(ii) Hasbro's total gaming category, including all gaming revenue, most notably MAGIC THE GATHERING and MONOPOLY, which are reported in the Franchise Brands portfolio, totaled $\$ 508.6$ for the quarter ended September 25, 2022, down $22.8 \%$ from revenues of $\$ 658.6$ for the quarter ended September 26, 2021

## ${ }^{(2)}$ Consumer Products Segment Net Revenues by

 Major Geographic RegionNorth America
Europe
Asia Pacific
Latin America
Total

Wizards of the Coast and Digital Gaming Ne
Revenues by Category
Tabletop Gaming
Digital and Licensed Gaming
${ }^{(4)}$ Entertainment Segment Net Revenues by
category
Film and TV
Family Brands
Music and
Total

Quarter Ended $\qquad$
September 25, September 26,



$\qquad$

## SEGMENT RESULTS - AS REPORTED and AS ADJUSTED-YTD 2022

(Unaudited) (Millions of Dollars)


## RECONCILIATION OF NON-GAAP FINANCIAL MEASURES (Unaudited) (Millions of Dollars) Reconciliation of Adiusted Operating Profft

|  | Quarter Ended |  |  |  | Nine Months Ended |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | September 25, 2022 |  | September 26, <br> 2021 |  | September 25, 2022 |  | September 26, 2021 |  |
|  |  |  |  |  |  |  |  |  |
| Operating Profit | \$ | 194.3 | \$ | 367.9 | \$ | 533.4 | \$ | 591.8 |
| Consumer Products |  | 136.8 |  | 210.4 |  | 138.9 |  | 260.5 |
| Wizards of the Coast and Digital Gaming |  | 102.2 |  | 159.4 |  | 434.2 |  | 462.3 |
| Entertainment |  | (28.9) |  | 22.4 |  | (2.4) |  | (74.3) |
| Corporate and Other |  | (15.8) |  | (24.3) |  | (37.3) |  | (56.7) |
| Non-GAAP Adjustments ${ }^{(1)}$ | \$ | 76.2 | \$ | 21.7 | \$ | 119.9 | \$ | 183.5 |
| Consumer Product |  | 9.0 |  |  |  | 28.9 |  |  |
| Entertainment |  | 34.8 |  | 19.7 |  | 52.3 |  | 168.2 |
| Corporate and Other |  | 32.4 |  | 2.0 |  | 38.7 |  | 15.3 |
| Adjusted Operating Profit | \$ | 270.5 | \$ | 389.6 | \$ | 653.3 | \$ | 775.3 |
| Consumer Products |  | 145.8 |  | 210.4 |  | 167.8 |  | 260.5 |
| Wizards of the Coast and Digital Gaming |  | 102.2 |  | 159.4 |  | 434.2 |  | 462.3 |
| Entertainment |  | 5.9 |  | 42.1 |  | 49.9 |  | 93.9 |
| Corporate and Other |  | 16.6 |  | (22.3) |  | 1.4 |  | (41.4) |
| ${ }^{(1)}$ Non-GAAP Adjustments include the following: |  |  |  |  |  |  |  |  |
| Acquisition-related costs ${ }^{(1)}$ | \$ | 3.8 | \$ | 2.0 |  | 10.1 | \$ | 5.8 |
| Acquired intangible amortization ${ }^{\text {(ii) }}$ |  | 17.1 |  | 19.7 |  | 54.5 |  | 66.4 |
| Loss on disposal of business and related costs ${ }^{(i i)}$ |  | - |  | - |  | - |  | 111.3 |
| Operational Excellence charges ${ }^{(i)}$ |  |  |  |  |  |  |  | - |
| Loss on assets held for sale ${ }^{(2)}$ |  | 23.1 |  |  |  | 23.1 |  | - |
| Impairment of assets ${ }^{(\text {b }}$ |  | 3.7 |  | - |  | 3.7 |  | - |
| Severance and other employee charges ${ }^{(0)}$ |  | 21.3 |  | - |  | 21.3 |  | - |
| Consultant fees ${ }^{(c)}$ |  | 7.2 |  | - |  | 7.2 |  | - |
| Total | \$ | 76.2 | \$ | 21.7 | \$ | 119.9 | \$ | 183.5 |

and $\$ 5.8$ ( $\$ 5.0$ after-tax) in the quarter and nine months ended September 26,2021 , respectively. The expense is included within Selling, Distribution and Administration
 Entertainment segments, to match the revenue generated from such intangible assets. In 2021, the intangible amortization costs were recorded within the Entertainment segment.

 transaction costs of $\$ 9.5$ (included within Selling, Distribution and Administration). The after-tax combined charge is $\$ 109.1$.
 the quarter and nine months ended September 25, 2022, the charge of \$55.3 (\$49.4 after-tax) consists of:
 charge is comprised of a goodwill impairment loss of $\$ 11.8$ and other asset impairments of $\$ 11.3$.
(b) Assets impairments of $\$ 3.7$ ( $\$ 3.7$ after-tax) related to projects discontinued as part of the strategic review included in Program Cost Amortization within the Entertainment segment.
(c) Severance and other employee charges of $\$ 21.3$ associated with cost-savings initiatives across the Company and program related consultant fees of $\$ 7.2$ included within Selling, Distribution and Administration. The after-tax combined charge is $\$ 24.6$. "


## RECONCILIATION OF NON-GAAP FINANCIAL MEASURES

(Unaudited) (Millions of Dollars)

|  | Quarter Ended |  |  |  | Nine Months Ended |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | September 25, 2022 |  | September 26, |  | $\begin{aligned} & \text { September } 5 \text { Ser, } \\ & 2022 \end{aligned}$ |  | September 26,2021 |  |
| Net Earnings Attributable to Hasbro, Inc. | \$ | 129.2 | \$ | 253.2 | \$ | 332.4 | \$ | 346.5 |
| Interest Expense |  | 41.9 |  | 43.3 |  | 125.2 |  | 137.3 |
| Income Tax Expense |  | 37.4 |  | 68.5 |  | 94.1 |  | 143.5 |
| Net Earrings Attributable to Noncoontroling Interests |  | (1.0) |  | 1.7 |  | (0.8) |  | 4.0 |
| Depreciation |  | 32.7 |  | 48.6 |  | 94.4 |  | 116.2 |
| Amorization of Intangibles |  | 26.9 |  | 27.7 |  | 81.2 |  | 90.3 |
| EBITDA | s | 267.1 | s | 443.0 | s | 726.5 | s | 837.8 |
| Non-GAAP Adjustments and Stock Compensation (1) |  | 78.4 |  | 19.1 |  | 119.4 |  | 165.9 |
| Adjusted EBITDA | s | 345.5 | s | 462.1 | s | 845.9 | s | $\stackrel{1,003.7}{ }$ |
| ${ }^{(1)}$ Non-GAAP Adjustments and Stock Compensation are comprised of the following: |  |  |  |  |  |  |  |  |
| Stock compensation | \$ | 23.1 | \$ | 19.1 | \$ | 64.1 | \$ | 54.6 |
| Loss on disposal of business and related costs |  |  | \$ |  |  |  |  | 111.3 |
| Operational Excellence charges |  | 55.3 |  |  |  | 55.3 |  |  |
| Total | s | 78.4 | s | 19.1 | s | 119.4 | s | 165.9 |
| Adjusted EBITDA by Segment: |  |  |  |  |  |  |  |  |
| Consumer Products | \$ | 226.5 | s | 262.5 | \$ | 325.5 | \$ | 383.1 |
| Wizards of the Coast and Digital Gaming |  | 111.0 |  | 174.2 |  | 454.2 |  | 499.1 |
| Entertainment |  | 28.2 |  | 49.6 |  | 90.0 |  | 141.4 |
| Corporate and Other |  | ${ }^{(20.2)}$ |  | (24.2) |  | ${ }^{(23.8)}$ |  | (19.9) |
| Total Adjusted EBrida | s | 345.5 | s | 462.1 | s | 845.9 | s | 1,003.7 |
| Consumer Products: |  |  |  |  |  |  |  |  |
| Operating Profit | \$ | 136.8 | \$ | 210.4 | \$ | 138.9 | \$ | 260.5 |
| Other (Expense) Income |  | 39.3 |  | 5.7 |  | 45.7 |  | 13.4 |
| Depreciation |  | 25.1 |  | 29.6 |  | 64.5 |  | ${ }^{62.2}$ |
| Amorization of Intangibles |  | 16.6 |  | 7.8 |  | 51.8 |  | 23.4 |
| EBITDA | s | 217.8 | s | 253.5 |  | 300.9 |  | 359.5 |
| Non-GAAP Adiustments and Stock Compensation |  | 8.7 |  | 9.0 |  | 24.6 |  | 23.6 |
| Adjusted EBITDA | \$ | 226.5 | s | 262.5 | \$ | 325.5 | s | 383.1 |
| Wizards of the Coast and Digital Gaming: |  |  |  |  |  |  |  |  |
| Operating Profit | \$ | 102.2 | \$ | 159.4 | \$ | 434.2 | \$ | 462.3 |
| Other (Expense) Income |  | (1.2) |  | ${ }^{(0.3)}$ |  | (4.5) |  | (1.2) |
| Depreciation |  | 2.9 |  | 11.8 |  | 6.7 |  | 29.0 |
| Amorization of Intangibles |  | 1.8 |  |  |  | 2.8 |  |  |
| EBITDA | \$ | 105.7 | s | 170.9 |  | 439.2 |  | 90.1 |
| Non-GAAP Adiustments and Stock Compensation |  | 5.3 |  | ${ }^{3.3}$ |  | 15.0 |  |  |
| Adjusted EBITDA | s | 111.0 | s | 174.2 | s | 454.2 | s | 499.1 |
| Entertainment: |  |  |  |  |  |  |  |  |
| Operating Profit | \$ | (28.9) | \$ | 22.4 | \$ | (2.4) | \$ | (74.3) |
| Other (Expense) Income |  | 13.5 |  | ${ }^{(1.1)}$ |  | 14.1 |  | 24.5 |
| Depreciation |  | 2.3 |  | 2.8 |  | 7.4 |  | 7.8 |
| Amorization of Intangibles |  | 8.3 |  | 20.0 |  | 26.2 |  | 67.1 |
|  | \$ | (4.8) | s | 44.1 |  | 45.3 |  | $\frac{25.1}{1163}$ |
| Non-GAAP Adjustments and Stock Compensation |  | 33.0 |  | 5.5 |  | 44.7 |  | ${ }^{116.3}$ |
| Adjusted EBITDA | \$ | 28.2 | s | 49.6 | \$ | 90.0 | \$ | 141.4 |

RECONCILIATION OF NON-GAAP FINANCIAL MEASURES
(Unaudited) (Millions of Dollars and Shares, Except Per Share Data)

## Reconciliation of Net Earnings and Earnings per Share

## Quarter Ended

(all adjustments reported after-tax)
Net Earnings Attributable to Hasbro, Inc.
Acquisition-related costs
Acquired intangible amortization
Operational Excellence charges
Net Earnings Attributable to Hasbro, Inc., as Adjusted

| Quarter Ended |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| September 25, 2022 |  | DilutedPer Share Amount |  | September 26, 2021 |  | DilutedPer Share Amount |  |
| \$ | 129.2 | \$ | 0.93 | \$ | 253.2 |  | 1.83 |
|  | 3.3 |  | 0.02 |  | 1.7 |  | 0.01 |
|  | 14.3 |  | 0.10 |  | 16.3 |  | 0.12 |
|  | 49.4 |  | 0.36 |  | - |  | - |
| \$ | 196.2 | \$ | 1.42 | \$ | 271.2 | \$ | 1.96 |


| Nine Months Ended |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| September 25, 2022 |  | Diluted <br> Per Share Amount |  | September 26, 2021 |  | Diluted <br> Per Share Amount |  |
| \$ | 332.4 | \$ | 2.39 | \$ | 346.5 |  | 2.51 |
|  | 8.9 |  | 0.06 |  | 5.0 |  | 0.04 |
|  | 45.5 |  | 0.33 |  | 55.0 |  | 0.40 |
|  | - |  |  |  | 109.1 |  | 0.79 |
|  | 49.4 |  | 0.36 |  | - |  | - |
|  | - |  | - |  | 39.4 |  | 0.28 |
| \$ | 436.2 | \$ | 3.14 | \$ | 555.0 | \$ | 4.01 |

${ }^{(1)}$ In the second quarter of 2021, the Company recorded income tax expense of $\$ 39.4$ as a result of the revaluation of the Company's UK deferred taxes in accordance with Finance Act 2021 enacted by the United Kingdom on June 10, 2021. Effective April 1, 2023, the new law increases the corporate income tax rate to $25 \%$ from $19 \%$.


[^0]:    TV \& Film deliveries for the quarter included Cruel Summer, Season 2; The Rookie Season 5, and the all-new series The
    Rookie: Feds
    Family Brands: My Little Pony: Make Your Mark, Power Rangers Dino Fury; Peppa Pig; PJ Masks

[^1]:    The As Adjusted figures are non-GAAP financial measures. A reconciliation of non-GAAP financial measures can be found on slide 30

