

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 14A  
(Rule 14a-101)

INFORMATION REQUIRED IN PROXY STATEMENT

SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of The Securities Exchange Act of 1934

(Amendment No. )

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Under Rule 14a-12

HASBRO, INC.

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(Name of Registrant as Specified in Its Charter)

ALTA FOX OPPORTUNITIES FUND, LP  
ALTA FOX SPV 3, LP  
ALTA FOX SPV 3.1, LP  
ALTA FOX GENPAR, LP  
ALTA FOX EQUITY, LLC  
ALTA FOX CAPITAL MANAGEMENT, LLC  
CONNOR HALEY  
MARCELO FISCHER  
RANI HUBLU  
CAROLYN JOHNSON

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(Name of Persons(s) Filing Proxy Statement, if Other Than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
  - Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.
-

(1) Title of each class of securities to which transaction applies:

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(2) Aggregate number of securities to which transaction applies:

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(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

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(4) Proposed maximum aggregate value of transaction:

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(5) Total fee paid:

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Fee paid previously with preliminary materials:

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Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the form or schedule and the date of its filing.

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(1) Amount previously paid:

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(2) Form, Schedule or Registration Statement No.:

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(3) Filing Party:

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(4) Date Filed:

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Alta Fox Opportunities Fund, LP, together with the other participants named herein (collectively, "Alta Fox"), has filed a definitive proxy statement and accompanying GOLD proxy card with the Securities and Exchange Commission to be used to solicit votes for the election of its slate of highly-qualified director nominees at the 2022 annual meeting of shareholders of Hasbro, Inc., a Rhode Island corporation (the "Company").

On May 11, 2022, Alta Fox uploaded the following materials to [www.strengthenhasbro.com](http://www.strengthenhasbro.com):

**STRENGTHEN HASBRO**

HOME ABOUT ALTA FOX THE CASE TO STRENGTHEN HASBRO OUR IDEAS NOMINEES PLANNING RESOURCES

# IT'S TIME TO STRENGTHEN HASBRO

[VIEW OUR LATEST PRESENTATION](#)

We believe Hasbro, Inc. ("Hasbro" or the "Company") is severely undervalued due to its ineffective "Brand Blueprint" strategy, flawed corporate structure and consistent misallocation of capital.

Alta Fox Capital Management, LLC ("Alta Fox" or "we") has nominated a slate of three highly qualified and independent candidates to the Board of Directors (the "Board") to improve alignment, restore accountability, bring fresh ideas and ultimately reverse Hasbro's chronic underperformance.

Alta Fox sees a three-year path to \$200/share, more than 100% higher from current levels, with a refreshed Board, new strategy and improved capital allocation.

### Feedback About Hasbro?

Whether you are a shareholder, player or employee – we value all input.

Name (required)

Email (required)

Choose your player (required)  
—

Message

[SUBMIT YOUR FEEDBACK](#)

#### THE CASE TO STRENGTHEN HASBRO

Hasbro appears to have structural problems: a failed strategy, poor capital allocation policy and excessive executive compensation – all amounting to sustained share price underperformance.

[LEARN MORE](#)

#### OUR IDEAS FOR VALUE CREATION

We have value-enhancing ideas that we believe can improve the customer experience, simplify the corporate structure and drive value for all stakeholders.

[SEE IDEAS](#)

#### MEET OUR NOMINEES

For Hasbro and Wizards of the Coast to achieve their potential, new Board members with governance, strategic planning and capital allocation expertise are needed. In our view.

[DIRECTOR CANDIDATES](#)

#### KEY RESOURCES

Review key materials and contact us with any questions, concerns or feedback.

[RESOURCES](#)

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# RESOURCES

## KEY MATERIALS

Presentation: The Urgent Case for Replacing Three Long-Tenured Members of Hasbro's 13-Member Board | May 11, 2022

Alta Fox Releases Presentation Detailing the Case for Change in Hasbro's Boardroom Following Years of Poor Capital Allocation and Underperformance | May 11, 2022

Alta Fox's Letter to Hasbro Shareholders | April 27, 2022

Alta Fox's Definitive Proxy Statement | April 27, 2022

Alta Fox Files Definitive Proxy Statement and Sends Letter to Hasbro Shareholders | April 27, 2022

Alta Fox Urges Hasbro to Address Critical Questions Pertaining to its Corporate Governance and Strategic Priorities on Q1 2022 Earnings Call | April 18, 2022

Alta Fox's Preliminary Proxy Statement | April 5, 2022

Alta Fox Comments on Hasbro's Decision to Initiate a Defensive and Reactionary Board Expansion as Shares Trade Near 52-Week Low | April 4, 2022

Alta Fox Director Candidates Q&A | March 7, 2022

Alta Fox Capital Management Releases Q&As with its Five Director Candidates Standing for Election at Hasbro's 2022 Annual Meeting | March 7, 2022

Alta Fox Capital Management Nominates Five Highly Qualified and Independent Candidates for Election to Hasbro's Board of Directors | February 17, 2022

The Alta Fox Path to 100%+ Upside | February 17, 2022

Alta Fox's Video on Hasbro | February 17, 2022

## RELEVANT MEDIA COVERAGE

The Wall Street Journal | Hasbro Activist Begins Proxy Fight, Urges Wizards Unit Spinoff

Bloomberg | Activist Behind Hasbro Spinoff Push Is a Gamer With Gripes

CNBC | Hasbro activist wants toy company to spin off Wizards of the Coast, add new board members

Yahoo! Finance | Hasbro's board 'needs to face the reality of the underperformance,' Alta Fox executive says

Providence Business First | Activist investor pressures Hasbro to split into two, slash executive pay

### FOR INVESTORS

Alta Fox Capital  
freethewizards@altafocapital.com

OR

Okapi Partners  
Mark Harnett, 646-556-0350  
mharnett@okapipartners.com

### FOR MEDIA

Longacre Square Partners  
Greg Marose / Charlotte Klale, 646-386-0091  
gmarose@longacresquare.com /  
cklale@longacresquare.com

## Reach out with any questions, concerns or feedback.

Name (required)

Email (required)

Message

SEND