



Hasbro

Fact Sheet

OCTOBER 2021

Company Overview

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to making the world a better place for all children, fans and families. Hasbro delivers immersive brand experiences for global audiences through consumer products, including toys and games; entertainment through eOne, its independent studio; and gaming, led by the team at Wizards of the Coast, an award-winning developer of tabletop and digital games best known for fantasy franchises MAGIC: THE GATHERING and DUNGEONS & DRAGONS.

The company's unparalleled portfolio of approximately 1,500 brands includes MAGIC: THE GATHERING, NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, DUNGEONS & DRAGONS, POWER RANGERS, PEPPA PIG and PJ MASKS, as well as premier partner brands. For the past decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media and one of the World's Most Ethical Companies by Ethisphere Institute. Important business and brand updates are routinely shared on our Investor Relations website, Newsroom and social channels (@Hasbro on Twitter, Instagram, Facebook and LinkedIn.)

TRANSFORMERS



1923
founded

6,800+ employees
worldwide

**Proven
Management
Team**

\$5.47B
annual revenue (FY 2020)

operating in
35
countries

headquartered in
Pawtucket, RI

Senior Management Team

Rich Stoddart

Interim Chief Executive Officer
Hasbro Board member since 2000

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



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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
2007	TRANSFORMERS movie is released, launching one of the highest-grossing film series ever
2008	Brian Goldner becomes Hasbro CEO
2009	Launches Hasbro Studios
2011	Established Hasbro's Gaming Center of Excellence
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
2018	Acquires Saban's Power Rangers
2018	Launched Magic: The Gathering Arena
2019	(Fiscal 2020) Acquired eOne, a global entertainment studio

Hasbro's Brand Blueprint

The Brand Blueprint is Hasbro's strategic framework for bringing our brands to life in exciting new ways. We see our brands as story-led consumer franchises that we bring to life through compelling content across a multitude of platforms and media, with a wide variety of digital experiences, publishing, and location-based entertainment, and an impressive array of consumer products, spanning a broad range of diverse categories.

Each brand activates the Blueprint differently, but the result is consistent: deeper consumer engagement, innovative brand and product experiences and increasingly expansive opportunities for our portfolio.

Informed by our consumer insights and inspired by our storytelling, our mission to **Create the World's Best Play and Entertainment Experiences** is at the core of how we execute our Brand Blueprint.



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 hasbro.com/csr.

