



# Hasbro Fact Sheet

JULY 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.)



**1923** founded | **6,800+** employees worldwide

**Brian Goldner**  
CEO

**\$5.47B**  
annual revenue  
(FY 2020)

  
operating in  
**35**  
countries

  
headquartered in  
**Pawtucket, RI**

## Senior Management Team

- Brian Goldner**  
Chairman & Chief Executive Officer  
joined Hasbro in 2000
- Darren Throop**  
Chief Executive Officer, eOne  
joined Hasbro in 2019
- Deborah Thomas**  
Executive Vice President,  
Chief Financial Officer  
joined Hasbro in 1998
- Kathrin Belliveau**  
Chief Purpose Officer  
joined Hasbro in 1997
- Chris Cocks**  
President and Chief Operating Officer,  
Wizards & Digital Gaming  
joined Hasbro in 2016
- 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
- Eric Nyman**  
Chief Consumer Officer and COO,  
Hasbro Consumer Products  
joined Hasbro in 2005
- Tarrant Sibley**  
Executive Vice President,  
Chief Legal Officer  
joined Hasbro in 2001

 @Hasbro

 @Hasbro

 @Hasbro

 [Newsroom.Hasbro.com](https://www.Newsroom.Hasbro.com)  
[Investor.Hasbro.com](https://www.Investor.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
- 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](https://hasbro.com/csr).

