



First Quarter 2016 Earnings

April 18, 2016

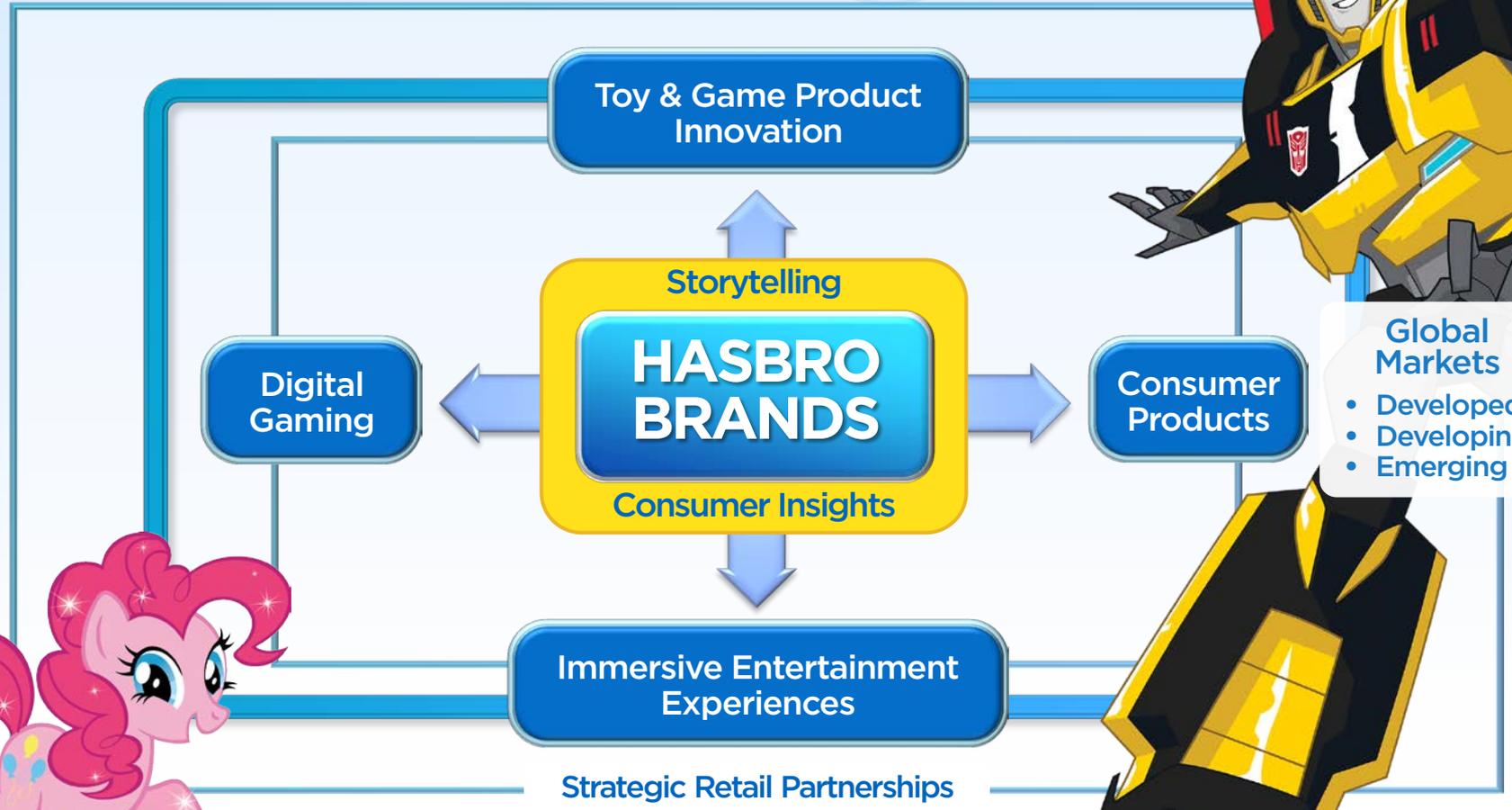


Safe Harbor

FORWARD-LOOKING STATEMENTS: This presentation contains forward-looking statements concerning management's expectations, goals, objectives and similar matters, which are subject to risks and uncertainties. These forward-looking statements may include comments concerning our product and entertainment plans, anticipated product performance, business opportunities, plans and strategies, costs, financial goals and expectations for our future financial performance and achieving our objectives, as well as the anticipated impact of foreign exchange rates. There are many factors that could cause actual results and experience to differ materially from the anticipated results or other expectations expressed in these forward-looking statements, including consumer and retailer interest in and acceptance of our products and product lines, changes in marketing and business plans and strategies as well as future global economic conditions, including foreign exchange rates. Some of those factors are set forth in the Company's Annual Reports on Form 10-K, in the Company's Quarterly Reports on Form 10-Q, in the Company's Current Reports on Form 8-K, the risk factors in the earnings release for the first quarter 2016 and in the Company's other public disclosures. The Company undertakes no obligation to make any revisions to the forward-looking statements contained in this presentation to reflect events or circumstances occurring after the date of this presentation.

REGULATION G: Information required by Securities and Exchange Commission Regulation G, regarding non-GAAP financial measures, as well as other financial and statistical information, will be available at the time of the conference call on the Investor Relations' section of Hasbro's website at: investor.hasbro.com, under the subheading "Financial Information" - "Quarterly Results."

Brand Blueprint



Toy & Game Product Innovation

Storytelling

HASBRO BRANDS

Consumer Insights

Digital Gaming

Consumer Products

Immersive Entertainment Experiences

Strategic Retail Partnerships

Global Markets

- Developed
- Developing
- Emerging

First Quarter 2016 Snapshot

20% Revenue Growth Absent FX; Strength in Global Consumer Takeaway

Q1 2016 Net Revenues \$831.2M up 16% year-over-year

- Q1 2016 Net revenues up 20% absent negative \$28.6M FX impact in the quarter;
- U.S. and Canada segment up 28%; International segment up 13% (22% absent FX); Entertainment and Licensing down 30%;
- Emerging markets revenues declined 7% in the quarter; Up approximately 6% absent FX

Franchise Brands up 1% in Q1 2016 (Up 4% Absent FX)

- NERF & PLAY-DOH revenues up double-digits in the quarter
- Overcame difficult TRANSFORMERS comparison and a multi-year digital streaming deal in the Entertainment and Licensing segment recorded in the first quarter of 2015 including MY LITTLE PONY, LITTLEST PET SHOP and TRANSFORMERS

Strong Growth in Partner Brands

- High demand for STAR WARS continued in Q1; DISNEY PRINCESS and FROZEN fashion & small dolls contributed in the quarter

Operating Profit Margin Improvement

- Q1 2016 Operating Profit up 59% compared to Q1 2015

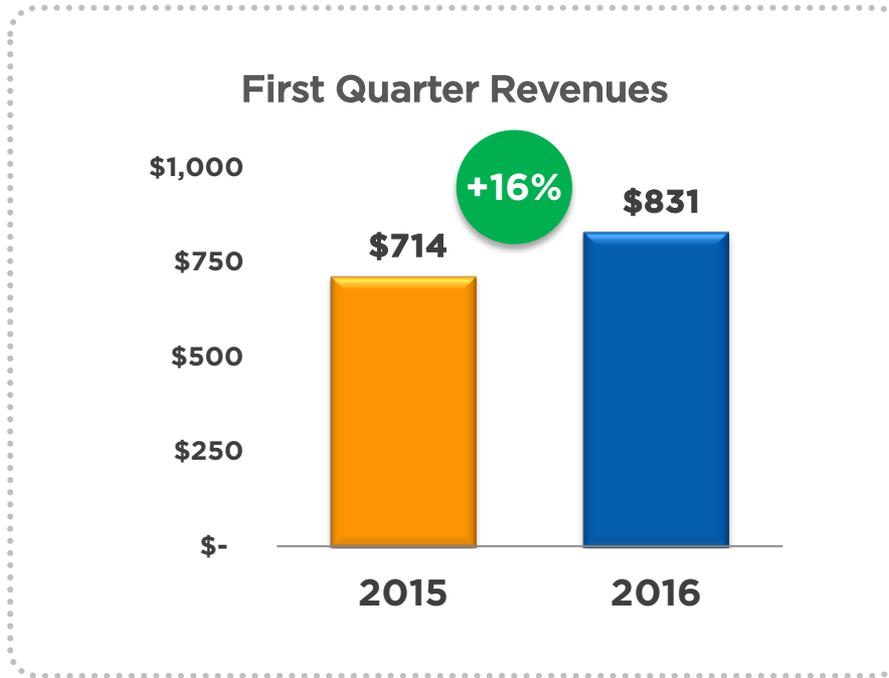
Strong Financial Position & Balance Sheet

- \$1.1B in cash at quarter end
- Returned \$93.2 million to shareholders in the quarter

Net Earnings of \$48.8M, or \$0.38 per diluted share, in Q1 2016 vs. \$26.7M , or \$0.21 per diluted share, in Q1 2015

First Quarter Net Revenue Performance

(\$ millions, unaudited)



Foreign Exchange had a Negative \$28.6M Impact on Q1 2016

Q1 2016 Revenues Increased 20% Absent Foreign Exchange

Revenue Growth in U.S. and Canada and International Segments;
Entertainment & Licensing Revenues Down (as expected)

First Quarter Segment Net Revenues



U.S. and Canada

Revenues up 28%; Strong POS, including Franchise and Partner Brands; Inventory in good position

International

Revenues up 13%; Strong POS, including Franchise and Partner Brands; Inventory in good position

Entertainment and Licensing

Difficult comparison included a multi-year digital streaming deal recorded in first quarter of 2015

International Segment Revenues

Strong International Segment Growth in the First Quarter
Growth in all Major Geographic Regions Absent FX

(\$ millions, unaudited)	Q1 2016 As Reported	Q1 2016 Absent FX
Europe	+14%	+19%
Latin America	-3%	+19%
Asia Pacific	+25%	+33%
International	+13%	+22%

Foreign Exchange Impact
First Quarter 2016: -\$26.7M
Emerging Markets up approximately 6%
in Q1 2016, Absent FX

First Quarter Net Revenues By Product Category

(\$ millions, unaudited)	Q1 2016	Q1 2015	% Change
Boys	\$ 337	\$ 273	+24%
Games	231	236	-2%
Girls	165	117	+41%
Preschool	98	88	+11%
Total	\$831	\$714	+16%

- Boys, Girls, and Preschool up in the Quarter
- NERF and PLAY-DOH up in the Quarter; PIE FACE Remains Strong
- STAR WARS Momentum Continued; Strong Start for DISNEY PRINCESS and FROZEN

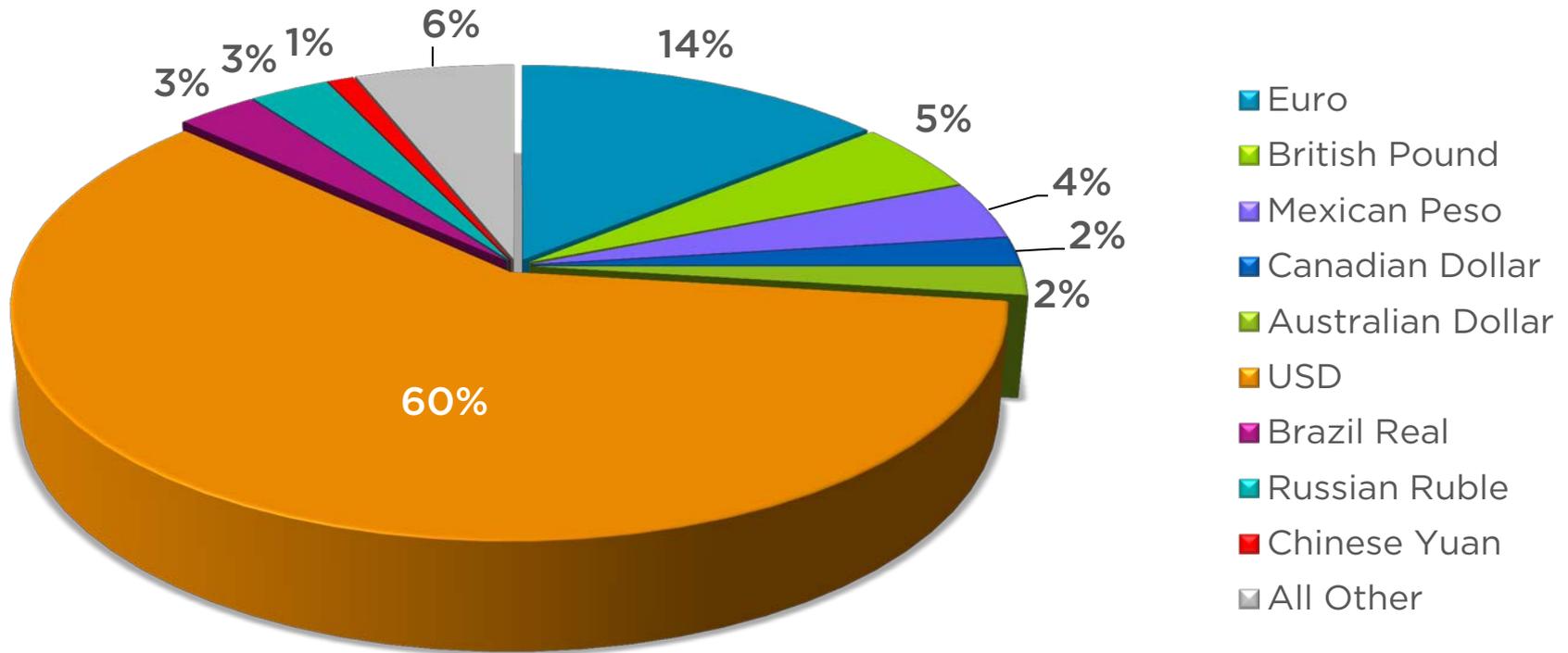


First Quarter Net Revenues By Product Category- Absent FX

(\$ millions, unaudited)	Q1 2016	Q1 2015	% Change
Boys	\$ 348	\$ 273	+28%
Games	236	236	--%
Girls	173	117	+48%
Preschool	103	88	+17%
Total	\$ 860	\$714	+20%

2015 Revenue by Currency

Hasbro 2015 Net Revenues by Currency





First Quarter Major Expense Items

(\$ millions, unaudited)	Q1 2016	Q1 2015	% Change YOY*	Q1 2016 % of Revenue
Cost of Sales	\$290	\$248	+17%	34.9%
Royalties	\$70	\$59	+18%	8.4%
Product Development	\$57	\$52	+10%	6.9%
Advertising	\$80	\$68	+18%	9.6%
Amortization of Intangibles	\$9	\$13	-33%	1.0%
Program Production Cost Amortization	\$6	\$11	-44%	0.7%
Selling, Distribution & Administration	\$233	\$209	+12%	28.1%

*Percent changes may not calculate due to rounding

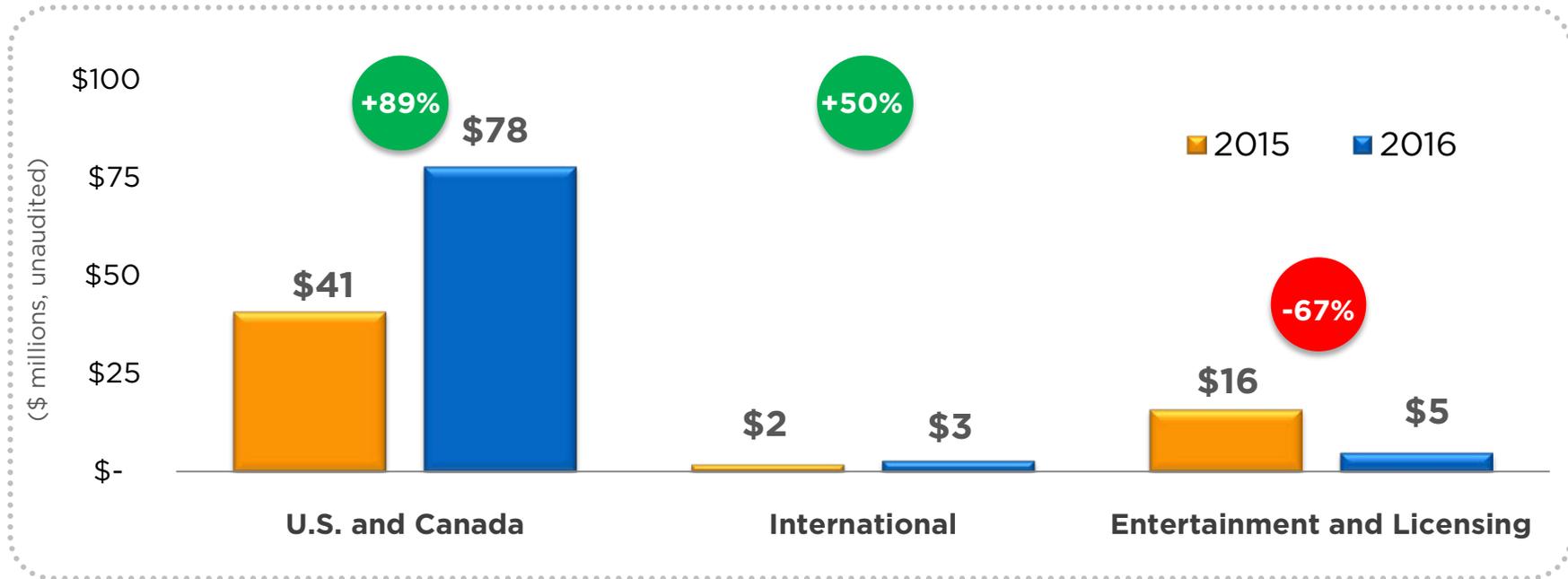
First Quarter Operating Profit

(\$ millions, unaudited)



Q1 2016 Operating Profit Margin 10.3% vs. 7.6% in 2015

First Quarter Segment Operating Profit



U.S. and Canada

High revenues, partially offset by higher expenses
 Operating profit margin 17.7% vs. 12.0% in Q1 15

International

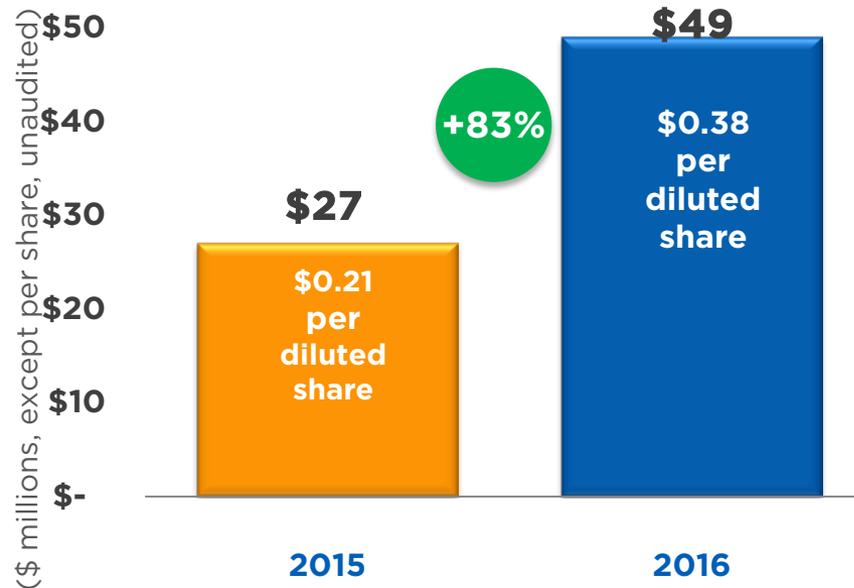
Higher revenues, partially offset by higher expenses, including bad debt provisions in emerging markets

Entertainment and Licensing

Lower revenues
 Investing in people and capabilities around the Brand Blueprint

First Quarter Net Earnings Attributable to Hasbro, Inc.

As Reported Quarterly
Net Earnings



Net Earnings up 83% year-over-year

**Q1 2016 Non-Operating Expense, net was \$2.7M
vs. Income of \$4.7M in 2015**



Key Cash Flow & Balance Sheet Data

(\$ millions, unaudited)	Mar. 27, 2016	Mar. 29, 2015	Notes
Cash	\$1,096	\$1,082	Strong cash position, mostly held overseas
Depreciation	\$25	\$21	Increased depreciation of IT systems
Amortization of Intangibles	\$9	\$13	Q2 2015 marked last quarter of amortization of certain digital gaming property rights
TV Program and Film Spending	\$12	\$9	Continued investment in TV programming and film
Capital Expenditures	\$31	\$31	Tooling and information systems investments
Dividends Paid	\$57	\$53	Quarterly dividend increased by 11% to \$0.51 per share payable May 16, 2016
Stock Repurchase	\$36	\$25	\$443M remain in authorization
Operating Cash Flow	\$294	\$315	Strong cash flows in Q1 2016; \$531M over past 12 months
Accounts Receivable	\$671	\$563	DSOs up 2 days to 73 days; Overall growth in line with revenue increase; AR in good condition
Inventory	\$462	\$341	Inventory growth to support new initiatives and 2016 growth expectations

Operating Cash Flow Target

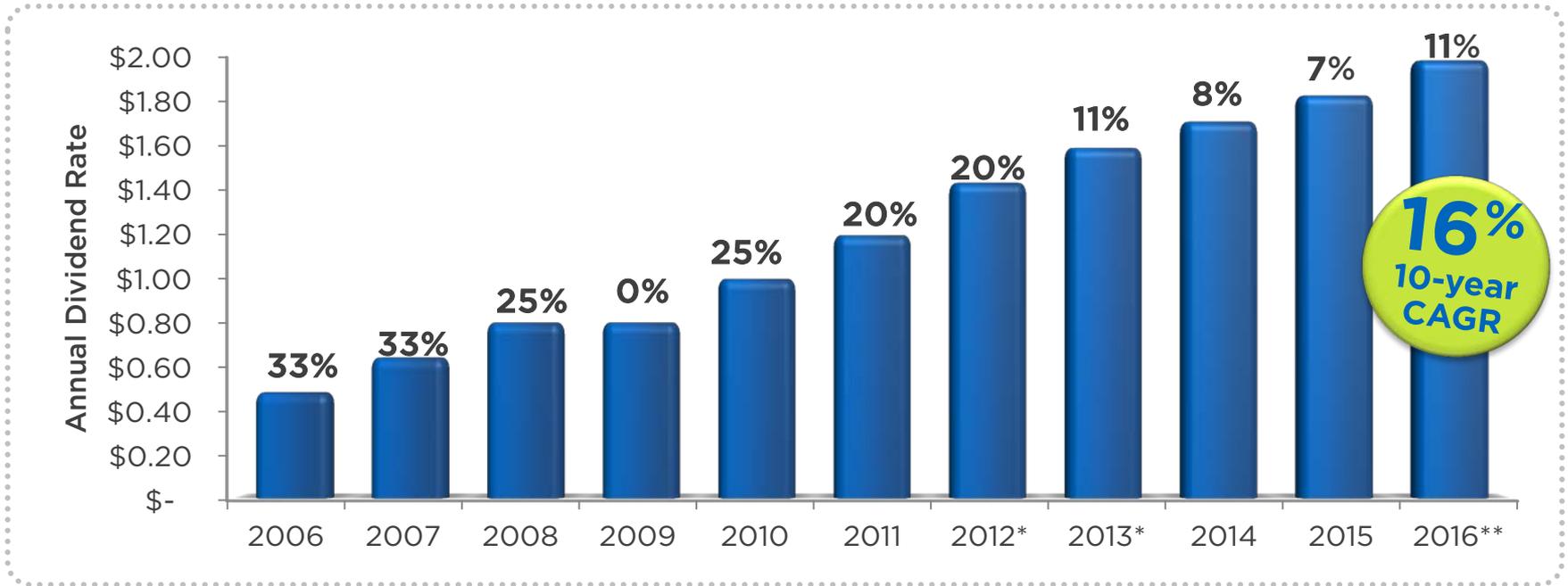
\$550-\$600 Million
on Average Per Year



Capital Priorities

- Invest in the long-term profitable growth of Hasbro
- Return excess cash to shareholders through dividend and stock repurchase program
- Maintain a solid investment grade rating and access to commercial paper market

Capital Priorities: Dividend



↑ 11%

**2016 Quarterly
dividend increase**



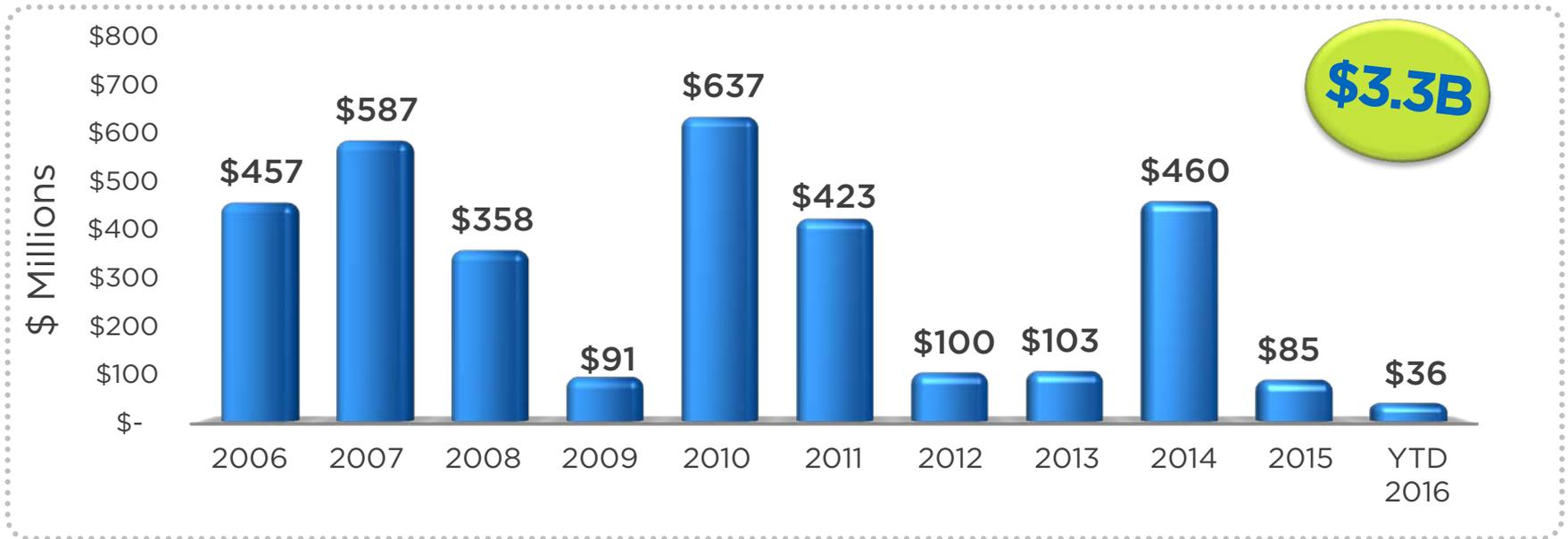
**Dividend in
12 of last 13 years**

**10 Years
\$1.5B**

*2012 and 2013 annual dividend rates have been adjusted to move accelerated payment paid in 2012 to 2013

** 2016 annual dividend rate is projected

Capital Priorities: Share Repurchase



\$3.3B

Q1 2016 End
\$443M
 Remains

Q1 2016
 Repurchases
\$36M

10 Years
\$3.3B

Supplementary Financial Information



First Quarter Consolidated Statements of Operations

(\$ millions, unaudited)	Quarter Ended			
	Mar. 27, 2016	% Net Revenues	Mar. 29, 2015	% Net Revenues
Net Revenues	\$831	100.0%	\$714	100.0%
Cost of Sales	290	34.9%	248	34.7%
Royalties	70	8.4%	59	8.3%
Product Development	57	6.9%	52	7.3%
Advertising	80	9.6%	68	9.5%
Amortization of Intangibles	9	1.0%	13	1.8%
Program Production Cost Amortization	6	0.7%	11	1.6%
Selling, Distribution & Administration	233	28.1%	209	29.3%
Operating Profit	86	10.3%	54	7.6%
Interest Expense	24	2.9%	25	3.4%
Other (Income) Expense, Net	3	0.3%	(5)	-0.7%
Earnings Before Income Taxes	59	7.1%	34	4.8%
Income Taxes	12	1.5%	8	1.2%
Net Earnings	47	5.7%	26	3.6%
Net Loss Attributable to Noncontrolling Interests	(2)	-0.2%	(1)	-0.1%
Net Earnings Attributable to Hasbro, Inc.	\$49	5.9%	\$27	3.7%
Diluted EPS	\$0.38		\$0.21	



Condensed Consolidated Balance Sheets

(\$ millions, unaudited)	Mar. 27, 2016	Mar. 29, 2015
Cash & Cash Equivalents	\$1,096	\$1,081
Accounts Receivable, Net	671	563
Inventories	462	341
Other Current Assets	296	347
Total Current Assets	2,524	2,332
Property, Plant & Equipment, Net	241	244
Other Assets	1,599	1,671
Total Assets	\$4,365	\$4,247
Short-term Borrowings	\$89	\$232
Payables & Accrued Liabilities	679	585
Total Current Liabilities	768	817
Long-term Debt	1,547	1,546
Other Liabilities	402	396
Total Liabilities	2,718	2,759
Redeemable Noncontrolling Interests	39	42
Total Shareholders' Equity	1,607	1,446
Total Liabilities, Redeemable Noncontrolling Interests and Shareholders' Equity	\$4,365	\$4,247

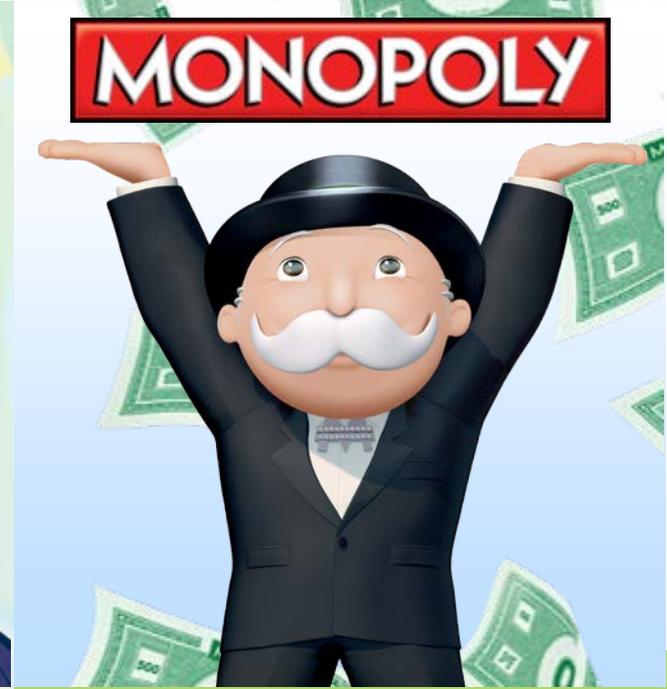


Condensed Consolidated Cash Flow-Quarter Ended

	(\$ millions, unaudited)	Mar. 27, 2016	Mar. 29, 2015
Net Cash Provided by Operating Activities		\$ 294	\$315
Cash Flows from Investing Activities:			
Additions to Property, Plant and Equipment		(31)	(31)
Other		4	(2)
Net Cash Utilized by Investing Activities		(28)	(33)
Cash Flows from Financing Activities:			
Net Repayments of Short-term Borrowings		(76)	(20)
Purchases of Common Stock		(34)	(27)
Stock-based Compensation Transactions		14	17
Dividends Paid		(57)	(53)
Other		1	-
Net Cash Utilized by Financing Activities		(152)	(82)
Effect of Exchange Rate Changes on Cash		5	(11)
Cash and Cash Equivalents at Beginning of Year		977	893
Cash and Cash Equivalents at End of Quarter		\$1,096	\$1,081



Franchise Brands





Creating the
World's **Best Play**
Experiences

