



Hasbro Named as a 2016 World's Most Ethical Company by the Ethisphere Institute for Fifth Consecutive Year

March 7, 2016

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) announced today that it has been recognized by the Ethisphere Institute, the global leader in defining and advancing the standards of ethical business practices, as a [2016 World's Most Ethical Company®](#).

The World's Most Ethical Companies designation recognizes those companies who align principle with action, work tirelessly to make trust part of their corporate DNA, and in doing so, shape future industry standards by introducing best practices. Hasbro has been designated as a World's Most Ethical Company for the past five years.

"Hasbro is honored to be ranked amongst the World's Most Ethical Companies for the fifth consecutive year. This is a testament to Hasbro's strong commitment to corporate social responsibility, governance and ethics, and environmental sustainability," said Brian Goldner, Chairman, President and Chief Executive Officer.

"This recognition underlies the strength of the Hasbro brand as we continue on our CSR journey and fulfill our company purpose to make the world a better place for children and their families. Across the globe, we are committed to playing our part in building a safer, more sustainable world for future generations," said John Frascotti, President, Hasbro Brands.

"As a five-time honoree, Hasbro's commitment to leading with integrity is evidenced by its continuing commitment to corporate social responsibility initiatives and a robust risk based compliance and ethics program," said Ethisphere Chief Executive Officer, Timothy Erblich. "Hasbro recognizes its role in the global business community and the value this creates for investors, customers and employees. Congratulations to everyone at Hasbro for again being recognized as a 2016 World's Most Ethical Company."

Methodology & Scoring

The World's Most Ethical Company assessment is based upon the Ethisphere Institute's [Ethics Quotient™](#) (EQ) framework developed over years of research to provide a mean to assess an organization's performance in an objective, consistent and standardized way. The information collected provides a comprehensive sampling of definitive criteria of core competencies, rather than all aspects of corporate governance, risk, sustainability, compliance and ethics. The EQ framework and methodology is determined, vetted and refined by the expert advice and insights gleaned from Ethisphere's network of thought leaders and from the World's Most Ethical Company [Methodology Advisory Panel](#).

Scores are generated in five key categories: ethics and compliance program (35%), corporate citizenship and responsibility (20%), culture of ethics (20%), governance (15%) and leadership, innovation and reputation (10%).

The full list of the 2016 World's Most Ethical Companies can be found at <http://worldsmoethicalcompanies.ethisphere.com/honorees/>.

To learn more about Hasbro's Corporate Social Responsibility efforts, please visit www.hasbro.com/csr.

About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and consumer products licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

About the Ethisphere Institute

The Ethisphere® Institute is the global leader in defining and advancing the standards of ethical business practices that fuel corporate character, marketplace trust and business success. Ethisphere has deep expertise in measuring and defining core ethics standards using data-driven insights that help companies enhance corporate character. Ethisphere honors superior achievement through its World's Most Ethical Companies® recognition program, provides a community of industry experts with the Business Ethics Leadership Alliance (BELA) and showcases trends and best practices in ethics with the publication of *Ethisphere* magazine. More information about Ethisphere can be found at: <http://ethisphere.com>.



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