



Hasbro to Roll Out Plant-Based Packaging

March 8, 2018

Hasbro Marks the Next Step in Its Sustainable Packaging Journey and Adopts Bio-Based Plastic Packaging Material

PAWTUCKET, R.I.--(BUSINESS WIRE)--Mar. 8, 2018-- [Hasbro, Inc.](#) (NASDAQ: HAS) announced today that it will begin using plant-based bio-polyethylene terephthalate (PET) for blister packs and plastic windows in its product packaging starting in 2019.

Utilizing bioPET plastic is another important step in Hasbro's sustainable packaging journey. In 2010, the Company eliminated wire ties, and replaced polyvinyl chloride (PVC) with PET in 2013. In 2015, Hasbro achieved 90 percent recycled or sustainably-sourced paper for packaging and in-box content, and moved from PET to post-consumer recycled (rPET) in 2016.

Moving forward, Hasbro will use bioPET plastic made with 30 percent plant-based material derived from agricultural by-products. This shift in material builds upon Hasbro's efforts to continuously enhance the sustainability of its packaging and enables the Company to develop packaging that is less reliant on non-renewable resources.

"At Hasbro, we take pride in designing for the environment and believe that every package makes a difference," said Kathrin Belliveau, senior vice president, Global Government, Regulatory Affairs and Corporate Social Responsibility, Hasbro, Inc. "We're proud of the strides we've made to advance the sustainability of our packaging and we know our consumers care deeply about this. We see every day as a chance to do better, and through actions like this, we are developing a more sustainable business and reducing our environmental impact."

Hasbro ranked No. 3 on *Newsweek's 2017 Green Rankings*, which assesses the 500 largest publicly-traded companies in the United States on overall environmental performance. The Company was ranked No. 1 on the 100 Best Corporate Citizens list for 2017 by *CR Magazine*, and was recognized as a 2018 World's Most Ethical Company[®] by *Ethisphere Institute*, a global leader in defining and advancing the standards of ethical business practices.

To learn more about Hasbro's CSR efforts, visit www.hasbro.com/csr and read our CSR Report, [Playing with Purpose](#).

About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies[®] by *Ethisphere Institute* for the past seven years. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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