HASBRO LAUNCHES WORLDWIDE MONOPOLY THROWBACK TOKEN VOTE WHERE FANS CAN CHOOSE TO BRING BACK ONE ICONIC NINETIES TOKEN

April 29, 2022

Vote for Thimble, Wheelbarrow, Iron, Boot, Horse & Rider, or Money Bag

to Bring Back from Retirement

MONOPOLY Throwback Token Voting Kicks-Off Today on MonopolyTokenVote.com

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PAWTUCKET, RI – April 28, 2022 – The MONOPOLY tokens are changing… but which will win the vote?! Today, Hasbro, Inc. (NASDAQ: HAS), a global play and entertainment leader, launched an all-new campaign, MONOPOLY Throwback Token Vote, which gives fans across the globe a chance to bring back one of six retired iconic tokens from their childhood - Thimble, Wheelbarrow, Iron, Boot, Horse & Rider, or Money Bag. Beginning today, April 28, fans worldwide can visit www.monopolytokenvote.com to choose one Throwback Token popularized in the 1990s that they'd like to see in the next generation of the Classic MONOPOLY game and vote one of the current tokens out. Voting will last for three weeks and conclude with Hasbro revealing the results of the vote to determine which Throwback Token will make the cut!

The fan-picked MONOPOLY Throwback Token winner will be updated in a refreshed version of the Classic MONOPOLY board game hitting shelves Fall of this year in the U.S. and Spring 2023 globally. The current Classic board game including the Scottie, Battleship, Racecar, Top Hat, Penguin, T-Rex, Hazel, and Rubber Ducky tokens will be replaced with the refreshed MONOPOLY - so be sure to grab a piece of history before one of these tokens is retired!

"We know that fans across the globe have been missing the tokens of their childhood, and now is the chance to take a trip down memory lane and bring one back!" said Adam Biehl, SVP & General Manager, Hasbro Gaming. "We're so thrilled to give fans the opportunity once again to change the global best-selling board game through the MONOPOLY Throwback Token vote... but which iconic token will emerge victorious and which current token will go into retirement?"

MONOPOLY tokens remain a key element of the game since it was introduced in 1935. Scottie, Battleship, Racecar and Top Hat were part of the eight staple tokens during the 1990s that are still in the current Monopoly game. In 2013, fans voted to include Hazel token as the newest Monopoly game piece while the Iron token was retired after receiving the lowest number of fan votes. In 2017's most recent fan vote, the Thimble, Wheelbarrow, and Boot were retired and replaced by the Penguin, T-Rex, and Rubber Ducky.

MONOPOLY is the world's favorite family game brand and is enjoyed by more than 1 billion players in 114 countries across the globe. Fans can engage with the MONOPOLY brand across many platforms and formats including live events, fashion licensing, digital gaming, casino gambling and more. Stay updated on the latest MONOPOLY brand news at Monopoly.com, @MonopolyGameOfficial on Instagram, Facebook.com/Monopoly, and @Hasbro on Twitter.

As the #1 games company, per NPD[1], Hasbro's long-standing leadership in gaming, including face-to-face, tabletop and digital, continues to bring unique gaming experiences to gamers of all ages this year, especially with MONOPOLY Throwback Token Vote. Hasbro also strives to make the world a better place for all children, fans and families, creating memories that last a lifetime and inspiring fans to dream big and imagine new possibilities. Hasbro always puts the consumer at the center of the Brand Blueprint strategy, aiming to deliver amazing brand experiences across platforms, building and growing brand connections through play and entertainment. We know fans everywhere will be thrilled by the MONOPOLY Throwback Token Vote campaign and we hope it helps a new generation of fans and families create memories that last a lifetime.

For additional images and information on the MONOPOLY game, MONOPOLY tokens and the latest news from Hasbro, please visit newsroom.hasbro.com.

***Monopoly Throwback Token Vote images and press kit**: LINK

About Hasbro

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.)

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Source: The NPD Group /Retail Tracking Service

1. G11/JAN-DEC 2021/Games/Projected USD

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