HASBRO UNVEILS STRATEGIC PARTNERSHIPS WITH YOUTUBE ICON MRBEAST AND BASKETBALL ALL-STAR LUKA DONČIĆ TO LAUNCH NEW NERF PRO GELFIRE & SOCIAL CONTENT

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Social Content Begins Rolling Out in 2022 with Product Collabs Hitting Shelves in 2023

PAWTUCKET, RI – October 4, 2022 – Hasbro, Inc., a global branded entertainment company, today announced NERF brand partnerships with massive digital creator, MrBeast, AKA Jimmy Donaldson and big-time philanthropist and basketball All-Star, Luka Dončić.

The 2-year partnership with MrBeast kicks off this fall, bringing NERF together with one of YouTube's most-viewed creators of all time through another exciting social content campaign. The popular creator and NERF are also working together on a NERF blaster collab to be revealed and launched for preorder. NERF has been rapidly rising in the digital space, being the first Hasbro-owned brand to join TikTok last year that continues to pump out fun, hilarious and unique content. By collaborating with such a prolific content creator, the brand is sure to keep fans buzzing.

With Luka, the 2-year partnership with NERF includes an action-packed branded social content campaign featuring the superstar athlete that just started to roll out, followed by a LUKA x NERF PRO GELFIRE BLASTER collab item dropping in 2023. Additionally, NERF will donate a slew of branded products and blasters to Luka's charity of choice, The Luka Dončić Foundation, which focuses on children's physical and mental health and well-being through the power of play.

"2022 has already been such a major year for NERF as we unveiled the brand's all-new mascot, Murph, and released a bunch of exciting NERF consumer products and blasters, and the excitement continues with MrBeast and Luka!" said Teresa Pearson, Vice President of Global Franchise Strategy & Brand Management at Hasbro. "Partnering with MrBeast and Luka to bring their iconic brands to Nerf has been incredibly rewarding and we can't wait for fans to see these come to life. We're honored to work with MrBeast and Luka because we admire the purpose they bring to the world as avid philanthropists and admirable role models for kids and families everywhere. We can't wait to unveil what's to come for these two icons who we know will help the NERF brand encourage responsible play."

For over 50 years, NERF has remained an unrivaled category leader in action-based performance toys, and the brand has continued to innovate, evolve and transform into a leading pop culture, cross-generational, active play lifestyle brand.

For regular updates on NERF, follow the official brand social channels on TikTok, Instagram, Facebook, and YouTube. You can also follow the new NERF mascot, Murph, on Twitter. It's NERF or Nothin'!

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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