



## Jason Bunge & Roberta Thomson to Join Hasbro in Key Strategic Roles

April 25, 2023

*Gaming & Technology Marketing Veteran Jason Bunge Appointed Chief Marketing Officer*

*Communications & Brand Leader Roberta Thomson Appointed Chief Communications Officer*

*Appointments Add to Hasbro's Experienced Leadership Team*

PAWTUCKET, R.I.— April 25, 2023 – Hasbro, Inc. (NASDAQ: HAS), a global branded entertainment leader, today announced the appointment of two senior roles. Jason Bunge will join as Chief Marketing Officer, and Roberta Thomson will join as Chief Communications Officer. Both will join effective May 17, 2023.

Jason Bunge brings more than 20 years of marketing experience to Hasbro, with a focus on gaming and technology services. His experience will help guide Hasbro as the Company focuses on investing in its most valuable franchises across toys, games, entertainment and licensing, and bringing its strong brands to life for consumers of all ages. Most recently, Jason served as the first-ever Chief Marketing Officer of Riot Games, the developer and publisher best known for League of Legends. In this role, Jason oversaw Riot's game marketing, product publishing and global channel strategy teams, and his extensive gaming and global product marketing experience was pivotal in facilitating Riot's transformation into a multi-game publisher.

Jason has also served as the SVP of Brand Management and Marketing for Electronic Arts (EA), where he was responsible for EA's game portfolio of more than 20 global brands across console, PC, mobile and live services. In his new role, Jason will report to Hasbro's Executive Vice President & Chief Revenue Officer, Matt Austin, and will oversee a team of Media, Entertainment, Brand, Retail & Digital marketers focused on delivering a winning brand strategy to fuel and support the underpinnings of the Blueprint 2.0.

Roberta Thomson is a communications veteran who brings almost twenty years of experience in brand building and financial communications to Hasbro. Roberta led the Product Communications and Corporate Communications teams at Meta, formerly Facebook, where she helped tell the company's story both externally and internally for more than seven years. She presided over global communications for Facebook, Instagram, and Messenger, and before that led the company's Corporate Communications team, spanning financial and litigation comms, culture and internal comms, data communications, design and film. Roberta joins Hasbro from Notion, the collaboration software company, where she served as Chief Brand and Communications Creative Officer and built a team focused on brand design and storytelling.

Roberta also spent more than seven years at critical issues and corporate relations agency Brunswick Group, where she advised on media relations, crisis, and issues management, and oversaw comms for high-profile M&A transactions. Prior to that she trained as a chartered accountant with Deloitte.

In her new role, Roberta will report to CEO Chris Cocks and will lead a team of communications and corporate brand professionals responsible for bringing the power of Hasbro and its businesses alive through providing a strategic narrative that delivers compelling and powerful story telling.

"We are thrilled to welcome Jason and Roberta to our team. With their extensive craft and leadership experience, we are confident they will help us elevate our brands and communicate our stories to fans globally," said Chris Cocks.

### **About Hasbro**

Hasbro is a global branded entertainment leader whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through gaming, consumer products and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit <https://corporate.hasbro.com>.

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