

Agenda

Gaming Leadership

Jonathan Berkowitz & Chris Cocks

Brand Innovation and Excellence

Samantha Lomow & Brian Chapman

Marvel Innovation and Opportunity

Adam Biehl

Closing

Brian Goldner

Q&A

Showroom Tour





Jonathan Berkowitz

SVP, Global Brand Strategy
& Marketing Game Portfolio

Christian Cocks

President, Wizards of the Coast

Gaming at Hasbro



Hasbro
Gaming

Face-to-face
& Digital



Wizards
OF THE COAST

Pie Face!

MONOPOLY

Jenga

SPEAK
OUT

TRIVIAL
PURSUIT

CLUE

SCRABBLE

POP IT!



MAGIC
THE GATHERING

DUEL MASTERS

DUNGEONS
& DRAGONS



Breadth of Audience

\$125B
Gaming
Industry*

BILLIONS
Game Every Year

*Euromonitor, Newzoo. Includes F2F, Mobile, Console, and PC game combined global sales (2017)



Hasbro Gaming
Achieved **10%**
Growth Across
the Category

13 of Top 20
Overall Face-to-face
Games in the G10*

Monopoly
#1 Games Property
Across the G10*

Strong 2017 Gaming Performance

Dungeons
& Dragons RPG
sales up **80% YoY!**

Magic had its **best**
new player growth
year on record

90M
Downloads
in 2017



Hasbro Gaming





DRIVING Connection



Digital First



Social Listening



Social Marketing



Digital Gaming

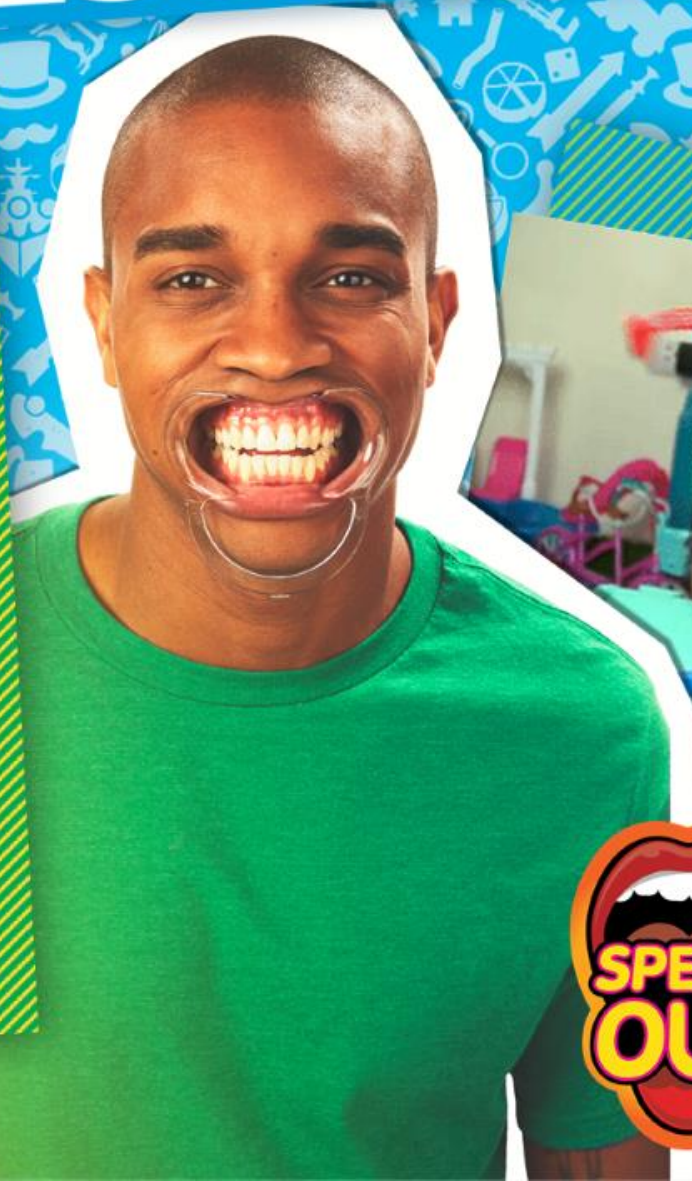
DIGITAL FIRST

1

Social Listening



PieFace!



video playing in room



Social Listening

Try describing the scene as the game microphone jams your speech!

SPEECH BREAKER™

THE VOICE-JAMMING CHALLENGE GAME



E1844
AGES 14+
4-10 PLAYERS

x3 1.5V AA ALKALINE BATTERIES REQUIRED
NOT INCLUDED. See instructions.



Social Listening

:16

Food Eating Challenges



FB.com/Megatoad



CHOW CROWN



Whoever eats the **MOST ITEMS** before the music stops ...



People cheat
in over
50%
of Monopoly
games*



*Source: OnePoll

DIGITAL FIRST

2 Social Marketing



Social Marketing

Jenga
pass
CHALLENGE



Influencer Marketing



Social Marketing



Social Marketing



DIGITAL FIRST

3

Digital Gaming



Digital Gaming



DragonVale



TRANSFORMERS
EARTH WARS



Digital Gaming Partners

Digital Gaming



New Platforms



amazon.com



alexa



TRIVIAL PURSUIT
BET YOU KNOW IT



Facebook
Messenger



Digital First

Digital
Experts

Digital
Listening
Engine

Digital Marketing
Partnerships



MOMENTUM TAKING HOLD

Record-breaking year for
Dungeons & Dragons

Record-breaking player growth
for Magic: The Gathering

**Record-breaking streaming
growth**, punctuated by MTG Arena*





STRONG START FOR MTG ARENA



Hyper engaged fans 70% weekly retention



High satisfaction gameplay
Players averaging 2+ hours per day



Fast and fluid design
6 1/2 minute average match length

MAGIC THE GATHERING

ARENA



video playing in room





Christopher [Awesome]

@PailOfAwesome

I'm in the **#MTGArena** beta. I played **#Hearthstone** at least 6+ hours a day for the last few years. I'm a highly repeated Legend player.

I have not played Hearthstone since getting the Arena Beta last week.

It's *that* good so far.

Magic will return to take the card game throne.



NoahBuddy_: the beta has been soo good!

Mythical Magic: Arena looks better and better every time
I see it 😊



Jason Persinger

@JasonPersinger

Replying to **@Wizards_Help**

I just got my welcome email! Can you guys call my work and tell them I need to go home early today? **#MTGArena #MTG #MTGRIX**



Shawn Ewashko Magic: The Gathering - Arena

1 hr

Really looking forward to this!



Mythical Magic

@TheBlondMythMTG

Just fell in love with **#MTGArena** , Can't wait for the official release! **#MTG**

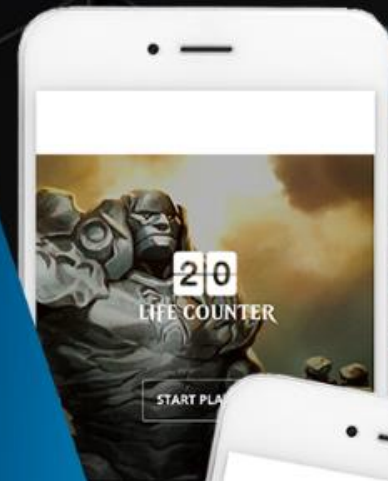


**MAGIC THE GATHERING
ARENA**



MTG ARENA

JUST THE BEGINNING





DOMINARIA





CORE SET 2019



EXPLORING BEYOND MAGIC AND D&D

TRADING
CARD GAME

TRANSFORMERS



Axis & Allies AND ZOMBIES



INTRODUCING WARRIORS OF WATERDEEP

**DUNGEONS
&
DRAGONS**



ludia

A FremantleMedia Company



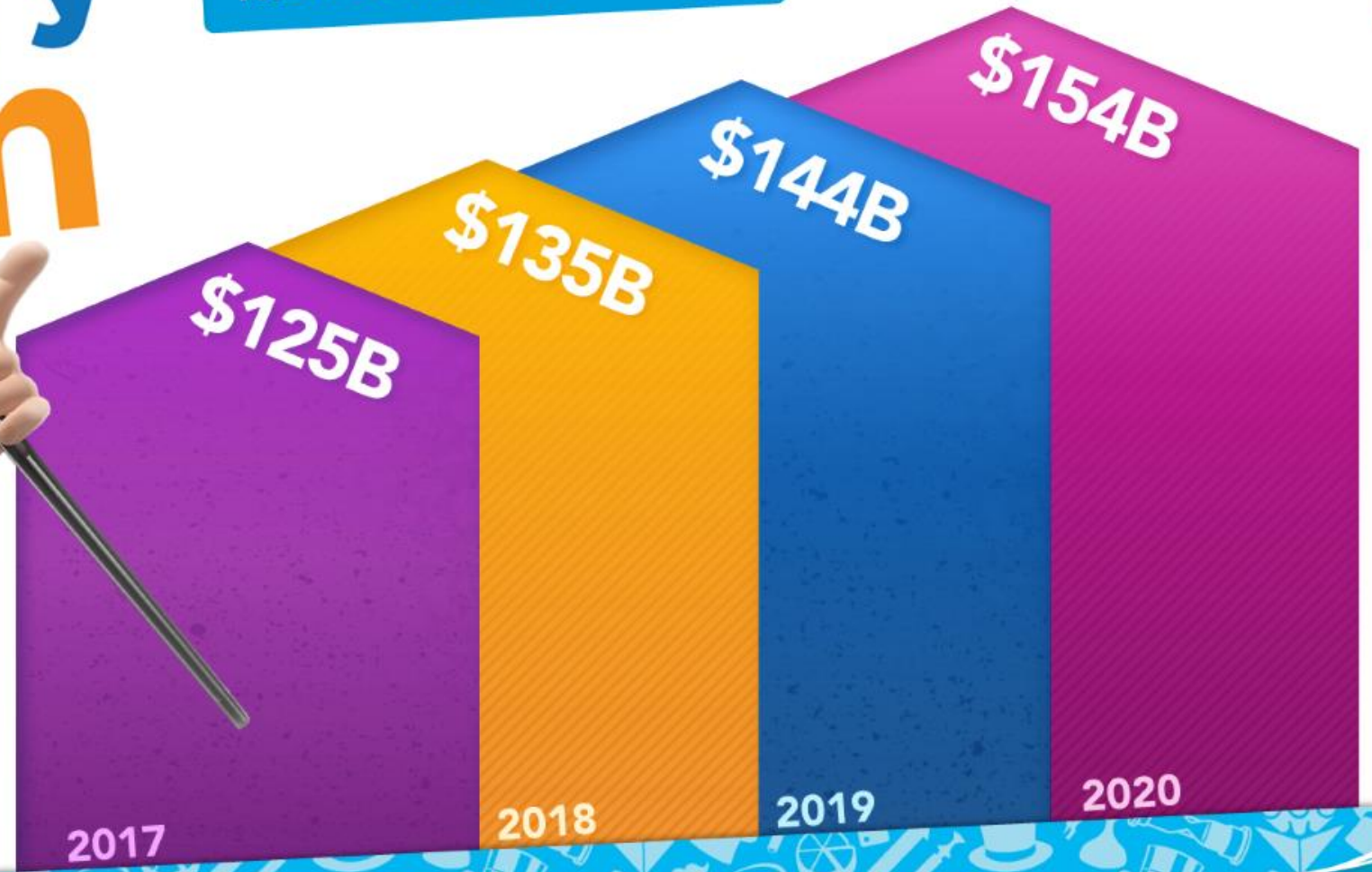
2018 SUPERCHARGING FAN GROWTH



- Magic's **25th**
- MTG **Arena launch**
- Over a **dozen new projects**

Gaming Industry Growth

Hasbro Share Opportunity



Source: Euromonitor, Newzoo. Includes F2F, Mobile, Console, and PC game combined global sales.





Samantha Lomow

SVP, Hasbro Brands

Brian Chapman

SVP, Head of Design
& Development



TRANSFORMERS



NERF



#1
PROPERTY IN
THE U.S.*

2017

#2
PROPERTY
IN G10*

MOMENTUM Continues



NERF NITRO



**THIS IS HOW
WE PLAY**



*NPD US POS 2017; NPD POS 2017 (G10 = US, UK, FR, GE, IT, SP, RUS, CAN, MEX, AUS)

NERF



NERF RIVAL

PRECISION BATTLING

NERF SPORTS

POS GROWTH ACROSS ALL FOUR REGIONS

#1 Item in Outdoor Sports in MEXICO, GERMANY & RUSSIA



#2 Property in RUSSIA



Dude Perfect



UGC



Zach King

CONTENT DEVELOPMENT

NEW SEGMENTS

GEOGRAPHIC GROWTH

NEW CATEGORIES



Source: NPD POS 2017

14.5B
LIFETIME
VIDEO VIEWS



99%
YOUTUBE
VIDEOS FAN
GENERATED

NERF NATION Stories & Experiences



Source: YouTube, Zeit



NERF

FEST

2018



EXPANDED

Stories & Content



300M
VIDEO VIEWS



You Tube
26M
SUBSCRIBERS





NERF NATION SHOW

First Ever 15-Episode
Social Show



Hosted by Mega-Influencer
Zach King



21M
FOLLOWERS



video playing in room



NERF

IN TOUCH WITH CONSUMER

DRIVING Innovation

ROBUST TESTING

EARLY MECHANISM
DEVELOPMENT &
PLAY EXPERIENCES

TOTALLY INVESTED TEAM

Hasbro

N-STRIKE
MODULUS



REGULATOR

Overall this is a great blaster and a must have for any nerf enthusiast.



RAPTORSTRIKE

My son loves this Nerf-N-Strike, he has played with it nonstop since he got it...



N-STRIKE
MEGA SERIES



TWINSHOCK

What a great deal for this toy. My son loves it. I got it for his birthday.



NERF
NITRO



Vehicle of the Year

MOTOFURY

Wow, this is awesome! Off the ramps, these cars fly into the air!!



NERF
RIVAL



NEMESIS

Needless to say he loves it. It works great and he was super happy to get it as a gift.

NERF
SPORTS



DP SIGNATURE BOW

More than a "toy" yet very safe.



NERF

N-STRIKE
ELITE



**NON-STOP
ACTION WITH
AUTO RE-LOAD!**

N-STRIKE
MEGA



**EXTENDABLE
LONGEST NERF
BLASTER**

N-STRIKE
MODULUS
SYSTEM • SYSTEMS • SISTEMA



**NEW GHOSTOPS
WITH DAY/
NIGHT PLAY**

NERF
RIVAL
PRECISION BATTLING



**ULTIMATE
RIVAL
BLASTER!**

NERF
NITRO



**UNLOCKING
A NEW
CATEGORY**

Hasbro

NERF



TOP SECRET



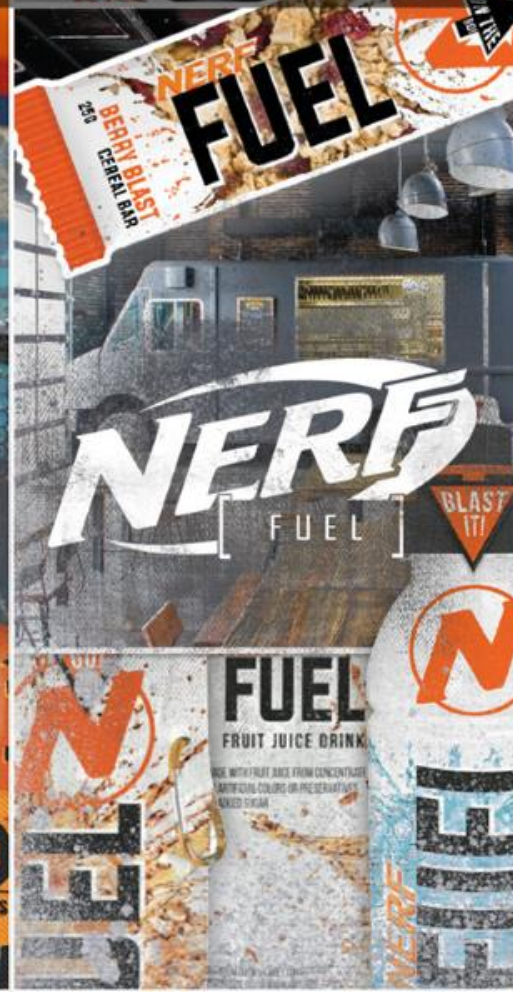
Hasbro

EXPANSION

of Lifestyle & Consumer Products



NERF





EXPANSION

of Location-based Entertainment





NERF

IT'S NERF OR NOTHIN'!



**NEWEST
FRANCHISE**

**baby
alive**



LEADING IN NURTURING PLAY



#1
NURTURING DOLL
& ACCESSORIES
PROPERTY

Expansion
IN EU & ASIA

17%
Category
Share
IN G10*

**baby
alive**

*NPD POS 2017 / Nurturing Dolls&Accessories Subsegment (G10=US, UK, FR, GE, IT, SP, RUS, CAN, MEX, AUS)



BUILDING THE FUTURE

GLOBAL GROWTH



**baby
alive**

TOY INNOVATION



CONSUMER PRODUCTS



DIGITAL

Uploads PLAY ALL

6B+
LIFETIME
VIEWS

Baby Alive Feeding... 12K views

Baby Alive Packing For First Sleepover! Molly Helps Lily Pack Her Suitcase! 399,710 views

ENTERTAINMENT



Hasbro

CONNECTING WITH CONSUMERS



**baby
alive**

Hasbro

FUELING STORYTELLING

104K
UPLOADS

6B+
LIFETIME
VIEWS

baby
alive

Hasbro



video playing in room



INVITING ALL KIDS TO PLAY



**baby
alive**

Hasbro

ADVANCED ANIMATRONICS



DELIVERING INNOVATION



**baby
alive**

Hasbro

EXPANDING THE EXPERIENCE

EXPANDING INTO LIFESTYLE CATEGORIES



EXTENDING THE PLAY WITH TOY ADJACENCIES



EVENTIZING AT RETAIL



INSPIRING PLAY

WORLD'S
LARGEST
DOLL
PICNIC

baby
alive



Hasbro

BUILDING THE FUTURE

GLOBAL GROWTH



**baby
alive**

TOY INNOVATION



CONSUMER PRODUCTS



DIGITAL

Uploads PLAY ALL



6B+
LIFETIME
VIEWS



ENTERTAINMENT



Hasbro

Source: YouTube, Zefr



Adam Biehl

Vice President
Global Brand Strategy & Marketing
Partner Brands



Most
anticipated

MARVEL

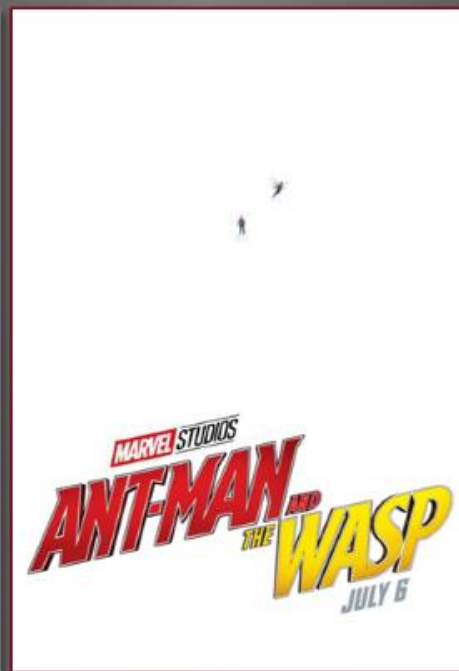
entertainment
year ever!



Feb 16



May 4



July 6



Dec 14



Summer



Fall



Hero Experiences

for Fans of all Ages

MARVEL
SUPER HERO
ADVENTURES



Preschool

MARVEL



Kids

MARVEL
LEGENDS
SERIES



Core Fans

MIGHTY
MUGGS



Collectibles
Fans



MARVEL

BLACK PANTHER



In Theaters February 16, 2018



video playing in room



Role Play



MARVEL

BLACK PANTHER



MARVEL
LEGENDS
SERIES

Figures/Vehicles



Fan Collection



Hasbro

video playing in room



MARVEL

AVENGERS

INFINITY WAR

In Theaters May 4, 2018



video playing in room



audio only





MARVEL
ANT-MAN AND
THE WASP

In Theaters July 6, 2018



Featured
Action Figures

Hero Role Play
Masks

MARVEL ANT-MAN AND THE WASP

On-shelf April 2018



Premium
Fan Figures



A Dream Year for

MARVEL

Fans



MARVEL BLACK PANTHER

DEADPOOL

MARVEL AVENGERS INFINITY WAR

MARVEL VENOM

MARVEL ANT-MAN AND THE WASP



audio only



DEADPOOL



MARVEL
VENOM



audio only



MIGHTY MUGGS



© 2017 MARVEL © 2017 HASBRO

Hasbro

audio only



video playing in room



audio only





Hasbro

SABAN'S POWER RANGERS



POWER RANGERS

SABIDURIA

LOST SALA



Q & A



toyfair