THE HASBRO INVESTMENT THESIS

Leverage Hasbro’s iconic brand portfolio to entertain and connect generation of fans through games, play and experiences in five focus categories where we have or can have a leadership position.

- Action Figures & Accessories; Arts & Crafts, Games, Outdoor & Sports and Preschool Toys

OPERATE WITH EXCELLENCE

Focus on bottom line performance prioritizing fewer, bigger brands that delight and engage our consumers and fans.

Delivered $220M in gross savings through FY 2023

- Gross savings target update to $750M by year-end 2025
- Expect ~50% of gross savings to flow to bottom line

Targeting 20% adjusted operating profit margin by full-year 2027

CAPITAL PRIORITIES

Invest to Drive Profitable Growth

- Focus Areas of Investment: Gaming; Direct to Consumer; Supply Chain; Data and Insights; Hasbro IP Content; Talent

Return Excess Cash to Shareholders

- Industry-leading Dividend; Share Repurchase in future periods

De-Lever the Balance Sheet and Maintain Investment Grade Rating

HASBRO FRANCHISE BRANDS
Certain statements contained in this fact sheet contain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. The Company’s actual actions or results may differ materially from those expected or anticipated in the forward-looking statements due to both known and unknown risks and uncertainties, which may be detailed from time to time in the Company’s public announcements and SEC filings. The Company undertakes no obligation to make any revisions to the forward-looking statements contained in this fact sheet or to update them to reflect events or circumstances occurring after the date of this fact sheet.