UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): October 27, 2026

Hasbro, Inc.

(Exact name of registrant as specified in its charter)

Rhode Island	**1-6682**	**05-0155090**
(State or other jurisdiction of incorporation or organization)	(Commission File Number)	(I.R.S. Employer Identification No.)
1027 Newport Avenue	**Pawtucket, Rhode Island**	**02861**
(Address of Principal Executive Offices)		(Zip Code)

Registrant's telephone number, including area code: **(401) 431-8697**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act.

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, $0.50 par value per share	**HAS**	**The NASDAQ Global Select Market**

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 or Rule 12b-2 of the Securities Exchange Act of 1934.

Emerging growth company ☐

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period provided pursuant to Section 13(a) of the Exchange Act. ☐

Item 8.01 Other Events.

Hasbro, Inc. (the “Company”) announced the appointment of Dan Ayoub as President of Wizards of the Coast and Hasbro Digital Games, effective November 2, 2026. Prior to this appointment, Mr. Ayoub served as Senior Vice President of Dungeons & Dragons, where he led the franchise and helped revitalize the brand across tabletop and digital. He joined Wizards of the Coast in 2022 to lead its digital studios and later served as Senior Vice President of Digital Games, growing the company's studios and extending its partnerships around the world. Before Wizards, he spent 11 years at Microsoft, including as an executive producer and studio head at Halo studio 343 Industries, and later served as Vice President and General Manager of Certain Affinity.

A copy of the press release announcing Mr. Ayoub’s appointment is attached as Exhibit 99.1 to this Current Report on Form 8-K and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 Hasbro, Inc. Press Release, dated October 27, 2026.

104 Cover Page Interactive Data File (embedded within the Inline XBRL document).

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

HASBRO, INC.

By:	/s/ Gina Goetter
Name:	Gina Goetter
Title:	Chief Financial Officer and Chief Operating Officer

Date: October 27, 2026

HASBRO NAMES DAN AYOUB PRESIDENT OF WIZARDS OF THE COAST & HASBRO DIGITAL GAMES

Lifelong fan and 25-year games industry veteran promoted to lead Magic: The Gathering, Dungeons & Dragons, Duel Masters and Hasbro Digital Games

RENTON, WA., October 27, 2026 – Hasbro, Inc. (NASDAQ: HAS) today announced that Dan Ayoub has been named President of Wizards of the Coast & Hasbro Digital Games, effective November 2nd.

Ayoub will lead Magic: The Gathering, Dungeons & Dragons, Duel Masters and Hasbro Digital Games including Exodus and Warlock. He was selected after a rigorous search that evaluated dozens of internal and external candidates. He is the first internal candidate promoted into the role.

“Dan has the passion and leadership caliber to take Wizards of the Coast and Hasbro Digital Games into its next chapter,” said Chris Cocks, Chief Executive Officer of Hasbro. “He understands what our games mean to the people who play them and what it takes to build great teams and experiences. His promotion reflects one of my top priorities: developing our people. I couldn't think of a better match to lead these businesses and I'm excited for the future with him at the helm.”

Ayoub most recently served as Senior Vice President of Dungeons & Dragons, where he led the franchise and helped revitalize the brand across tabletop and digital. He joined Wizards of the Coast in 2022 to lead its digital studios and later served as Senior Vice President of Digital Games, growing the company's studios and extending its partnerships around the world.

Ayoub has been making video games for 25 years. Before Wizards, he spent 11 years at Microsoft, including as an executive producer and studio head at Halo studio 343 Industries, and later served as Vice President and General Manager of Certain Affinity.

Ayoub is also a lifelong fan of the games he will now lead. He has played D&D with the same group of friends since he was 10, and he picked up Magic: The Gathering the year it launched.

“I'm honored to lead Wizards of the Coast and Hasbro Digital Games, and grateful to Chris and the leadership team for this opportunity,” said Ayoub. “Magic and D&D have been part of my life for as long as I can remember, and the teams behind them are among the best in the world. We'll put fans first, respect the artists and creators who make these worlds come alive, and set an ambitious course for growth across tabletop and digital. I can't wait to get started.”

About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With 165 years of expertise, Hasbro delivers groundbreaking play experiences and reaches more than 1 billion fans annually around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including Magic: The Gathering, Dungeons & Dragons, Monopoly, Hasbro Games, Nerf, Transformers, Play-Doh and Peppa Pig, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

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, a 2026 JUST Capital Industry Leader, a Brand that Matters by Fast Company, and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50 for fourteen consecutive years. For more information, visit https://corporate.hasbro.com or follow Hasbro on LinkedIn.

Hasbro Media Contact:

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