



Q2 2019 Financial Results



“We delivered a high-quality second quarter, with positive consumer trends at retail and profitable growth led by several geographies and brand categories,” said Brian Goldner, Hasbro’s chairman and chief executive officer. “Our investments are differentiating Hasbro’s portfolio and delivering profitable revenue streams, including continued MAGIC: THE GATHERING revenue growth in tabletop and digital. We grew revenues in the U.S. and Europe, and we believe we are well-positioned to deliver against our target of profitable growth for the full-year 2019.”

Revenues \$984.5M, up 9% vs. Q2 2018; Up 11% absent FX*
Operating Profit \$128.3M vs. \$87.6M in Q2 2018
Reported Net Earnings \$13.4M or \$0.11 per diluted share
Adjusted Net Earnings \$99.3M or \$0.78 per diluted share **

*Foreign Exchange (FX) had a negative \$20.7M impact on Q2 2019 revenues;
 \$20.1M in the International segment
 ** Q2 2019 Adjusted Net Earnings exclude an \$85.9M, or \$0.68 per diluted share, non-cash after-tax charge for the settlement of the Company’s U.S. pension plan liability

SEGMENT REVENUES INTERNATIONAL

up 14%



down 1%*



up 5%*
Absent FX

up 28%



STRONG FINANCIAL POSITION & BALANCE SHEET

\$1.2B

IN CASH
AT QUARTER
END



\$95.1M

RETURNED TO
SHAREHOLDERS IN
THE QUARTER

CATEGORY PERFORMANCE



+14%

Franchise
Brands

+3%

Partner
Brands

Hasbro
Gaming

-8%

+28%

Emerging
Brands

Total Gaming Category up 26%

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 infographic