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HEAD OF BACKFLIP STUDIOS

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SVP & GM, WIZARDS OF THE COAST



Global Gaming Boom

KIDS TO
ADULTS

CASUAL TO
COMPETITIVE

HUMOR AND
PLAY WITH
PURPOSE

IN HOME
TO ON THE GO



2.1B
Gamers

Gaming Category Momentum in 2017

Face-to-face Gaming
is **+14%** Year-to-date*

*Source: The NPD group, Games exc. Trading Card Games

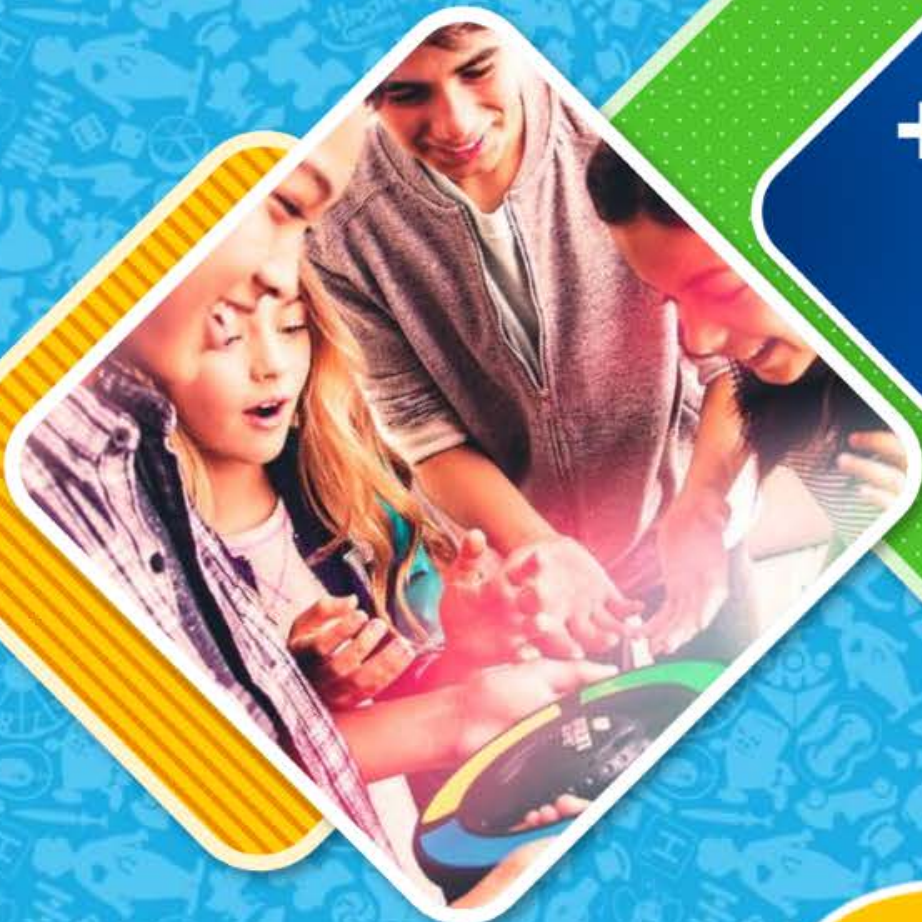
Mobile Gaming
Projected **+19%**
for 2017*

*Source: Newzoo



Face-to-Face Gaming





+23%*
1H 17
POS

**9 of
Top 10
Overall
Face-to-Face
Games
in the U.S.
1H 17****

**New
Social
Gaming
Category**

**Very Strong
Start to 2017**



*Internal Hasbro; **Source: THE NPD GROUP, Games exc. Trading Card Games

Key Dynamics Driving The Future of F2F Gaming

Social Listening



Fun to Share



Topical



Curation



Expertise in **Social Listening**



2015



2016



2017 and Beyond



Fun to Share



video playing
in room



Topical

Making Games

Famous

MONOPOLY
TOKEN
MADNESS



MONOPOLY
GAMER



330 MILLION
IMPRESSIONS

SilverScizor753: Kongfather is getting serious now

GmacktheGummy: kongfather protects his family

Pie Face
Showdown!



117
MILLION
VIEWS



72
MILLION
VIEWS



36
MILLION
VIEWS



the ellen degeneres show

FANTASTIC
GYMNASTICS



THE
TONIGHT
SHOW
STARRING
JIMMY
FALLON



Toilet
Trouble





2017 Partners

**over
75 MILLION
subscribers!**



Curation



Party
Crate

Family
Crate

GAME NIGHT

delivered

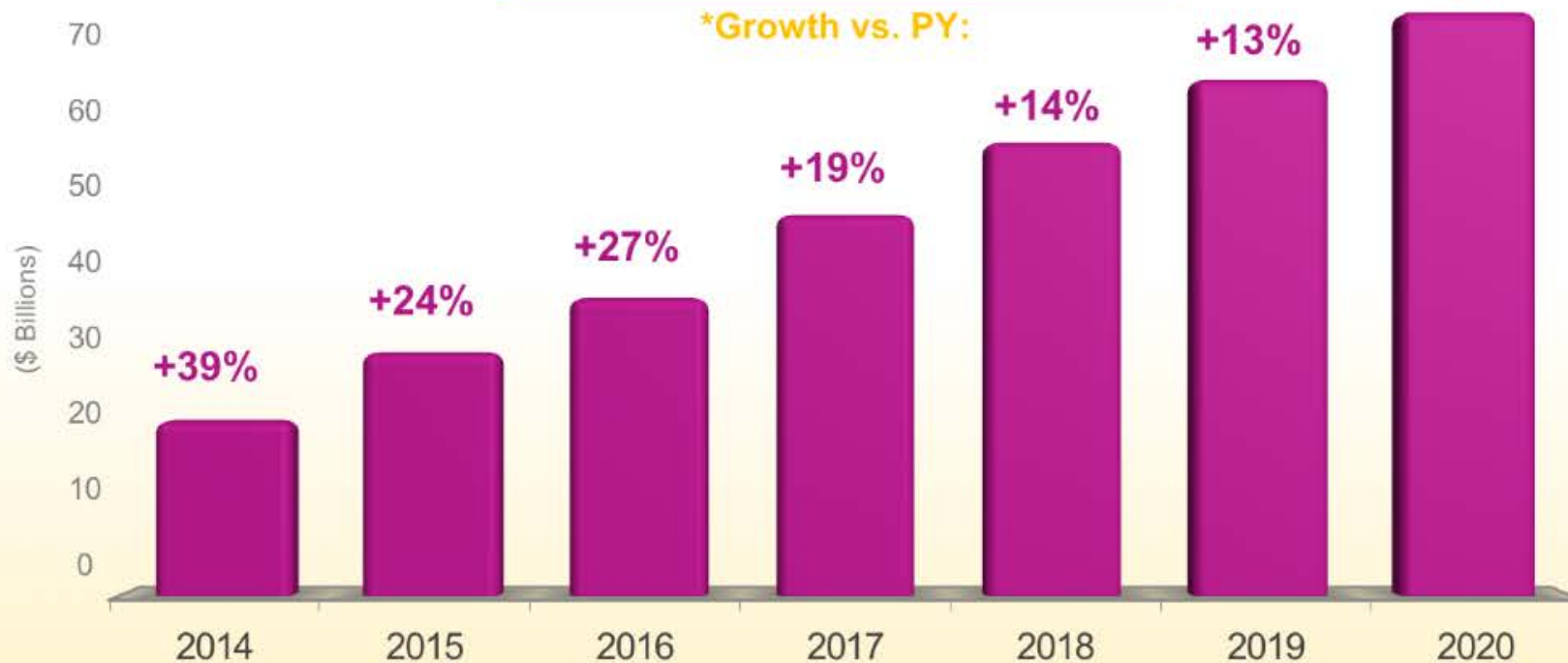


Mobile Gaming



Mobile Gaming Growth Continues

Worldwide Mobile Game Revenue



Growth
2014 – 2016
(US)

+18%
Device
Ownership

+37%
Mobile
Gamers

+12%
Minutes
Played

Growth in Mobile Players, But Few are Mobile Payers

Share of Mobile Payers and Revenue by Spend Segment

[2016][North America][Active Adult Mobile Gamers, Past 3 months]



Who is the Mobile Game Payer?



Key Ingredients for Successful Mobile Games

Addictive
Gameplay

Strong
Monetization
Strategy

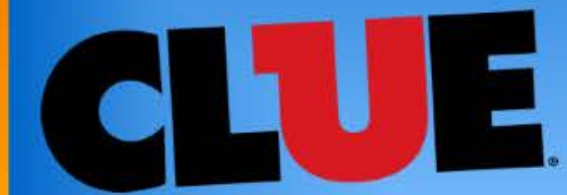
Live Services:
Content Updates
& Periodic
Events

Ongoing
Investment
in the User
Acquisition





Hasbro has the Brands that Appeal to these Gamers





netmarble



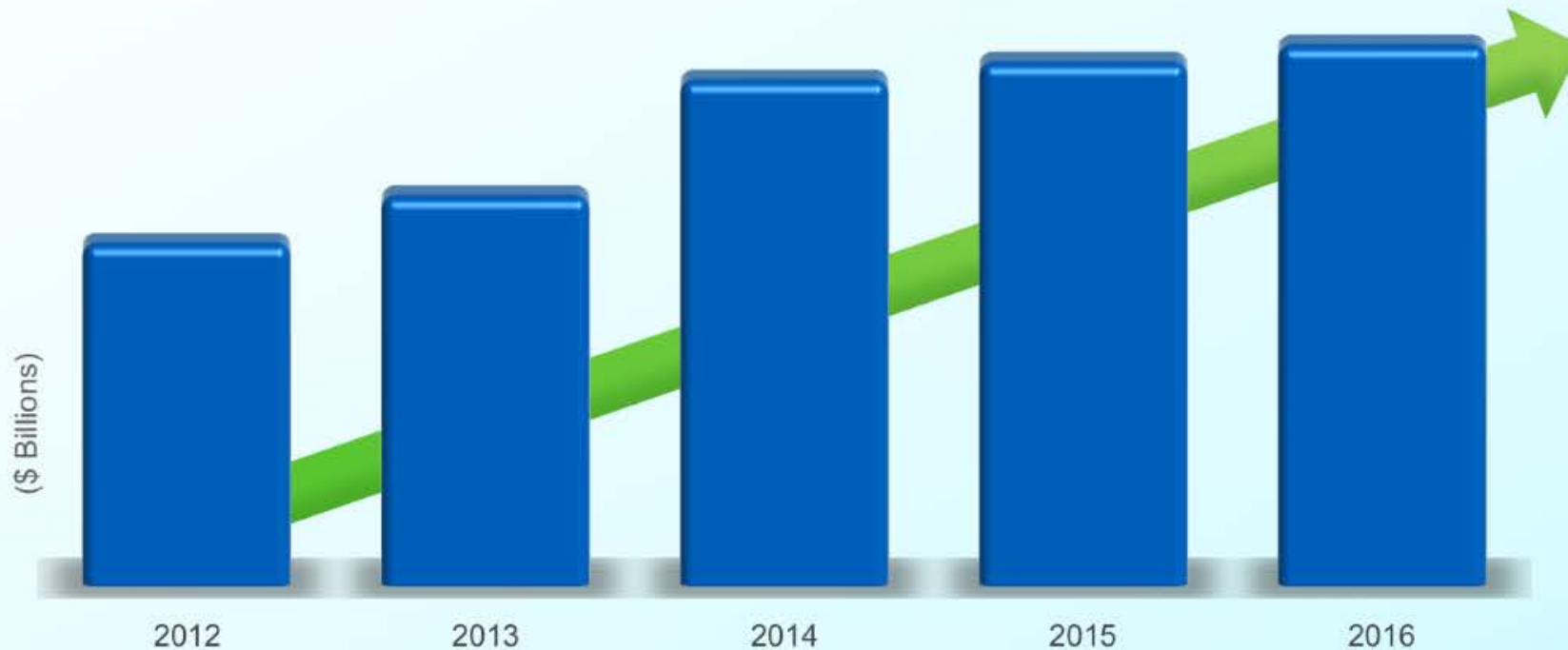
**Our Leading
Industry Partners**

Tencent 腾讯



A History of Revenue Growth

Estimated Consumer Spend on Hasbro Digital Licensed Content



*Source:
Internal
Estimate



Going Forward: Two Pronged Strategy



Licensing

**Industry Leaders
+
Genre Expertise
+
Commitment
to UA Spend**

Owned & Operated

**Backflip
Studios
+
Hasbro
Brands
+
Recruit Top
Talent**





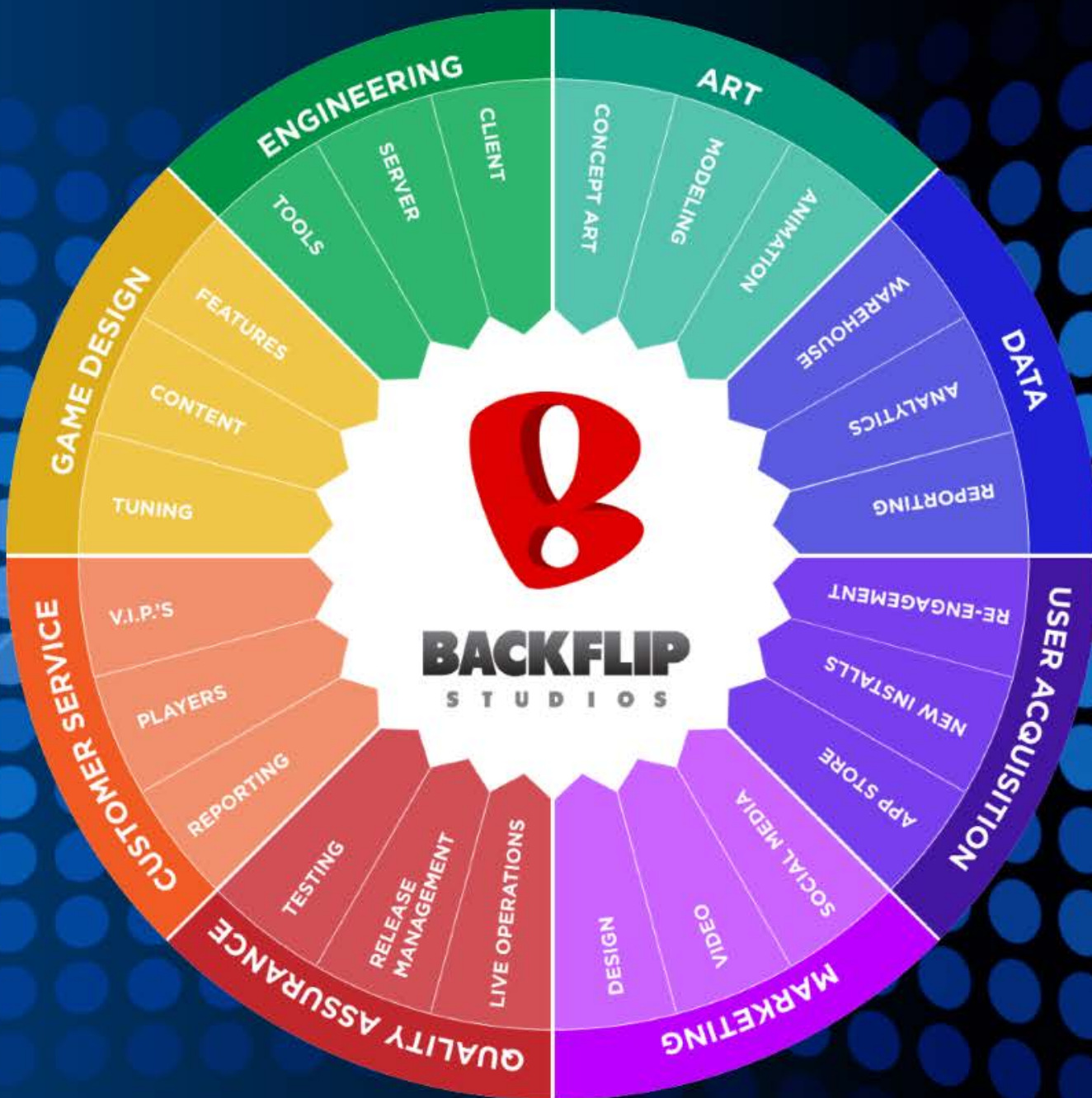
BACKFLIP
STUDIOS

Full-stack Mobile
Gaming Studio

Developer

Publisher

Marketing





BACKFLIP
STUDIOS

DragonVale
WORLD

TRANSFORMERS
EARTH WARS

DragonVale

NinjaJump

PaperToss

MONOPOLY
TOWNS

SpellFall



video playing
in room





BACKFLIP
STUDIOS

Transformers Earth Wars 2017 Roadmap

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

Two New Bots & Monthly Event





Monopoly Towns

Deep
integration
of Monopoly
brand

Build
and customize
your own
Monopoly Town

Interact with
and watch
your Town's
inhabitants





BACKFLIP
STUDIOS

2018 Roadmap

Current Portfolio



New Games

X
New Game

Y
New Game

Studio Investments



Studio Culture





MAGIC
The Gathering®

Christian Cocks

SVP & GM, Wizards Of The Coast



MAGIC

The Gathering®



video playing
in room



25 Years Strong

Strong Start to 2017

+150% Esports viewers*

+27% new players*

10Mth play event this month**

Fans have never been so psyched

*Source: Twitch; **Internal Organized Play Data



Ixalan Fall

***“IXALAN BEST
PLANE! IXALAN
BEST PLANE!
IXALAN BEST
PLANE! IXALAN
BEST PLANE!”***

— odric-master-swagtician
on Tumblr



Unstable Fall

***“AND. A THIRD.
UN-SET. I AM
GONNA DO
SUCH A YELL
AAAAAAAAAAAA
AAAAAAAAAAAA”***

-- @asleepythief
on Twitter



Dominaria Spring

*“I’m sobbing w/ joy
over Dominaria...
I dunno why but this
feels real personal to
me and i’d like to thank
wotc for my life”*

— eight-times-nine
on Tumblr



Core Set Summer

*“Core Sets are back,
they’re different...
and I am so happy”*

— The Mana Source
on YouTube





Esports Investment

More Twitch Viewers

More Grand Prix Events

Special \$1M Event





MAGIC THE GATHERING ARENA

In Closed Alpha Now

.....

Beta Ramp to Begin this Fall

.....

**Designed for Magic
Fans & Beyond**



video playing
in room



2018 to be a Milestone Year

**25th Anniversary Themed
Year-long Celebration**

.....

Best Ever Entertainment Plan

.....

Magic: the Gathering - Arena



Global Gaming Boom

