



Hasbro to Acquire eOne

Adding Brands & Expanding Storytelling Through Global Entertainment

Accelerates Hasbro's Brand Blueprint strategy of profitably building brands through innovation, gaming, content and storytelling across TV, film and other mediums.

Adds beloved global preschool brands to Hasbro's robust brand portfolio

Enhances Hasbro's storytelling capabilities in TV, film and other mediums



IMPROVES HASBRO'S GROWTH OUTLOOK AND ENHANCES LONG-TERM PROFITABILITY

~\$130M of in-sourcing and cost synergies

Accretive to adjusted EPS* in Year 1 and increasing in Year 2

HASBRO BRANDS



Expanded Capabilities
TV
Film
Live Action
Animation



Seasoned Entertainment Executives



Incremental Revenue & Profit Opportunity

eOne OVERVIEW: BRINGING THE BEST CONTENT TO THE WORLD

FAMILY & BRANDS
Inspiring smiles with the world's most beloved characters

TELEVISION
Creating world-class content with international appeal

FILM
One of the largest independent film companies with global reach & local expertise

MUSIC
A disruptive, tech-enabled global music platform

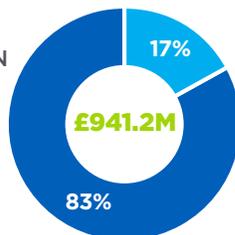
INNOVATION
Stunning audiences through next-generation storytelling

2019 RESULTS (as reported by eOne in accordance with IFRS)

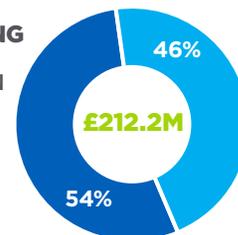
£941.2M Revenue
5% 3-year CAGR

£197.6M EBITDA
15% 3-year CAGR

REVENUE BY DIVISION



UNDERLYING EBITDA BY DIVISION



● FAMILY & BRANDS
● TV & FILM

DEAL FACTS

£3.3B or **\$4.0B**

£5.60 per share; a **31%** premium to eOne's 30-day VWAP as of 8/22/19

Expected close **4th** quarter of **2019**

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.

*Adjusted EPS excludes one-time transaction costs and purchased intangible amortization.