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

Blueprint 2.0

> Enhance Hasbro’s Gaming Leadership, both tabletop and digital
> Focus on Fewer, Bigger Brands to engage consumers and delight fans: MAGIC: THE GATHERING, DUNGEONS & DRAGONS, NERF, PEPPA PIG, PLAY-DOH, HASBRO GAMING and TRANSFORMERS
> Advance our direct to consumer capabilities and licensing

Hasbro’s Brand Insights Platform underlies the strategic plan with a data and analytics team that will speed our innovation, fuel our drive for category leadership and create a wide, sustainable moat around Hasbro’s priority brands.

OPERATE WITH EXCELLENCE

Focus on Bottom Line Performance prioritizing fewer, bigger brands that delight and engage our consumers and fans

Deliver $250-300M in annualized run-rate cost savings by year-end 2022; $50M achieved in full-year 2022 with $20M of actualized savings

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

*vs. 2022 adjusted OP of $923M

CAPITAL PRIORITIES

Invest to Drive Profitable Growth

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

De-Lever the Balance Sheet and Maintain Investment Grade Rating

Return Excess Cash to Shareholders

> Industry-leading Dividend; Share Repurchase in future periods

HASBRO FRANCHISE BRANDS

Beginning in 2023.
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.