



# Investor Fact Sheet

## 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

## OPERATE WITH EXCELLENCE

Focus on bottom line performance prioritizing fewer, bigger brands that delight and engage our consumers and fans

Delivered \$220M in gross savings through FY 2023

- > Gross savings target update to \$750M by year-end 2025
- > Expect ~50% of gross savings to flow to bottom line

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

## CAPITAL PRIORITIES

### Invest to Drive Profitable Growth

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

### Return Excess Cash to Shareholders

- > Industry-leading Dividend; Share Repurchase in future periods

### De-Lever the Balance Sheet and Maintain Investment Grade Rating

## HASBRO FRANCHISE BRANDS

**TRANSFORMERS**

**Hasbro GAMES**

**MAGIC**  
THE GATHERING

**DUNGEONS & DRAGONS**

**Peppa Pig**

**NERF**

**PlayDoh**

## Executive Leadership

### Chris Cocks

Chief Executive Officer and Director

### Gina Goetter

Executive Vice President and Chief Financial Officer

### Matt Austin

Executive Vice President and Chief Revenue Officer

### Shane Azzi

Senior Vice President and Chief Global Supply Chain Officer

### Tim Kilpin

President, Toys, Licensing and Entertainment

### Tarrant Sibley

Executive Vice President, Chief Legal Officer and Corporate Secretary

### Roberta Thomson

Executive Vice President and Chief Communications Officer

### Steve Zoltick

Executive Vice President and Chief Information Officer



**1923** Hasbro founded by Henry and Hillel Hassenfeld. The Company first sold textile remnants before manufacturing pencil boxes and school supplies

**1940s** Hasbro's first toys — doctor and nurse kits are created

**1952** POTATO HEAD created and revolutionized toy industry as first toy advertised on TV

**1964** Launches first action figure; G.I. JOE becomes an American icon

**1968** Becomes publicly traded company

**1977** Pays first dividend to shareholders

**1983** MY LITTLE PONY brand is born

**1984** TRANSFORMERS brand is born; Acquires Milton Bradley, including its PLAYSKOOL division

**1991** Acquires Tonka Corporation, including its Kenner and Parker Brothers divisions

**1999** Acquires Wizards of the Coast and its MAGIC: THE GATHERING and DUNGEONS & DRAGONS franchises

**2007** TRANSFORMERS movie is released, launching one of the highest-grossing film series ever

**2008** Establishes the Brand Blueprint Strategy

**2015** Hasbro Pulse direct-to-consumer platform launched

**2018** Launched *Magic: The Gathering Arena*

**2018** Acquires Saban's Power Rangers

**2019** (Fiscal 2020) Acquires eOne, a global entertainment studio

**2021** Hasbro's Total Games Category tops \$2B; Wizards of the Coast tops \$1B in revenue

**2021** Divested eOne Music business

**2022** Acquires D&D Beyond

**2023** Divested eOne film and TV business

**1923**  
founded

**5,500** employees  
worldwide

**Iconic Brand  
Portfolio**



operating in

**35**  
countries



headquartered in  
**Pawtucket, RI**

**\$5.0B** annual  
revenue  
(FY 2023)

**ESG at Hasbro** is the framework for translating our Purpose into action — getting from “why” we exist to “how” we deliver sustainable long-term value for our business and stakeholders.

### Areas of Impact



planet



principles



people



principles



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.