



Investor Fact Sheet

July 2018

Company Overview

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to Creating the World's Best Play Experiences. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including BABY ALIVE, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH AND TRANSFORMERS, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 5 on the 2018 100 Best Corporate Citizens list by CR Magazine and has been named one of the World's Most Ethical Companies® by Ethisphere Institute for the past seven years.

Hasbro's Brand Blueprint

The Brand Blueprint is Hasbro's strategic framework for developing our brands in exciting new ways. Our brands are story-led consumer franchises brought to life through compelling content across a multitude of platforms and media, with a wide variety of digital experiences, music, publishing, and location-based entertainment, and an impressive array of consumer products, spanning a broad range of diverse categories.



Investment Highlights

- Rich Innovative Brand Portfolio
 - Informed by Global Consumer Insights
 - Increasing consumer interest through compelling, effective storytelling
- Company's strategy is creating unique, long-term competitive advantages for Hasbro
- Partner with premiere entertainment brands that attract and keep fans, and deepen the consumer experience
- Strong and consistent operating cash flow generation; which is invested back into Hasbro and returned to shareholders
 - Raised dividend in 14 out of the past 15 years
 - Repurchased \$2.6B in stock from 2007-2017

Senior Management

Brian Goldner, Joined Hasbro in 2000
Chairman, Chief Executive Officer

John Frascotti, Joined Hasbro in 2008
President and Chief Operating Officer

Deborah Thomas, Joined Hasbro in 1998
Executive Vice President, Chief Financial Officer

Duncan Billing, Joined Hasbro in 1998
Executive Vice President, Chief Strategy Officer

Tom Courtney, Joined Hasbro in 1992
Executive Vice President, Chief Global Operations Officer

Stephen Davis, Joined Hasbro in 2009
Executive Vice President, Chief Content Officer

Tarrant Sibley, Joined Hasbro in 2001
Senior Vice President, Chief Legal Officer

Dolph Johnson, Joined Hasbro in 1997
Executive Vice President, Chief Human Resources Officer

Wiebe Tinga, Joined Hasbro in 1987
Executive Vice President, Chief Commercial Officer

Steven Zoltick, Joined Hasbro in 2011
Executive Vice President, Chief Information Officer

Contact

Investor Relations | Hasbro, Inc. | 1027 Newport Avenue – PO Box 1059 | Pawtucket, RI 02862-1059
Phone: 401.727.5401 | Email: hasbro_investor_relations@hasbro.com

- 1923** Hasbro founded by Henry and Hillel Hassenfeld. The Company first sold textile remnants before manufacturing pencil boxes and school supplies
- 1928** Hassenfeld Brothers expands product line to include paint sets and wax crayons
- 1940s** Hasbro's first toys – doctor and nurse kits are created
- 1952** MR. POTATO HEAD created and revolutionized the toy industry. 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** Acquires Milton Bradley, including its PLAYSKOOL division
- 1984** TRANSFORMERS brand is born
- 1991** Acquires Tonka Corporation, including its Kenner and Parker Brothers divisions
- 1999** Acquires Wizards of the Coast, and its MAGIC: THE GATHERING franchise
- 1999** License with Lucasfilm (STAR WARS) renewed (Kenner signed in 1977)
- 2001** Turnaround strategy focused on fully leveraging brand portfolio established
- 2006** Licensing agreement with MARVEL signed
- 2007** TRANSFORMERS movie is released; launching one of highest-grossing film series ever
- 2008** Brian Goldner becomes Hasbro CEO
- 2009** Launches Hasbro Studios
- 2010** Launched The Hub Network, a joint venture with Discovery Communications
- 2011** Establishes Hasbro's Gaming Center of Excellence
- 2013** Acquires majority stake in mobile game studio, Backflip Studios
- 2014** Discovery Family Channel Debuts
- 2014** Enters a new Strategic Merchandising Relationship with Disney Consumer Products for Disney PRINCESS brand and FROZEN brand
- 2016** Hasbro acquires Boulder Media, an award-winning animation studio
- 2017** #1 in G11 markets according to NPD and SIM
- 2017** Hasbro and Paramount Pictures Announce a 5-year Partnership

| (in thousands) | 2013 | 2014 | 2015 | 2016 | 2017 ³ |
|------------------------------------|-------------|-------------|-------------|-------------|-------------------|
| Net Revenues | \$4,082,157 | \$4,277,207 | \$4,447,509 | \$5,019,822 | \$5,209,782 |
| Operating Profit | \$467,093 | \$635,375 | \$691,933 | \$788,048 | \$810,359 |
| Operating Profit Margin | 11.4% | 14.9% | 15.6% | 15.7% | 15.6% |
| Net Earnings¹ | \$286,198 | \$415,930 | \$451,838 | \$551,380 | \$396,607 |
| EPS (Diluted) | \$2.17 | \$3.20 | \$3.57 | \$4.34 | \$3.12 |
| Cash & Cash Equivalents | \$682,449 | \$893,167 | \$976,750 | \$1,282,285 | \$1,581,234 |
| Long-term Debt² | \$1,388,285 | \$1,545,853 | \$1,547,115 | \$1,548,392 | \$1,693,609 |

¹ Net Earnings Attributable to Hasbro; ² Includes Current Portions
³ 2017 ³ U.S tax reform resulted in a \$296.5M net charge, or \$2.33 per diluted share;
 FY 2017 Adjusted net earnings, excluding this charge were \$5.46 per share.

Hasbro's Franchise Brands



Corporate Social Responsibility

At Hasbro, we believe that every day is a chance to do better. We strive to always act responsibly, and in doing so we find smarter ways of doing business. Our deep commitment to corporate social responsibility (CSR) reflects our desire to help build a safer, more sustainable world for future generations.

As a company committed to creating the world's best play experiences, we know we can achieve our full potential only when people and communities have what they need to achieve their full potential. And through our social and environmental commitments, we are making every part of Hasbro's business stronger. To learn more about our CSR progress, visit www.hasbro.com/csr.

