Hasbro’s North Star: Create and operate a leading play and entertainment company that drives value for our stakeholders

**HASBRO’S BRAND AND CONTENT STRATEGY**

- **Diversified** portfolio leveraging long-term investments made in digital-first orientation, including eComm and omni-channel retail, digital gaming and across Hasbro
- **Proprietary advantage** with industry-leading capabilities in innovation, content, gaming, digital and licensing

**CLEAR GROWTH PILLARS**

- **Consumer Products:** Including toys and games and licensed CP, driven by our innovation and expertise in merchandise and global retail
- **Gaming:** Led by the tremendous work of the team at Wizards of the Coast
- **Entertainment:** Delivering profitable entertainment across platforms led by the teams at eOne

This is where audiences and consumers are going. Hasbro is uniquely positioned to successfully and profitably execute across these expansive opportunities.

**STRONG FINANCIAL POSITION**

- Ongoing investment in business
- Substantial liquidity and access to cash
- Long-term commitment to paying a dividend

Hasbro 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, innovative toys and games, music, publishing, and location-based entertainment, and an impressive array of consumer products, spanning a broad range of diverse categories.

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

Hassenfeld Brothers expands product line to include paint sets and wax crayons.

Hasbro’s first toys—doctor and nurse kits are created.

MR. POTATO HEAD created and revolutionized the toy industry. First toy advertised on TV.

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

Becomes publicly traded company.

Pays first dividend to shareholders.

MY LITTLE PONY brand is born.

Acquires Milton Bradley, including its PLAYSKOOL division.

TRANSFORMERS brand is born.

Acquires Tonka Corporation, including its Kenner and Parker Brothers divisions.

Acquires Wizards of the Coast and its MAGIC: THE GATHERING franchise.

Turnaround strategy focused on fully leveraging brand portfolio established.

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

Brian Goldner becomes Hasbro CEO.

Launches Hasbro Studios.

Established Hasbro’s Gaming Center of Excellence.

Enters a new strategic merchandising relationship with Disney Consumer Products for Disney PRINCESS brand and FROZEN brand.

Hasbro acquires Boulder Media, an award-winning animation studio.

Acquires Saban’s Power Rangers.


(Fiscal 2020) Acquired eOne, a global entertainment studio.