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

INVESTING TO GROW THROUGH HASBRO’S BRAND BLUEPRINT

Creating immersive experiences that drive higher value & capture the economics of Hasbro owned brands.

- **Diversified portfolio** leveraging long-term investments made in key growth areas, including gaming, across table-top, digital and face to face, and in a **digital-first** orientation, including D2C and omni-channel retail
- Proprietary advantage with industry-leading capabilities in **innovation, content, gaming, digital and licensing**

DRIVING PROFITABLE GROWTH ACROSS HASBRO’S DIVERSIFIED BUSINESS

- **Consumer Products**: A cash-generating business leveraging Hasbro’s industry-leading brands in toys, games and licensed merchandise.
- **Wizards of the Coast & Digital Gaming**: Highly profitable business growing through player expansion, new games and new IP. Successfully doubled the size of Wizards by year end 2021, two years ahead of target.
- **Entertainment**: Through strategic investment to create profitable TV and film, we use storytelling to elevate existing brands and launch new brands. This is where audiences and consumers are going. Hasbro is uniquely positioned to successfully and profitably execute across these expansive opportunities.

STRONG FINANCIAL POSITION

- Invest in long-term profitable growth
- Strengthen the balance sheet
- Return excess cash to shareholders
- Paid down over $1B in long-term debt in FY 2021
- Increased dividend

Hasbro Brand Blueprint

The Brand Blueprint is Hasbro’s strategic framework for bringing our brands to life through exciting storytelling and compelling content across a multitude of platforms and media, with a wide variety of digital experiences, publishing, and location-based entertainment, and an impressive array of consumer products across diverse categories. Each brand activates the Blueprint differently, but the result is consistent: deeper consumer engagement, innovative brand and product experiences and increasingly expansive opportunities for our portfolio. Informed by our consumer insights and inspired by our storytelling, our mission to **Create the World’s Best Play and Entertainment Experiences** is at the core of how we execute our Brand Blueprint.

contact

Debbie Hancock, SVP, Investor Relations
Kristen Levy, Sr. Manager, Investor Relations

401-727-5401
Contact Investor Relations

@Hasbro
@Hasbro
@Hasbro
Investor.Hasbro.com
Newsroom.Hasbro.com
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