



September 12, 2013

## Hasbro Announces 2020 Sustainability Goals; Company Aims to Reduce Environmental Impact of its Global Operations

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Global branded play leader [Hasbro, Inc.](#) (NASDAQ: HAS) today announced new environmental sustainability goals which it aims to achieve by end of 2020. The company, which creates, designs, and manufactures brands with global appeal including MY LITTLE PONY, MONOPOLY and PLAY-DOH, plans to further reduce the environmental impact of its global operations by minimizing waste, improving energy efficiency, reducing greenhouse gas emissions and conserving water at its owned and operated facilities. These new 2020 goals build on commitments the company set in 2008 that it achieved by end of 2012.

"Hasbro has long been committed to playing responsibly and driving continual improvement in all facets of its business, including reducing the company's use of natural resources," said Brian Goldner, Hasbro's President and CEO. "We are proud of our sustainability progress, and our new 2020 goals help to keep our global workforce aligned and engaged on this important issue."

Hasbro's 2020 sustainability goals include:

- **Reducing waste to landfill:** By end of 2020, reduce waste to landfill at owned/operated facilities by 50 percent from 2012 levels. This goal builds upon Hasbro's 2008 commitment to reduce non-hazardous waste by 15 percent by 2012, which it surpassed, achieving a 40 percent reduction.
- **Reducing energy consumption:** By end of 2020, reduce energy consumption at owned/operated facilities by 25 percent from 2012 levels. This builds upon the company's 19 percent energy reduction through 2012 compared to 2008 baseline.
- **Reducing GHG emissions:** By end of 2020, reduce global Scope 1 and Scope 2 greenhouse gas (GHG) emissions from owned/operated facilities by 20 percent from 2012 levels. In 2008, Hasbro set a 10 percent global GHG emissions reduction goal to be achieved by 2012. The company exceeded its goal and achieved a 32 percent GHG reduction over its 2008 baseline.
- **Reducing water consumption:** By end of 2020, reduce water consumption from owned/operated facilities by 15 percent from 2012 levels. Hasbro achieved a 31 percent water consumption reduction, exceeding its initial commitment to reduce water use by 15 percent through 2012 compared to 2008 baseline.

In addition to these reduction goals, Hasbro continues to drive environmental improvements through its sustainable packaging initiatives, including: reducing packaging material, eliminating PVC from packaging, increasing recycled content, and sourcing paper responsibly. In recognition of Hasbro's environmental sustainability achievements, the company was recently awarded an Environmental Merit Award by the U.S. Environmental Protection Agency (EPA). Additionally, the company reports annually to the Carbon Disclosure Project (CDP) and is a reporting leader in the Toy Industry.

To learn more about Hasbro's CSR programs and progress, please visit [www.hasbro.com/csr](http://www.hasbro.com/csr).

### About Hasbro

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social

responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at [www.hasbro.com](http://www.hasbro.com).

© 2013 Hasbro, Inc. All Rights Reserved.

HAS-CSR

Hasbro, Inc.  
*News Media*  
Wayne Charness, 401-727-5983  
or  
*Investor Relations*  
Debbie Hancock, 401-727-5401

Source: Hasbro, Inc.

News Provided by Acquire Media