

Creating the World's Best Play Experiences

Samantha Lomow

SVP, Hasbro Brands

Brian Chapman SVP, Design & Development



Franchise & Partner Brands
TRANSFORMERS
MANEL THE FROZEN THE SERVETHER TO DE DESCRIPTIONS PRODUCTS
Hasbro Gaming Brands
DECATION CONSCIENCES CONSCIENCES
Emerging Brands
Challenger Brands >> Challenge

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More than double since 2006

Franchise Brands





Tyla Bucher

VP, Franchise Leader My Little Pony



























Meghan McCarthy VP, Head of Storytelling





All Star Supporting Cast



SONGBIRD SERENADE



MICHAEL PEÑA GRUBBER



LIEV SCHREIBER THE STORM KING



my

EMILY BLUNT

TEMPEST

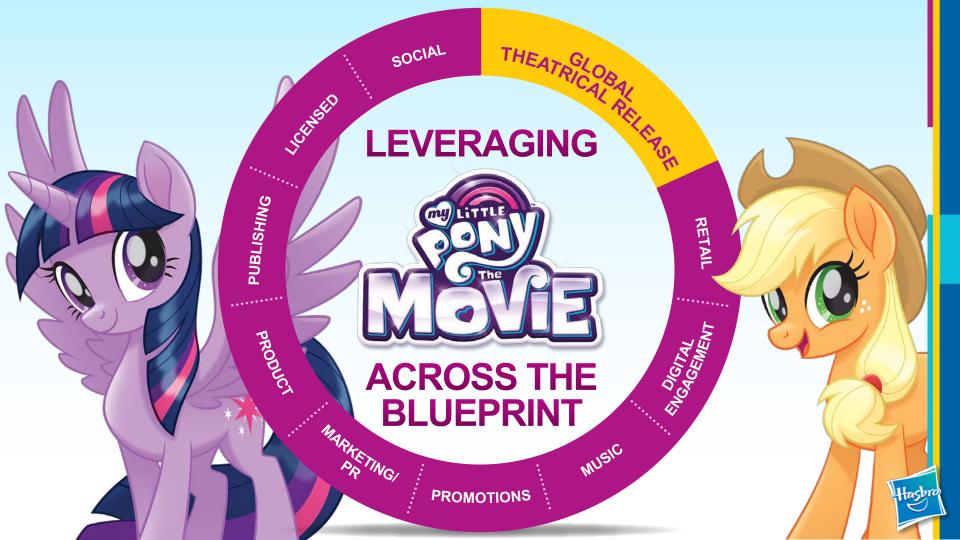
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TAYE DIGGS CAPPER



ZOE SALDANA CAPTAIN CAELANO UZO ADUBA QUEEN NOVO KRISTIN CHENOWETH SKYSTAR Hasbra

video playing in room





FRIENDSHIP DAY JULY

PRODUCT LAUNCH AUGUST

BACK TO SCHOOL SEPTEMBER

THEATRICAL RELEASE OCTOBER











New Stories and Experiences

Innovation in Play







Tom Warner

SVP, Franchise Leader Transformers











video playing in room





Mark Vahradian

Producer





video playing in room





Mark Vahradian

Producer





Buzz is Building

Record-Breaking Social Impressions

ter to Stonehenge, verve had all energy time in the URI Collin-

Most Trailer Views in Paramount's History

Top 3 Most Viewed Trailer on Social Media











of these



THE LAST KHIGHT

ALLSPARK TECH

....



20+ Motion Activated Lights + SFX



ALLSPARK Cube Knows Which Mode You Are In





Neet Streeks



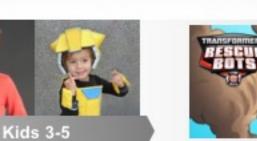
Preschool

Fans

Entertainment Roadmap

















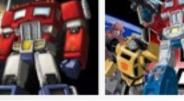




POWER: PRIN



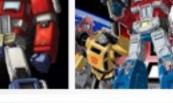
































ROB

Team Combiners





TITANS RETURN

ΓΔΠ VOTE ШΙΠΠ ER GERERATIONS TITANS RETURN TITANS CLASS

TOY





All New Publishing

New Stories



Digital Gaming Transformation













Michael Ritchie

VP, Global Brand Strategy & Marketing, Nerf

Dean Carley VP, Product Development, Nerf



Everything Starts with the **Core Consumer**





Expanded Consumer Target & Research



open Staker



Expanded Older Consumer





Global Consumer

Car





video playing in room

Biggest Year Ever

#2 Property in the G9

18% 5-Year CAGR



Source: The NPD Group

MASTODON



Proven Track Record of Innovation

N-STRIKE

MODULUS

Fantasy

Customization

Team Competition





Consumer Stories & Experiences













RIVAL



Nerf Blasting & 48 Cars to Collect

Consumer Awesomeness & Business Opportunity

> "Nerf's new foam toy cars and blasters are a clever, and safer, upgrade to a classic toy". -Gizmodo



video playing in room



Future Growth

2 Provent







Greg Lombardo VP, Global Brand Strategy & Marketing, Play-Doh and Playskool

Vickie Stratford

Director, Product Development, Play-Doh



Open a can of INAGINATION





Global Powerhouse

15

+20%

+16%

of Net Revenues International

+24% +1

+16%

+34%

Hasbro

2016 Toy Sales – NPD for G9; Sim Brasil for Brazil.

#3

+20%









video playing in room



Exclusive Launch

Apple Exclusive Packaging



525M+ Media Impressions

NET WT. 3920114021







video playing in room



It's #PlayDohDay and @DylanDreyerNBC has

C 2 Follow

RDS

TODAY .

an amazing weather map!

18.1k likes jeep Oplaydoh The bes tough terrain is with a lit #WorldPlayDohDay #P critopa22 Pre sly @_isi kyliesheffield Im to laz @sbbwww5 victoria_edwards9 ho leeo? ellysseholbura @ainsi flossgangt i may ve ide engines for super Drone super cars.Drones would loads,consume low fuel 7days without refueling in



instants that change



In Chirolan

Andrew With Low West

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NORLD

CAN

DAY

OPEN A

PLAY-DOH

9.16.16

OF IMAGINATION"



nesquikusa 115 likes nesquikusa It's #Wo the brand's 60th birt celebrating with a #14 out of 100% Play-Dol you think? #PlayDo? khilola Ø dispublicov 707 ismkingtobster Ni tsura_tutu598 Loc playdoughandpop davidlichtinger coo luisafemandats Ox

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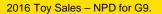
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760M+ Media Impressions















Andrea Hopelain VP, Global Brand Strategy & Marketing

Simon Waters

General Manager, SVP, Entertainment & Consumer Products

All New Franchise Brand in the Making

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video playing in room

Emotions are reading





NSIGH

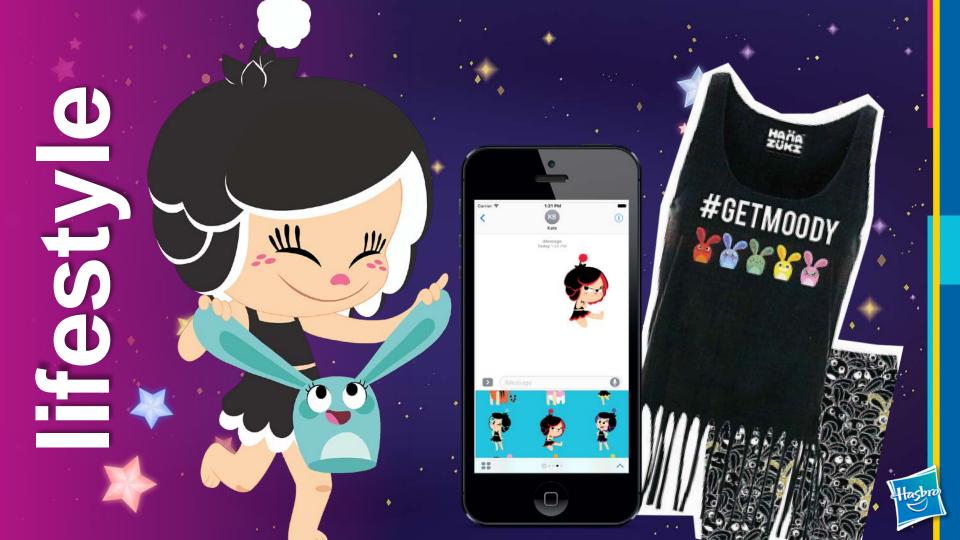




C D ITRIES COUNT 50 0 0 You Tube 000 **55**V **Global Views**

















Creating the World's Best Play Experiences

Samantha Lomow

SVP, Hasbro Brands

Brian Chapman SVP, Design & Development



























Fans of all ages and demographics









audio only

Roleplay Domination





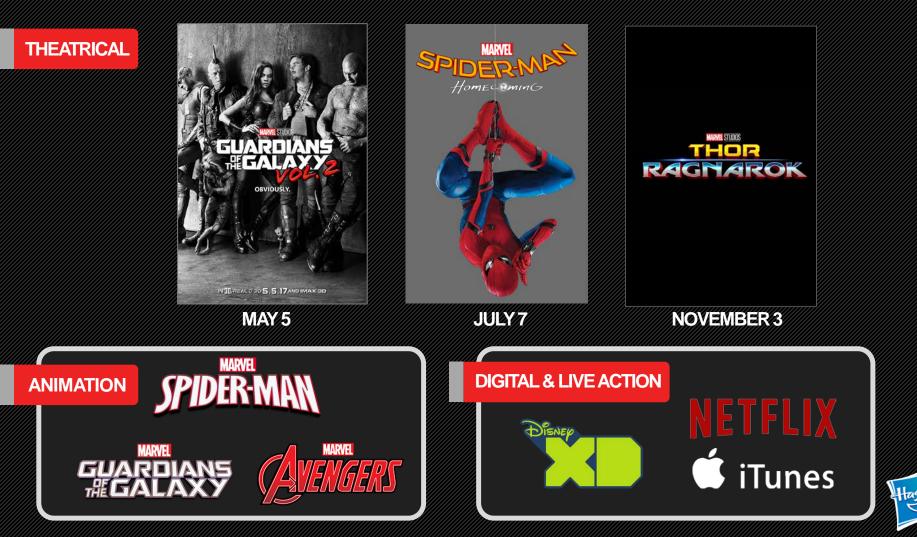
WSTRIKE

THE BLACK SERIES

Expanding the Collection







Web Wings MARVE Designed by Tony Stark FOR PETER PARKER HOMECOMING **All New Spider-Man Technology**



video playing in room



Innovative Feature Figures

> New Tech-Inspired Role Play



Over 46 inches tall!

MARVEL GUARDIANS HEGALAXYZ

5

5

GROWS from 12" to 15" on **SHELF**! 15" 12"



First Ever Expandable Package

Dances to Your Music

Legendary Collector Figures

Legends 6"



Fan Focused Collectible Figures











Premium Role Play

S E R I E S



A WARNING:



ERENDS

LEGENDS



Insights: Modern Princess Study



Accurate and Unique Character Sculpts



Broad Product Range











West Coast Office Investments

PRODUCT LAUNCH JANUARY 17 THEATRICAL PREMIERE MARCH 2017 DVD RELEASE JULY 2017

DISNEP

FAUTY

AND THE

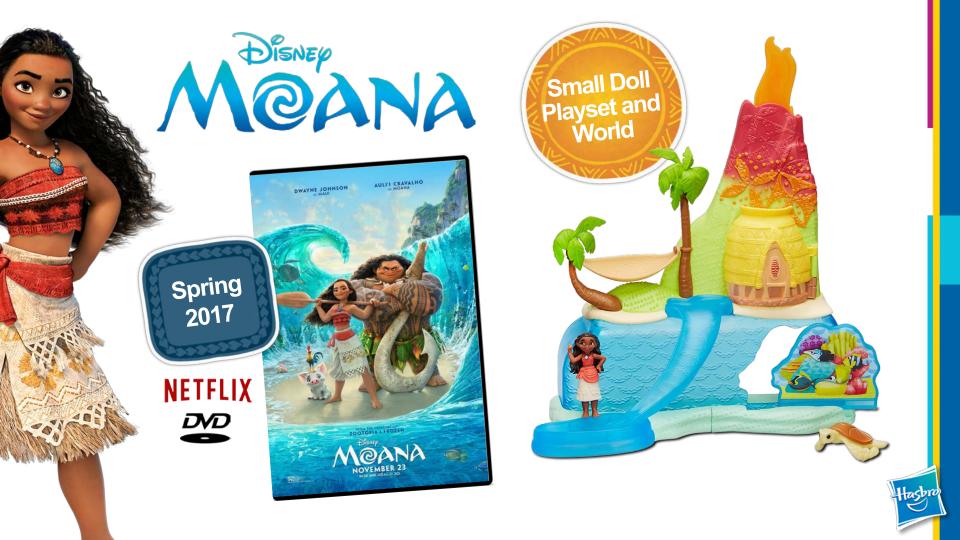




video playing in room







22 Minute Animated Short Film Event

New Dresses for Elsa & Anna

Four New Songs!













DISNED









#ShareTheLaughter





TV animated Holiday Special this Fall on NBC



Breakthrough New Bursting Feature

BBBBB

BURST



All New Animation

36M Battles to Date



video playing in room



Jonathan Berkowitz

SVP, Global Brand Strategy & Marketing Game Portfolio

Christian Cocks SVP & GM, Wizards of the Coast





Gaming at Hasbro











More People Are Gaming Than Ever

75% Increase in 3 years

2016 **2.1B** Gamers

2013 **1.2B** Gamers

Source: Newzoo

Gaming Achieved 9% Growth Across the Category 13 of Top 15 Overall Face-to-face Games in the U.S.* 5/5 Top New Face-to-face Games in the U.S.*

We had a Strong

Record Years for All Wizards of the Coast Brands

Magic had its 8th Straight Year of Growth

3.8 Million Daily Active Users of digital games



*Source: THE NPD Group

Key Consumer Insights Drive Our Plans





Making Games Famous



♦ Fast-Dealing Property Trading Game ♦



















SEE THE WORLD THROUGH

















O Straight Years Of Growth

20M Fans 1M Play Events, 10M Tickets 350M Minutes Watched



Worlds Ways to Play Ways to Watch



Digital Studio

Authentic Magic Big, Fun Visuals Social & Sharable



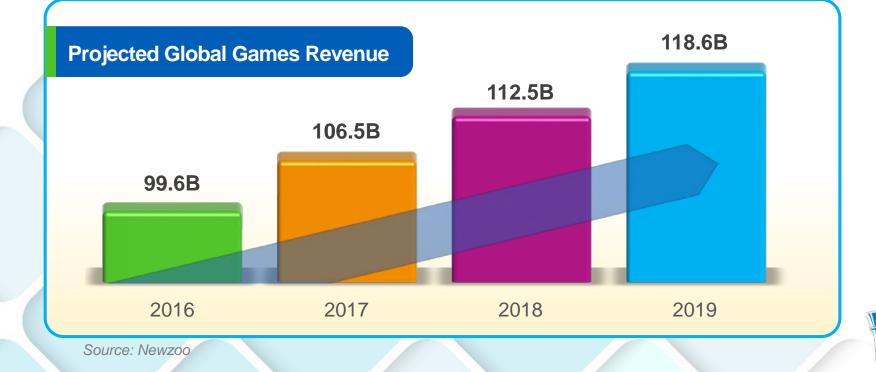




A Broad New Lineup of Gaming Experiences

hered Expres

Perfectly Positioned for a Growth Gaming Market





Insights

NITRO

OUG

Storytelling

Innovation







