



Investor Fact Sheet

THE HASBRO INVESTMENT THESIS

Leverage Hasbro's iconic brand portfolio to entertain and connect generation of fans through games, play and experiences in five focus categories where we have or can have a leadership position.

- > Action Figures & Accessories; Arts & Crafts, Games, Outdoor & Sports and Preschool Toys

OPERATE WITH EXCELLENCE

Focus on bottom line performance prioritizing fewer, bigger brands that delight and engage our consumers and fans

Delivered \$220M in gross savings through FY 2023

- > Gross savings target update to \$750M by year-end 2025
- > Expect ~50% of gross savings to flow to bottom line

Targeting 20% adjusted operating profit margin by full-year 2027

CAPITAL PRIORITIES

Invest to Drive Profitable Growth

- > Focus Areas of Investment: Gaming; Direct to Consumer; Supply Chain; Data and Insights; Hasbro IP Content; Talent

Return Excess Cash to Shareholders

- > Industry-leading Dividend; Share Repurchase in future periods

De-Lever the Balance Sheet and Maintain Investment Grade Rating

HASBRO FRANCHISE BRANDS



Executive Leadership

Chris Cocks

Chief Executive Officer and Director

Gina Goetter

Chief Financial Officer and Chief Operating Officer

Holly Barbacovi

Chief People Officer

Stephanie Beal

Chief Supply Chain Officer

Jason Bunge

Chief Marketing Officer

John Hight

President, Wizards of the Coast

Tim Kilpin

President, Toys, Licensing and Entertainment

Dan Shull

Chief Digital Information Officer

Tarrant Sibley

Executive Vice President, Chief Legal Officer and Corporate Secretary

Roberta Thomson

Executive Vice President and Chief Communications Officer



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- 1923** Hasbro founded by Henry and Hillel Hassenfeld. The Company first sold textile remnants before manufacturing pencil boxes and school supplies
- 1940s** Hasbro's first toys — doctor and nurse kits are created
- 1952** POTATO HEAD created and revolutionized toy industry as 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** TRANSFORMERS brand is born; Acquires Milton Bradley, including its PLAYSKOOL division
- 1991** Acquires Tonka Corporation, including its Kenner and Parker Brothers divisions
- 1999** Acquires Wizards of the Coast and its MAGIC: THE GATHERING and DUNGEONS & DRAGONS franchises
- 2007** TRANSFORMERS movie is released, launching one of the highest-grossing film series ever
- 2008** Establishes the Brand Blueprint Strategy
- 2015** Hasbro Pulse direct-to-consumer platform launched
- 2018** Launched *Magic: The Gathering Arena*
- 2018** Acquires Saban's Power Rangers
- 2019** (Fiscal 2020) Acquires eOne, a global entertainment studio
- 2021** Hasbro's Total Games Category tops \$2B; Wizards of the Coast tops \$1B in revenue
- 2021** Divested eOne Music business
- 2022** Acquires D&D Beyond
- 2023** Divested eOne film and TV business

1923
founded

5,000 employees
worldwide

**Iconic Brand
Portfolio**

\$5.0B annual
revenue
(FY 2023)



operating in

35
countries



headquartered in
Pawtucket, RI

ESG at Hasbro is the framework for translating our Purpose into action — getting from “why” we exist to “how” we deliver sustainable long-term value for our business and stakeholders.

Areas of Impact



planet



play



people



principles



Certain statements contained in this fact sheet contain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. The Company’s actual actions or results may differ materially from those expected or anticipated in the forward-looking statements due to both known and unknown risks and uncertainties, which may be detailed from time to time in the Company’s public announcements and SEC filings. The Company undertakes no obligation to make any revisions to the forward-looking statements contained in this fact sheet or to update them to reflect events or circumstances occurring after the date of this fact sheet.