

# – Our Perspective on – Generative AI

Hasbro's rich legacy of games and toys was built through the collaborative efforts of a diverse community of creators and storytellers and we maintain persistent focus on empowering these teams to craft exceptional experiences for fans.

The use of generative AI tools is rapidly evolving, and we will responsibly examine emerging technologies knowing that such responsibility is possible only when paired with an unwavering respect for the rights of creators.

As such, we will continue to commission, employ and celebrate artists and content creators. And we will empower each of our teams to determine if generative AI tools are right for their businesses, fans and community.

