



Hasbro Fact Sheet

Company Overview

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers play experiences for fans of all ages around the world, through toys, games, licensed consumer products, digital games and services, location-based entertainment, film, TV, and more. With a portfolio of over 1,800 iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands, Hasbro brings fans together wherever they are, from tabletop to screen.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit corporate.hasbro.com or @Hasbro on LinkedIn.

TRANSFORMERS

**Hasbro
GAMES**

MAGIC
THE GATHERING

**DUNGEONS
& DRAGONS**

Peppa Pig

NERF

PlayDoh

1923
founded

5,000 employees
worldwide

**Iconic Brand
Portfolio**

\$5.0B annual
revenue
(FY 2023)



operating in
35
countries



headquartered in
Pawtucket, RI

Executive Leadership

Chris Cocks

Chief Executive Officer and Director

Gina Goetter

Executive Vice President and
Chief Financial Officer

Matt Austin

Executive Vice President and
Chief Revenue Officer

Holly Barbacovi

Chief People Officer

Stephanie Beal

Chief Supply Chain 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

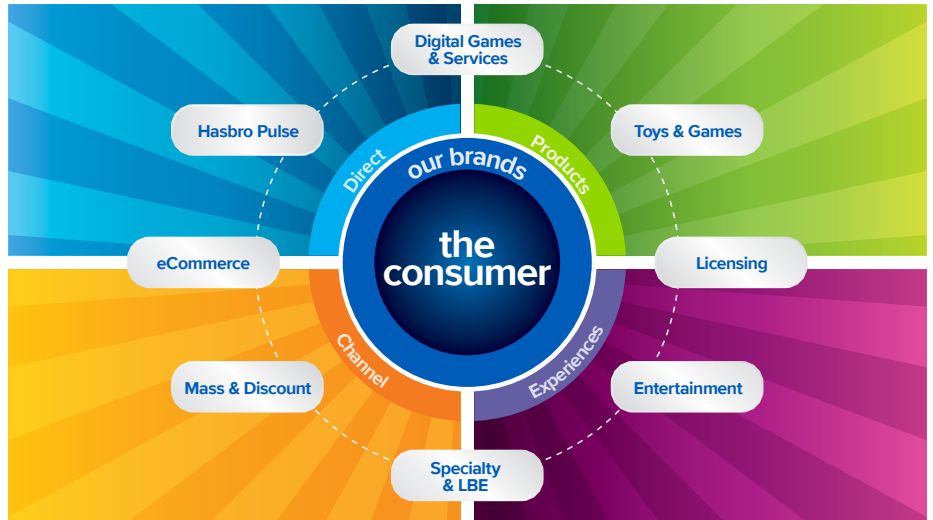
Executive Vice President and
Chief Communications Officer



- 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

Blueprint 2.0

Blueprint 2.0 is our strategic framework for bringing our brands to life in exciting ways and driving long-term, sustainable and profitable growth. It is our foundational strategy that we've evolved over the years to account for the changing landscape in which we operate. Blueprint 2.0 focuses on key growth pillars — Games Leadership, Licensing Transformation and Franchise Brand Innovation. With the consumer as our North Star, the Blueprint 2.0 strategy guides us in leveraging our exceptional talent and amazing brands to engage with fans of all ages across all aspects of play and entertainment. We are proud to design innovative products and experiences that spark joy and create human connection.



Our Purpose

At Hasbro, our Purpose is to create joy and community for all people around the world, one game, one toy, one story at a time. We feel privileged to create products and experiences that bring joy and spark human connectivity across generations, cultures and lifetimes. Our Purpose motivates our employees, engages our consumers, impacts our communities, and sits at the heart of our vision and business strategy. We play with purpose and strive to inspire a more inclusive, sustainable and connected world. 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.

