

Company Overview

Hasbro is a global leader in play whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through gaming, consumer products and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands.

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**.



Senior Management Team

Chris Cocks Chief Executive Officer

Gina Goetter Executive Vice President, Chief Financial Officer

Naj Atkinson Executive Vice President, Chief People Officer

Matt Austin Chief Revenue Officer

Shane Azzi Chief Global Supply Chain Officer

Kathrin Belliveau Executive Vice President, Chief Purpose Officer

Tim Kilpin President, Toys, Licensing and Entertainment

Tarrant Sibley Executive Vice President, Chief Legal Officer

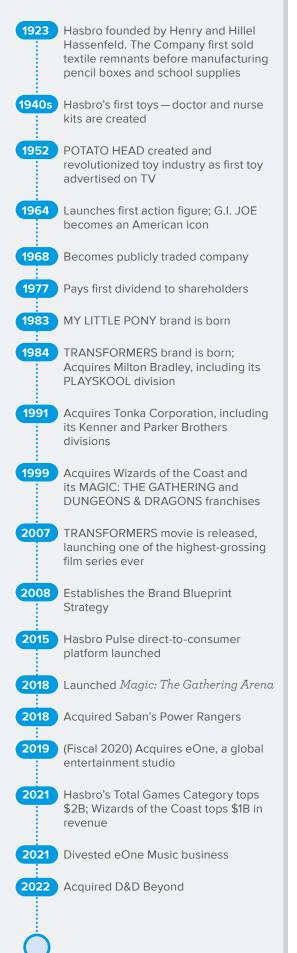
Bertie Thomson Chief Communications Officer

Cynthia Williams President, Wizards of the Coast and Hasbro Gaming

Steve Zoltick Executive Vice President, Chief Information Officer



Newsroom.Hasbro.com Investor.Hasbro.com



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.

