

# Hasbro Fact Sheet

WIZARDS consumer products e One

#### **Company Overview**

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to making the world a better place for all children, fans and families. Hasbro delivers immersive brand experiences for global audiences through consumer products, including toys and games; entertainment through eOne, its independent studio; and gaming, led by the team at Wizards of the Coast, an award-winning developer of tabletop and digital games best known for fantasy franchises MAGIC: THE GATHERING and **DUNGEONS & DRAGONS.** 

The company's unparalleled portfolio of approximately 1,500 brands includes MAGIC: THE GATHERING, NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, DUNGEONS & DRAGONS, POWER RANGERS, PEPPA PIG and PJ MASKS, as well as premier partner brands. For the past decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media and one of the World's Most Ethical Companies by Ethisphere Institute. Important business and brand updates are routinely shared on our Investor Relations website, Newsroom and social channels (@Hasbro on Twitter, Instagram, Facebook and LinkedIn.)





## Proven Management Team





6,800+ employees worldwide



headquartered in Pawtucket, RI

#### **Senior Management Team**

Chris Cocks Chief Executive Officer

**Deborah Thomas** Executive Vice President, Chief Financial Officer

Eric Nyman President and Chief Operating Officer

**Cynthia Williams** President, Wizards of the Coast and Digital Gaming

Darren Throop Chief Executive Officer, eOne

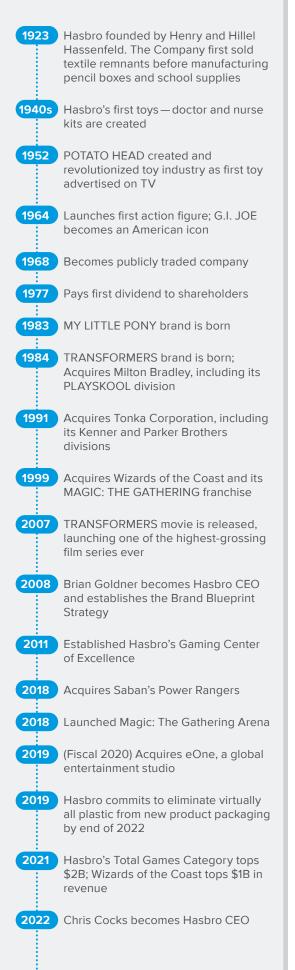
Naj Atkinson Chief People Officer

Kathrin Belliveau Executive Vice President. Chief Purpose Officer

**Tarrant Sibley** Executive Vice President, Chief Legal Officer



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#### Hasbro's Brand Blueprint

The **Brand Blueprint** is Hasbro's strategic framework for bringing our brands to life through exciting storytelling and compelling content across a multitude of platforms and media, with a wide variety of digital experiences, publishing, and location-based entertainment, and an impressive array of consumer products across diverse categories. Each brand activates the Blueprint differently, but the result is consistent: deeper consumer engagement, innovative brand and product experiences and increasingly expansive opportunities for our portfolio. Informed by our consumer insights and inspired by our storytelling, our mission to **Create the World's Best Play and Entertainment Experiences** is at the core of how we execute our Brand Blueprint.



### **Corporate Social Responsibility**

At Hasbro, **we play with purpose.** We are using our business as a force for good and building a safer, more sustainable and inclusive company and world for all. While our CSR commitments address many areas, product safety, environmental sustainability, ethical sourcing, and diversity and inclusion are a few of our key corporate priorities. Hasbro's Sustainability Center of Excellence continues to guide our environmental strategy across the global organization, our robust ethical sourcing program ensures social compliance across our global supply chain, and we are committed to advancing diversity and inclusion across our business. To learn more about our CSR progress, visit **hasbro.com/csr**.

