



HASBRO FactSheet

1923
Founded

5,400 Employees
Worldwide

\$5.21B
Annual Revenue
(FY2017)

Operating in
35
countries



Headquartered in
Pawtucket, RI

Brian Goldner CEO

Company Overview

Hasbro is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE and MAGIC: THE GATHERING, as well as premier partner brands. Through its entertainment labels, Allspark Pictures and Allspark Animation, the Company is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy.

Corporate Social Responsibility

CSR at Hasbro is powered by a simple belief: Every day is a chance to be better. CSR is not just something we do. It's how we see the world. Thinking and acting responsibly unlocks new opportunities to improve how we design, create, manufacture, and market our iconic brands. With a focus on key CSR areas like product safety, environmental sustainability, ethical sourcing, and community, we're building a safe and sustainable world for future generations and positively impacting the lives of millions of children and families every year.



Our Franchise Brands

TRANSFORMERS



MONOPOLY



Senior Management Team

Brian Goldner, joined 2000
Chairman & Chief Executive Officer

John Frascotti, joined 2008
President

Deborah Thomas, joined 1998
*Executive Vice President,
Chief Financial Officer*

Duncan Billing, joined 1998
*Executive Vice President,
Chief Strategy Officer*

Stephen Davis, joined 2009
*Executive Vice President,
Chief Content Officer*

Tarrant Sibley, joined 2001
*Senior Vice President,
Chief Legal Officer*

Dolph Johnson, joined 1997
*Executive Vice President,
Chief Human Resources Officer*

Wiebe Tinga, joined 1987
*Executive Vice President,
Chief Commercial Officer*

Tom Courtney, joined 1992
*Executive Vice President,
Global Operations*

Steven Zoltick, joined 2011
*Senior Vice President,
Chief Information 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.
- 1928 — Hassenfeld Brothers expands product line to include paint sets and wax crayons
- 1940s — Hasbro's first toys — doctor and nurse kits are created
- 1952 — MR. POTATO HEAD created and revolutionized the toy industry. 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 — Acquires Milton Bradley, including its PLAYSKOOL division
- 1984 — TRANSFORMERS brand is born
- 1991 — Acquires Tonka Corporation, including its Kenner and Parker Brothers divisions
- 1999 — Acquires Wizards of the Coast and its MAGIC: THE GATHERING franchise
- 2001 — Turnaround strategy focused on fully leveraging brand portfolio established
- 2006 — Licensing agreement with MARVEL signed
- 2007 — TRANSFORMERS movie is released, launching one of the highest-grossing film series ever
- 2008 — Brian Goldner becomes Hasbro CEO
- 2009 — Launches Hasbro Studios
- 2010 — Launched The Hub Network, a joint venture with Discover Communications
- 2011 — Established Hasbro's Gaming Center of Excellence
- 2013 — Acquires majority stake in mobile game studio, Backflip Studios
- 2014 — Discovery Family Channel debuts
- 2014 — Enters a new strategic merchandising relationship with Disney Consumer Products for Disney PRINCESS brand and FROZEN brand
- 2016 — Hasbro acquires Boulder Media, an award-winning animation studio
- 2017 — #1 in G11 markets according to NPD and SIM
- 2017 — Hasbro and Paramount Pictures announce a 5-year partnership



Brand Blueprint

The Brand Blueprint is Hasbro's strategic framework for bringing our brands to life in exciting new ways. We see our brands as story-led consumer franchises that we bring to life through compelling content across a multitude of platforms and media, with a wide variety of digital experiences, music, publishing, and location-based entertainment, and an impressive array of consumer products, spanning a broad range of 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 Experiences* is at the core of how we execute our Brand Blueprint.

World-class Storytellers

Hasbro's world-class storytellers are developing content for all audiences on all screens in entertainment, publishing, digitally through social media, on websites, in digital gaming, and by fans themselves.



Allspark Pictures develops and produces live action entertainment around Hasbro brands and related projects. Allspark Animation develops and produces all of our animated content in all formats for Hasbro brands.

Hasbro has evolved from a traditional toy and game company to a global play and entertainment leader, and developing our storytelling capabilities through Allspark Pictures and Allspark Animation has been a significant component to realizing that vision.



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