



Hasbro Recognized as one of the World's Most Ethical Companies® by the Ethisphere Institute for Seventh Consecutive Year

February 12, 2018

Recognition honors those who operate with purpose and integrity

PAWTUCKET, R.I.--(BUSINESS WIRE)--Feb. 12, 2018-- Hasbro, Inc. (NASDAQ:HAS) has been recognized by the Ethisphere Institute, a global leader in defining and advancing the standards of ethical business practices, as one of the [2018 World's Most Ethical Companies](#). Hasbro has been recognized for the seventh consecutive year and is one of only two companies on the list from the Consumer Products sector.

"We take great pride in being recognized as one of the World's Most Ethical Companies," said Brian Goldner, Chairman and CEO, Hasbro, Inc. "We are deeply committed to conducting our business responsibly, communicating openly and acting with integrity. We measure success not only by our results, but also how we achieve those results."

In 2018, 135 honorees were recognized, spanning 23 countries and 57 industries. The twelfth class of honorees had record levels of involvement with their stakeholders and their communities around the world. Measuring and improving culture, leading authentically and committing to transparency, diversity and inclusion were all priorities for honorees.

"We see Hasbro as one of a select group of companies that have infused corporate responsibility into all aspects of their business," said Ethisphere's CEO Timothy Erblich. "Hasbro's culture of honesty and integrity, along with its strict commitment to governance and transparency, is a differentiator for the Company. Congratulations to everyone at Hasbro for being, once again, among the World's Most Ethical Companies."

Ethics & Performance

Once again, the 2018 World's Most Ethical Companies have proven that operating with integrity leads to greater financial performance. Research has found that, when indexed, listed World's Most Ethical Companies outperformed the U.S. Large Cap Index over five years by 10.72 percent and over three years by 4.88 percent. Ethisphere refers to this as the Ethics Premium.

Methodology & Scoring

The World's Most Ethical Companies assessment is based upon the Ethisphere Institute's [Ethics Quotient](#)® (EQ) framework, which offers a quantitative way to assess a company's performance in an objective, consistent and standardized manner. The information collected provides a comprehensive sampling of definitive criteria of core competencies rather than all aspects of corporate governance, risk, sustainability, compliance and ethics.

Scores are generated in five key categories: ethics and compliance program (35 percent), corporate citizenship and responsibility (20 percent), culture of ethics (20 percent), governance (15 percent) and leadership, innovation and reputation (10 percent). All companies that participate in the assessment process receive their scores, providing them with valuable insights into how they stack up against leading organizations.

Honorees

The full list of the 2018 World's Most Ethical Companies can be found at <https://worldsmoethicalcompanies.com/honorees>.

In addition to this recognition from the Ethisphere Institute, Hasbro was ranked No. 1 on the 100 Best Corporate Citizens list for 2017 by *CR Magazine*, and Brian Goldner was honored as a [2018 Top Thought Leader in Trust](#) by the non-profit organization, *Trust Across America*, for his commitment to enhancing and encouraging trustworthy business behavior. Hasbro earned the No. 4 spot on the Trust Across America's [2017 Most Trustworthy Public Companies](#) list.

To learn more about Corporate Social Responsibility (CSR) at Hasbro, visit www.hasbro.com/csr and read our CSR Report, [Playing with Purpose](#).

About Hasbro

Hasbro (NASDAQ: HAS) 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, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. Through Hasbro Studios and its film 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. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies® by *Ethisphere Institute* for the past six years. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

About the Ethisphere Institute

The Ethisphere® Institute is the global leader in defining and advancing the standards of ethical business practices that fuel corporate character, marketplace trust and business success. Ethisphere has deep expertise in measuring and defining core ethics standards using data-driven insights that help companies enhance corporate character and measure and improve culture. Ethisphere honors superior achievement through its World's Most Ethical Companies recognition program and provides a community of industry experts with the Business Ethics Leadership Alliance (BELA). More information about Ethisphere can be found at: <https://ethisphere.com>.

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