



Hasbro Named One of America's Most Reputable Companies

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Reputation Institute Ranks Public Perception of Companies Based on Citizenship, Governance, Innovation and More

PAWTUCKET, R.I.--(BUSINESS WIRE)--Apr. 17, 2018-- [Hasbro, Inc.](#) (NASDAQ: HAS) announced today that it is ranked among America's Most Reputable Companies by the Reputation Institute, the world's foremost research and advisory firm focused solely on corporate reputations. The US RepTrak® rankings measure the public's perception of companies based on seven dimensions: innovation, leadership, governance, citizenship, workplace, performance, and products.

"We are honored by this recognition because it means that consumers see our brand as a trustmark, and we take that responsibility very seriously," said Brian Goldner, chairman and CEO, Hasbro, Inc. "We challenge ourselves daily to look beyond Hasbro's own interests for opportunities to do what's right – and create an enduring, positive impact within our industry and our world. We could not have achieved this honor without the passion, dedication and ingenuity of our employees, and their commitment to our shared purpose, to make the world a better place for children and their families."

Reputation Institute's RepTrak® model is the gold standard for reputation measurement, providing a one-of-a-kind measurement of how the public views the world's best-known companies. The RepTrak® database is normative, examining 15 stakeholder groups in 20 different industries and more than 55 countries for more than 7,000 companies. The 2018 US RepTrak® 100 examines perceptions of companies by the US general public based on more than 52,000 ratings collected over two months.

The complete ranking of the US RepTrak® 100 companies can be found at <https://www.reputationinstitute.com/us-reptrak>.

This announcement by the Reputation Institute builds on the recognition Hasbro has already received this year, having recently been named one of the World's Most Ethical Companies® by *Ethisphere Institute*. Hasbro was ranked No. 1 on the 100 Best Corporate Citizens list for 2017 by *CR Magazine*, and ranked No. 3 on *Newsweek's 2017 Green Rankings*, which assesses the 500 largest publicly-traded companies in the US on overall environmental performance. Hasbro has also been named to the Civic 50 list of Most Community-Minded Companies for the past five years. In 2017, Hasbro's philanthropic support exceeded \$22 million and more than 94 percent of its employees participated in the company's volunteer program.

These prestigious accolades highlight Hasbro's commitment to leading with integrity and operating responsibly — from product safety and environmental sustainability to governance and ethics. To learn more about Hasbro's CSR and sustainability efforts, 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, 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. 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 seven years. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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