



Hasbro Fact Sheet

Company Overview

Hasbro is a leading toy and game company 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 toys, consumer products, gaming 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.

TRANSFORMERS



1923
founded

6,300 employees
worldwide

**Iconic Brand
Portfolio**

\$5.86B annual
revenue
(FY 2022)



operating in
35
countries



headquartered in
Pawtucket, RI

Senior Management Team

Chris Cocks

Chief Executive Officer and Director

Gina Goetter

Executive Vice President and
Chief Financial Officer

Naj Atkinson

Executive Vice President and
Chief People Officer

Matt Austin

Executive Vice President and
Chief Revenue Officer

Shane Azzi

Senior Vice President and
Chief Global Supply Chain Officer

Kathrin Belliveau

Executive Vice President and
Chief Purpose Officer

Tim Kilpin

President, Toys, Licensing and
Entertainment

Tarrant Sibley

Executive Vice President, Chief Legal
Officer and Corporate Secretary

Bertie Thomson

Executive Vice President and
Chief Communications Officer

Cynthia Williams

President, Wizards of the Coast
and Hasbro Gaming

Steve Zoltick

Executive Vice President and
Chief Information Officer



1923 Hasbro founded by Henry and Hillel Hassenfeld. The Company first sold textile remnants before manufacturing pencil boxes and school supplies

1940s Hasbro's first toys — doctor and nurse kits are created

1952 POTATO HEAD created and revolutionized toy industry as 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 TRANSFORMERS brand is born; Acquires Milton Bradley, including its PLAYSKOOL division

1991 Acquires Tonka Corporation, including its Kenner and Parker Brothers divisions

1999 Acquires Wizards of the Coast and its MAGIC: THE GATHERING and DUNGEONS & DRAGONS franchises

2007 TRANSFORMERS movie is released, launching one of the highest-grossing film series ever

2008 Establishes the Brand Blueprint Strategy

2015 Hasbro Pulse direct-to-consumer platform launched

2018 Launched *Magic: The Gathering Arena*

2018 Acquires Saban's Power Rangers

2019 (Fiscal 2020) Acquires eOne, a global entertainment studio

2021 Hasbro's Total Games Category tops \$2B; Wizards of the Coast tops \$1B in revenue

2021 Divested eOne Music business

2022 Acquires D&D Beyond

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.

