



Transformers 2018 Product Copy

TRANSFORMERS: CYBERVERSE 2018 PRODUCT INFORMATION

Born from insights as to what kids want from our animation, our new animated series launching Fall 2018, TRANSFORMERS CYBERVERSE is a vehicle to illuminate the core characters and the big picture story beats that lie at the heart of all Transformers storytelling, while extending that story in exciting new directions. TRANSFORMERS CYBERVERSE will deepen the understanding of the franchise's key characters and make them recognizable by highlighting who those characters are and establishing clear and ownable personalities, roles on the team and signature moves.

Our TRANSFORMERS CYBERVERSE product line featuring our new Action Attacker product innovation celebrates each character's signature moves in a more than meets the eye way – through conversion! Each character in the line can convert to activate their signature move– the last step of conversion will activate this feature action attack. Scout Class and Warrior Class activate their signature move in robot mode, Ultra Class activates in vehicle mode, and Ultimate Class activates in both modes. Each SKU across the TRANSFORMERS CYBERVERSE action attacker line offers a different way to activate this action attack across different scales

New TRANSFORMERS: CYBERVERSE products for 2018 include:

TRANSFORMERS CYBERVERSE SCOUT CLASS BUMBLEBEE

(Ages 6 and up/ 3.75in Scale / Approx. Retail Price: \$7.99/Available: Fall '18)

Scout Class BUMBLEBEE figure inspired by the CYBERVERSE animated series, converts from robot to vehicle mode in 6 steps. The last step of conversion from robot to alt mode automatically activates BUMBLEBEE figure's signature Sting Shot Action Attack move! Once converted, attack move can be repeated through easy reactivation steps. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS CYBERVERSE SCOUT CLASS STARScream

(Ages 6 and up/ 3.75in Scale / Approx. Retail Price: \$7.99/Available: Fall '18)

Scout Class STARScream figure inspired by the CYBERVERSE animated series, converts from robot to vehicle mode in 6 steps. The last step of conversion from robot to alt mode automatically activates STARScream figure's signature Wing Slice Action Attack move! Once converted, attack move can be repeated through easy reactivation steps. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS CYBERVERSE SCOUT CLASS MEGATRON

(Ages 6 and up/ 3.75in Scale / Approx. Retail Price: \$7.99/Available: Fall '18)

Scout Class MEGATRON figure inspired by the CYBERVERSE animated series, converts from robot to vehicle mode in 4 steps. The last step of conversion from robot to alt mode automatically activates MEGATRON figure's Fusion Mace Action Attack move! Once converted, attack move can be repeated through easy reactivation steps. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS CYBERVERSE SCOUT CLASS GRIMLOCK

(Ages 6 and up/ 3.75in Scale / Approx. Retail Price: \$7.99/Available: Fall '18)

Scout Class GRIMLOCK figure inspired by the CYBERVERSE animated series, converts from robot to dinosaur mode in 5 steps. The last step of conversion from robot to alt mode automatically activates GRIMLOCK figure's signature Chomp Jaw Action Attack move! Once converted, attack move can be repeated through easy reactivation steps. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS CYBERVERSE WARRIOR CLASS BUMBLEBEE

(Ages 6 and up/ 5.4 in Scale / Approx. Retail Price: \$14.99/Available: Fall '18)

Warrior Class BUMBLEBEE figure inspired by the CYBERVERSE animated series, converts from vehicle to robot mode in 9 steps. The last step of conversion from alt mode to robot automatically activates BUMBLEBEE figure's signature Sting Shot Action Attack move! Once converted, attack move can be repeated through easy reactivation steps. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS CYBERVERSE WARRIOR CLASS OPTIMUS PRIME

(Ages 6 and up/ 5.4 in Scale / Approx. Retail Price: \$14.99/Available: Fall '18)

Warrior Class OPTIMUS PRIME figure inspired by the CYBERVERSE animated series, converts from vehicle to robot mode in 8 steps. The last step of conversion from alt mode to robot automatically activates OPTIMUS PRIME figure's signature Energon Axe Attack move! Once converted, attack move can be repeated through easy reactivation steps. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS CYBERVERSE WARRIOR CLASS STARScream

(Ages 6 and up/ 5.4 in Scale / Approx. Retail Price: \$14.99/Available: Fall '18)

Warrior Class STARScream figure inspired by the CYBERVERSE animated series, converts from vehicle to robot mode in 7 steps. The last step of conversion from alt mode to robot automatically activates STARScream figure's signature Wing Slice Action Attack move! Once converted, attack move can be repeated through easy reactivation steps. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS CYBERVERSE WARRIOR CLASS DECEPTICON SHOCKWAVE

(Ages 6 and up/ 5.4 in Scale / Approx. Retail Price: \$14.99/Available: Fall '18)

Warrior Class SHOCKWAVE figure inspired by the CYBERVERSE animated series, converts from beast to robot mode in 9 steps. The last step of conversion from alt mode to robot automatically activates SHOCKWAVE figure's signature Wave Cannon Action Attack move! Once converted, attack move can be repeated through easy reactivation steps. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS CYBERVERSE ULTRA CLASS STARScream

(Ages 6 and up/ 7.5 in Scale / Approx. Retail Price: \$19.99/Available: Fall '18)

Ultra Class STARScream figure inspired by the CYBERVERSE animated series converts from robot to vehicle mode in 8 steps. The last step of conversion from robot to alt mode automatically activates STARScream figure's signature Starseeker Missile Action Attack move! Once converted, attack move can be repeated through easy reactivation steps. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS CYBERVERSE ULTRA CLASS BUMBLEBEE

(Ages 6 and up/ 7.5 in Scale / Approx. Retail Price: \$19.99/Available: Fall '18)

Ultra Class BUMBLEBEE figure inspired by the CYBERVERSE animated series, converts robot to vehicle mode in 7 steps. The last step of conversion from robot to alt mode automatically activates BUMBLEBEE

figure's signature Hive Swarm Action Attack move! Once converted, attack move can be repeated through easy reactivation steps. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS CYBERVERSE ULTRA CLASS GRIMLOCK

(Ages 6 and up/ 7.5 in Scale / Approx. Retail Price: \$19.99/Available: Fall '18)

Ultra Class GRIMLOCK figure inspired by the CYBERVERSE animated series, converts from robot to dinosaur mode in 14 steps. The last step of conversion from robot to alt mode automatically activates GRIMLOCK figure's signature Rocket Roar Action Attack move! Once converted, attack move can be repeated through easy reactivation steps. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS CYBERVERSE ULTIMATE CLASS MEGATRON

(Ages 6 and up/ 11.5 in Scale / Approx. Retail Price: \$29.99/Available: Fall '18)

Ultimate Class MEGATRON figure inspired by the Cyberverse animated series, converts from vehicle to robot mode in 8 steps. The last step of conversion in both modes automatically activates MEGATRON figure's signature Fusion Mega Shot Action Attack move! Attack move activates and can be repeated in both vehicle and robot mode! Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS CYBERVERSE ULTIMATE CLASS OPTIMUS PRIME

(Ages 6 and up/ 11.5 in Scale / Approx. Retail Price: \$29.99/Available: Fall '18)

Ultimate Class OPTIMUS PRIME figure inspired by the CYBERVERSE animated series, converts from vehicle to robot mode in 11 steps. The last step of conversion in both modes automatically activates OPTIMUS PRIME figure's signature Matrix Mega Shot Action Attack move! Attack move activates and can be repeated in both vehicle and robot mode! Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS GENERATIONS 2018 PRODUCT INFORMATION

Transformers Generations is a playground for Transformers fans. Generations draws from past and present Transformers storytelling across all mediums: comics, animation, movies, figures, and beyond to celebrate the storied 30-plus-year legacy of Transformers, while also inventing compelling new storylines that define the brand's present and shape its future.

In 2018, the three-year Generations story arc reaches its peak with Power of the Primes, the exciting conclusion of the Prime Wars Trilogy. Power of the Primes will offer Generations fans multiple points of engagement, including story-driven product, original digital content, publishing, and digital gaming.

The 2018 TRANSFORMERS GENERATIONS line from Hasbro features the following products:

TRANSFORMERS: GENERATIONS POWER OF THE PRIMES MICRONUS PRIME MASTER

(Ages 8 and up/ Approx. Retail Price: \$5.99/ Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Prime Master figures are 1.5-inch-scale figures that work with other figures in the line. Micronus hides inside the included CLOUDBURST decoy armor. Attach this Prime Master figure to a Power of the Primes Deluxe, Voyager, or Leader Class figure (each sold separately) and imagine that bot wields the power of MICRONUS. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS: GENERATIONS POWER OF THE PRIMES LIEGE MAXIMO PRIME MASTER

(Ages 8 and up/ Approx. Retail Price: \$5.99/ Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Prime Master figures are 1.5-inch-scale figures that work with other figures in the line. Liege Maximo hides inside the included SKULLGRIN decoy armor. Attach this Prime Master figure to a Power of the Primes Deluxe, Voyager, or Leader Class figure (each sold separately) and imagine that bot wields the power of LIEGE MAXIMO. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS: GENERATIONS POWER OF THE PRIMES VECTOR PRIME PRIME MASTER

(Ages 8 and up/ Approx. Retail Price: \$5.99/ Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Prime Master figures are 1.5-inch-scale figures that work with other figures in the line. Vector Prime hides inside the included METALHAWK decoy armor. Attach this Prime Master figure to a Power of the Primes Deluxe, Voyager, or Leader Class figure (each sold separately) and imagine that bot wields the power of VECTOR PRIME. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS: GENERATIONS POWER OF THE PRIMES ALCHEMIST PRIME PRIME MASTER

(Ages 8 and up/ Approx. Retail Price: \$5.99/ Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Prime Master figures are 1.5-inch-scale figures that work with other figures in the line. Alchemist Prime hides inside the included SUBMARAUDER decoy armor. Attach this Prime Master figure to a Power of the Primes Deluxe, Voyager, or Leader Class figure (each sold separately) and imagine that bot wields the power of ALCHEMIST PRIME. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS: GENERATIONS POWER OF THE PRIMES ALPHA TRION PRIME MASTER

(Ages 8 and up/ Approx. Retail Price: \$5.99/ Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Prime Master figures are 1.5-inch-scale figures that work with other figures in the line. Alpha Trion hides inside the included LANDMINE decoy armor. Attach this Prime Master figure to a Power of the Primes Deluxe, Voyager, or Leader Class figure (each sold separately) and imagine that bot wields the power of ALPHA TRION. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS: GENERATIONS POWER OF THE PRIMES LEGENDS CLASS DINOBOT SLASH

(Ages 8 and up/ Approx. Retail Price: \$9.99/ Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Legends Class figures are 3.75-inch-scale figures. When this Legends Class DINOBOT SLASH figure is in raptor mode, Prime Master figures (not included) can ride on the figure's back. Prime Master figures are each sold separately. Subject to availability. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS: GENERATIONS POWER OF THE PRIMES LEGENDS CLASS BEACHCOMBER

(Ages 8 and up/ Approx. Retail Price: \$9.99/ Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Legends Class figures are 3.75-inch-scale figures. When this Legends Class BEACHCOMBER figure is in dune buggy mode, Prime Master figures (not included) fit inside. Prime Master figures are each sold separately. Subject to availability. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS: GENERATIONS POWER OF THE PRIMES LEGENDS CLASS WINDCHARGER

(Ages 8 and up/ Approx. Retail Price: \$9.99/ Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Legends Class AUTOBOT WINDCHARGER is a 3.75-inch-scale figure. When this Legends Class WINDCHARGER figure is in sports car mode, Prime Master

figures (not included) fit inside. Prime Master figures are each sold separately. Subject to availability. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS: GENERATIONS POWER OF THE PRIMES LEGENDS CLASS SKRAPNEL

(Ages 8 and up/ Approx. Retail Price: \$9.99/Available: Winter '18)

TRANSFORMERS Generations Power of the Primes Legends Class INSECTICON SKRAPNEL is a 3.75-inch-scale figure. This Legends Class SKRAPNEL figure converts from robot to stag beetle in 10 steps. Available at most major retailers and on HasbroToyShop.com

TRANSFORMERS: GENERATIONS POWER OF THE PRIMES DELUXE CLASS DINOBOT SLUG

(Ages 8 and up/ Approx. Retail Price: \$16.99/Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Deluxe Class figures are 5.5-inch-scale figures that come with a Prime Armor accessory. Insert a Prime Master figure (not included; each sold separately) into the accessory, attach it to the figure's chest, and imagine DINOBOT Slug wields the power of a Prime. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS: GENERATIONS POWER OF THE PRIMES DELUXE CLASS DREADWIND

(Ages 8 and up/ Approx. Retail Price: \$16.99/Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Deluxe Class DECEPTICON DREADWIND is 5.5-inch-scale figures that comes with a Prime Armor accessory. Insert a Prime Master figure (not included; each sold separately) into the accessory and attach it to the figure's chest, and imagine DREADWIND wields the power of a Prime. In vehicle mode, Deluxe Class DREADWIND and BLACKWING (sold separately) can combine together to form DREADWING. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS: GENERATIONS POWER OF THE PRIMES DELUXE CLASS AUTOBOT JAZZ

(Ages 8 and up/ Approx. Retail Price: \$16.99/Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Deluxe Class AUTOBOT JAZZ figure is a 5.5-inch-scale figure that comes with a Prime Armor accessory. Insert a Prime Master figure (not included; each sold separately) into the accessory, attach it to the figure's chest, and imagine AUTOBOT JAZZ wields the power of a Prime. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS GENERATIONS POWER OF THE PRIMES DELUXE CLASS DINOBOT SNARL

(Ages 8 and up/ Approx. Retail Price: \$16.99/Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Deluxe Class DINOBOT SNARL figure is a 5.5-inch-scale figure that comes with a Prime Armor accessory. Insert a Prime Master figure (not included, each sold separately) into the accessory, attach it to the figure's chest, and imagine DINOBOT SNARL wields the power of a Prime. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS GENERATIONS POWER OF THE PRIMES DELUXE CLASS BLACKWING

(Ages 8 and up/ Approx. Retail Price: \$16.99/Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Deluxe Class BLACKWING figure is a 5.5-inch-scale figure that comes with a Prime Armor accessory. Insert a Prime Master figure (not included, each sold separately) into the accessory, attach it to the figure's chest, and imagine BLACKWING wields the power of a Prime. In vehicle mode, Deluxe Class DREADWIND (sold separately) and BLACKWING can combine together to form DREADWING. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS GENERATIONS POWER OF THE PRIMES DELUXE TERRORCON RIPPERSNAPPER

(Ages 8 and up/ Approx. Retail Price: \$16.99/Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Deluxe Class TERRORCON RIPPERSNAPPER figure is a 5.5-inch-scale figure that comes with a Prime Armor accessory. Insert a Prime Master figure (not included, each sold separately) into the accessory, attach it to the figure's chest, and imagine TERRORCON RIPPERSNAPPER wields the power of a Prime. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS GENERATIONS POWER OF THE PRIMES DELUXE TERRORCON CUTTHROAT

(Ages 8 and up/ Approx. Retail Price: \$16.99/Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Deluxe Class TERRORCON CUTTHROAT figure is a 5.5-inch-scale figure that comes with a Prime Armor accessory. Insert a Prime Master figure (not included, each sold separately) into the accessory, attach it to the figure's chest, and imagine TERRORCON CUTTHROAT wields the power of a Prime. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS GENERATIONS POWER OF THE PRIMES DELUXE CLASS TERRORCON BLOT

(Ages 8 and up/ Approx. Retail Price: \$16.99/Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Deluxe Class TERRORCON BLOT figure is a 5.5-inch-scale figure that comes with a Prime Armor accessory. Insert a Prime Master figure (not included, each sold separately) into the accessory, attach it to the figure's chest, and imagine TERRORCON BLOT wields the power of a Prime. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS GENERATIONS POWER OF THE PRIMES DELUXE CLASS SINNERTWIN

(Ages 8 and up/ Approx. Retail Price: \$16.99/Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Deluxe Class TERRORCON SINNERTWIN figure is a 5.5-inch-scale figure that comes with a Prime Armor accessory. Insert a Prime Master figure (not included, each sold separately) into the accessory, attach it to the figure's chest, and imagine SINNERTWIN wields the power of a Prime. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS: GENERATIONS POWER OF THE PRIMES VOYAGER CLASS GRIMLOCK

(Ages 8 and up/ Approx. Retail Price: \$29.99/Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Voyager Class GRIMLOCK figures are 7-inch-scale figures that come with 2 Prime Armor accessories. Insert a Prime Master figure (not included; each sold separately) into one of the accessories, attach it to the figure, and imagine GRIMLOCK wields the power of a Prime. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS: GENERATIONS POWER OF THE PRIMES VOYAGER CLASS STARSCREAM

(Ages 8 and up/ Approx. Retail Price: \$29.99/Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Voyager Class STARSCREAM is a 7-inch-scale figure that comes with 2 Prime Armor accessories. Insert a Prime Master figure (not included; each sold separately) into one of the accessories, attach it to the figure, and imagine STARSCREAM wields the power of a Prime. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS: GENERATIONS POWER OF THE PRIMES VOYAGER TERRORCON HUN-GURRR

(Ages 8 and up/ Approx. Retail Price: \$29.99/Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Voyager Class TERRORCON HUN-GURRR is a 7-inch-scale figure that comes with 2 Prime Armor accessories. Insert a Prime Master figure (not included; each sold separately) into 1 of the accessories, attach it to the figure, and imagine HUN-GURRR wields the power of a Prime. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS GENERATIONS POWER OF THE PRIMES LEADER EVOLUTION RODIMUS PRIME

(Ages 8 and up/ Approx. Retail Price: \$49.99/Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Leader Class figures are 9-inch-scale figures that come with a Matrix accessory and converting Evolution Armor. Use the Evolution Armor to evolve this figure from AUTOBOT HOT ROD to RODIMUS PRIME. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS: GENERATIONS POWER OF THE PRIMES LEADER EVOLUTION OPTIMUS PRIME

(Ages 8 and up/ Approx. Retail Price: \$49.99/Available: Spring '18)

TRANSFORMERS Generations Power of the Primes Leader Class OPTIMUS PRIME is a 9-inch-scale figure that comes with a Matrix accessory and converting Evolution Armor. Use the Evolution Armor to evolve this figure from ORION PAX to OPTIMUS PRIME. Available at most major retailers and on HasbroToyShop.com.

TRANSFORMERS: GENERATIONS POWER OF THE PRIMES LEADER EVOLUTION RODIMUS UNICRONUS

(Ages 8 and up/ Approx. Retail Price: \$49.99/Available: Spring '18)

This TRANSFORMERS Generations Power of the Primes Leader Class Evolution RODIMUS UNICRONUS figure is a 9-inch-scale figure that comes with converting Evolution Armor. Use the Evolution Armor to evolve this figure from NEMESIS HOT ROD to RODIMUS UNICRONUS. Available at most major retailers and on HasbroToyShop.com.