



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

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PAWTUCKET, R.I.--(BUSINESS WIRE)-- [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 a 2017 World's Most Ethical Company®. Hasbro has been recognized for the sixth consecutive year and is one of only three companies on the list from the Consumer Products sector.

"It is humbling to be included on this esteemed list, and we take great pride in being recognized as one of the World's Most Ethical Companies," said Brian Goldner, Hasbro's Chairman and CEO. "This honor underscores our deep commitment to operating with integrity and fulfilling our purpose, to make the world a better place for children and their families."

2017 is the 11th year that Ethisphere has honored those companies who recognize their role in society to influence and drive positive change, consider the impact of their actions on their employees, investors, customers and other key stakeholders and use their values and culture as an underpinning to the decisions they make every day.

"Hasbro is creating sustainable, long-term value by upholding the highest ethical standards and prioritizing corporate responsibility across its global business," said Ethisphere's CEO, Timothy Erblich. "We see Hasbro as one of a select group of companies that are embracing the value of integrity at the heart of their business. Congratulations to everyone at Hasbro for being, once again, among the World's Most Ethical Companies."

Methodology & Scoring

The World's Most Ethical Company 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 way. 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%), corporate citizenship and responsibility (20%), culture of ethics (20%), governance (15%) and leadership, innovation and reputation (10%) and provided to all companies who participate in the process.

Honorees

The full list of the 2017 World's Most Ethical Companies can be found at <http://worldsmoethicalcompanies.ethisphere.com/honorees/>.

Best practices and insights from the 2017 honorees will be released in a series of infographics and research throughout the year ([view or download the 2016 insights](#)). Organizations interested in how they compare to the World's Most Ethical Companies are invited to participate in the [Ethics Quotient](#).

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. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. 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. Ethisphere honors superior achievement through its World's Most Ethical Companies recognition program, provides a community of industry experts with the Business Ethics Leadership Alliance (BELA) and showcases trends and best practices in ethics with the publication of *Ethisphere Magazine*. More information about Ethisphere can be found at: <http://ethisphere.com>.

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