



Hasbro Announces Global Supply Chain Well-Being Program

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In an effort to empower female factory workers, the company pilots leading worker well-being programs in India and China

PAWTUCKET, R.I.—December 7, 2018-- Hasbro, Inc. (NASDAQ: HAS), a global play and entertainment company, announced today that it is piloting worker well-being programs in two of its global supply chain locations. In an effort to improve the lives of women factory workers, Hasbro is adopting Gap Inc.'s P.A.C.E. (Personal Advancement & Career Enhancement) program and Business for Social Responsibility's (BSR) HERhealth program. These best-in-class programs will provide education to female factory workers and assist in setting them up for success, not only in the workplace, but also in their daily lives.

"We are proud of the progress we've made to drive social performance within our global supply chain, and with the adoption of these new initiatives, appreciate the opportunity to help empower female workers," said Brian Goldner, chairman and CEO, Hasbro, Inc. "Investing in these women, who make up the majority of workers in our supply chain, will not only impact these workers, their families and their communities, but will also improve productivity, retention and business performance for our participating vendors."

Gap Inc.'s P.A.C.E. program is a best-in-class worker well-being initiative that offers comprehensive learning to help female workers gain the skills and confidence they need to advance at work and in life. Participating workers take courses in effective communication, problem solving, time management and financial literacy, among other topics, and report an increase in self-esteem, workplace influence and efficiency following completion of the program. The P.A.C.E. program is currently operating in 16 countries around the world and teaming up with Hasbro as the first toy company to implement the program is part of Gap Inc.'s ongoing commitment to help transform the lives of one million women and girls. Hasbro has launched this program with a vendor in India.

The HERhealth program from BSR provides training to female workers to help ensure that these women have access to vital health information and services to prevent and treat disease, and maintain optimal health. A part of BSR's HERproject, HERhealth raises awareness on important health topics such as nutrition, personal hygiene and maternal care. HERhealth, and other related HERproject programs, have reached over 800,000 women globally in 14 countries, and Hasbro is the first toy company to implement the program in one of its third-party facilities. Hasbro has rolled this out with a vendor in China.

Both the P.A.C.E. and HERhealth programs have a sustainable "train-the-trainer" approach to ensure long-term success in the factories.

As a leader in Corporate Social Responsibility (CSR), Hasbro is committed to a journey of continuous advancement for their global supply chain workers.

"By piloting worker well-being initiatives in our supply chain, Hasbro hopes to achieve real, lasting and sustainable change for the benefit of workers, their children and wider communities," said Kathrin Belliveau, Senior Vice President, Global Government Affairs and CSR, Hasbro, Inc.

Hasbro has received a number of awards for its commitment to CSR. The Company was recently named to the 2018 100 Best Corporate Citizens list by CR Magazine, as well as one of the World's Most Ethical Companies® by Ethisphere Institute. Hasbro ranked No. 3 on Newsweek's 2017 Green Rankings, and was named to the Civic 50 List of Most Community-Minded Companies for the past five years.

To learn more about Hasbro's CSR and ethical sourcing 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. 5 on the 2018 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 [Hasbro](#), and follow us on Twitter ([@Hasbro](#)) and Instagram ([@Hasbro](#)).