



## Hasbro and Disney Extend Strategic Merchandising Relationship for Marvel and Star Wars Franchises

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### **Agreement Extends Hasbro's Global Toy and Game Licensed Merchandise Rights**

PAWTUCKET, R.I. & BURBANK, Calif.--(BUSINESS WIRE)--Feb. 21, 2020-- [Hasbro, Inc.](#) (NASDAQ:HAS) and The Walt Disney Company (NYSE: DIS) today announced a renewal of Hasbro's rights under its strategic merchandising relationship for major Disney entertainment properties Marvel and Star Wars.

Under the Marvel license agreement, Hasbro will continue to develop a wide range of toys and games for Marvel's global Universe of more than 8,000 characters, including Iron Man, Spider-Man, Captain America, Black Widow and Black Panther. The Star Wars license agreement includes the rights to toys and games based on entertainment like Star Wars: The Clone Wars and The Mandalorian, incorporating fan favorite characters such as The Child from The Mandalorian, affectionately known as Baby Yoda. The agreements are multi-year agreements.

The agreements cover entertainment released during their terms for the respective franchises, including all film and television properties as well as properties from Disney+.

"We are pleased to build on our relationship with Disney and extend our agreement for Marvel and Star Wars franchises," said Brian Goldner, Hasbro's Chairman and CEO. "Disney's celebrated franchises are consistently ranked as top toy properties and provide expansive content for us to build upon for years to come."

"Our longstanding relationship with Hasbro has provided generations of Disney fans with quality play experiences," said Ken Potrock, president, consumer products commercialization, Disney Parks, Experiences and Products. "Continuing this successful collaboration for our Marvel and Star Wars franchises enables families and fans around the world to immerse themselves in our iconic stories and engage with our rich characters."

### **About Hasbro**

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play and Entertainment Experiences*. From toys, games and consumer products to television, movies, digital gaming, live action, music, and virtual reality experiences, Hasbro connects to global audiences by bringing to life great innovations, stories and brands across established and inventive platforms. Hasbro's iconic brands include NERF, MAGIC: THE GATHERING, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, POWER RANGERS, PEPPA PIG and PJ MASKS as well as premier partner brands. Through its global entertainment studio eOne, Hasbro 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. 13 on the 2019 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 eight years. Learn more at [www.hasbro.com](http://www.hasbro.com), and follow us on Twitter (@Hasbro) and Instagram (@Hasbro).

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### **ABOUT DISNEY PARKS, EXPERIENCES AND PRODUCTS**

Disney Parks, Experiences and Products brings the magic of The Walt Disney Company's powerful brands and franchises—including Disney, Pixar, Marvel, Star Wars, ESPN, Twentieth Century Studios and National Geographic—into the daily lives of families and fans around the world to create magical memories that last a lifetime.

When Walt Disney opened Disneyland in Anaheim, California, on July 17, 1955, he created a unique destination built around storytelling and immersive experiences, ushering in a new era of family entertainment. More than 60 years later, Disney has grown into one of the world's leading providers of family travel and leisure experiences, with iconic businesses including six resort destinations with 12 theme parks and 53 resorts in the United States, Europe and Asia with more than 170,000 cast members; a top-rated cruise line with four ships and plans for three more to be completed in 2021, 2022 and 2023; a luxurious family beach resort in Hawaii; a popular vacation ownership program; and an award-winning guided family adventure business. Disney's global consumer products operations include the world's leading licensing business; one of the world's largest children's publishing brands; one of the world's largest licensors of games across platforms; more than 300 Disney store locations around the world; and the shopDisney e-commerce platform.

These experiences are created by Disney Imagineers, the creative force behind experiences found in Disney theme parks, resort hotels, cruise ships and consumer products—including books, games and merchandise.

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