



Hasbro Announces New Personalization Platform with its First Introduction Through "Hasbro Selfie Series"

14 Jul 2022
Launching Fall 2022 exclusively on the [Hasbro App](#), Hasbro Selfie Series lets Fans design their own custom Hasbro figures. The custom offering allows fans to create a collectible figure in their likeness based on classic, current characters and action figures. Hasbro Series and classic Hasbro Selfie Series figures will debut with fan favorite character designs from G.I. JOE, Transformers, Power Rangers, and Star Wars™ series. This year's first experience will be launching in Fall 2022 exclusively on the Hasbro Pulse mobile app for fans aged 13 and older in the US only, for iOS and Android devices.

HASBRO [SELFIE SERIES]

Download Hasbro Selfie Series app [HERE](#)

PHOTOGRAPH BY: [Redacted] - Hasbro, Inc. (NASDAQ:HAS) announced its new personalization platform with its first product introduction through [Hasbro Selfie Series](#). The custom offering allows fans to create a collectible figure in their likeness based on classic, current characters and action figures. Hasbro Series and classic Hasbro Selfie Series figures will debut with fan favorite character designs from G.I. JOE, Transformers, Power Rangers, and Star Wars™ series. This year's first experience will be launching in Fall 2022 exclusively on the Hasbro Pulse mobile app for fans aged 13 and older in the US only, for iOS and Android devices.

Fans attending San Diego Comic-Con (July 21-24) will have the opportunity to preview Hasbro Selfie Series figures, with a select number of fans being among the first to create and purchase their figures. Shipping Fall 2022. ©2022 Hasbro. (San Diego Comic-Con attendees should visit the Hasbro Pulse site to obtain a ticket for an assigned time slot. Limited boxes available. Distributed on a first-come, first-served basis.

Hasbro Selfie Series figures are Hasbro's first introduction to its innovative, new personalization platform, using proprietary software and in partnership with a leading 3D printing company, [Formlabs](#). Hasbro is giving fans a chance to digitally transform themselves into the action figures with the custom face that they've seen on screen and engage themselves as part of the iconic Pop! line. From a Star Wars Rebel Alliance to a Power Ranger, adding collectible action figures to the Hasbro Pulse app for fans aged 13 and older in the US only, for iOS and Android devices.

"We are super excited to dive into the world of personalization and customization with Hasbro Selfie Series. We have done extensive research to fully understand the fan's love for a personalized product, and the team has done a fantastic job of making that dream a reality," says Brian Chapman, Hasbro President of Design, Development and Innovation. "The innovation on this proprietary technology is truly remarkable, and we cannot wait to give fans the opportunity to add themselves to their collection."

Hasbro Selfie Series is going to be a new way to engage with the fans," says Katherine Cushman, General Manager & Senior Vice President, Hasbro Direct. "We are just scratching the surface when it comes to customization, and we're excited to see where this new, innovative platform takes us."

Creating a Hasbro Selfie Series figure will be through the Hasbro Pulse mobile app (for fans 13+ US only). For updates on the Hasbro Selfie Series program and to learn, visit our new website, [Hasbro Selfie Series](#), Facebook, Twitter and YouTube for additional announcements about Hasbro Selfie Series.

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Hasbro/Hasbro HASBRO is a global play and entertainment company committed to creating the world's most fun toys for all children, fans and families. Hasbro delivers innovative brand experiences for global audiences through consumer products, including toys and games, entertainment through apps, its independent studios and gaming, led by the team of **Warner Bros. Games of a Year**, an award-winning developer of strategy and digital games and creator for history franchises M&DC, THE LEGO® Brand and STARBUCKS® & DRAGONAGE.

The company's unmet portfolio of approximately 1,800 brands includes MARVEL, THE GATHERING, NEWBY LITTLE MON, TRANSFORMERS, PLAY-DOH, MONOPOLY, BARY ALICE, DUNGEONS & DRAGONS, POWER RANGERS, POP! and FURBY, as well as unmet portfolio brands. For the past decade, Hasbro has been consistently recognized for corporate citizenship, including being named one of the **100 Most Sustainable Companies** by CNN, Media and one of the **WORLD'S MOST ETHICAL COMPANIES** by Ethicality Institute. Impactful business and brand updates are customarily shared on our [Facebook](#), [Twitter](#), [LinkedIn](#) and social channels. (Hasbro on Twitter, Instagram, Facebook and YouTube.)

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