



HASBRO'S ICONIC POTATO HEAD TO BE MADE WITH 100% PLANT-BASED OR RENEWABLE MATERIALS BY 2024

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Latest Sustainability Move by World's Favorite Spud Builds on Previous Transition to Plastic-Free Packaging

PAWTUCKET, R.I. – (November 5, 2021) – Hasbro (NASDAQ: HAS), a global play and entertainment company, today announced that the company plans for its globally-loved Potato Head brand to be made with plant-based or renewable materials by end of 2024. This builds on Hasbro's commitment to use more sustainable materials across its product portfolio and reduce its reliance on virgin plastic. Potato Head currently uses plastic-free packaging, and the Company is on track to transition all new products in its portfolio to plastic-free packaging by end of 2022 – an industry-leading move that will reduce the company's use of virgin plastic by an estimated 19.5 million pounds annually. The company also offers its consumers the ability to recycle well-loved toys for future uses in play spaces through its industry-first toy recycling program.

"At Hasbro, purpose is at the center of our Brand Blueprint, guiding us as we work to make the world a better place for children, fans and families and use our business as a force for good. One way we do that is by developing more environmentally sustainable products, including this important step for the beloved Potato Head brand," said Kathrin Belliveau, EVP and Chief Purpose Officer. "Our product engineers and designers are the best in the business, and they have been hard at work on plastic innovations for many years, which remains a top priority for us. We're deeply committed to transitioning to primarily plant-based, renewable or recycled materials in our products, eliminating plastic from packaging, and ensuring we continue to contribute to a lower carbon, more sustainable economy."

Potato Head, a classic, childhood toy for almost 70 years, is sold in more than 25 countries and has long been a trailblazer, paving the way for the industry as the first toy in a TV advertisement in 1952. In 2016, the beloved toy was redesigned using 20% less paperboard in its packaging than previous designs, and in 2020, Hasbro released Mr. Potato Head Goes Green, the first Hasbro product made with plant-based plastic and plastic-free packaging.

"Our goal to make the iconic Potato Head toy line from plant-based or renewable materials by end of 2024 is an important step forward in our journey to ensure our beloved toys and games continue to bring joy to future generations in a more sustainable manner, without sacrificing the quality consumers expect from Hasbro," said Eric Nyman, Chief Operating Officer, Hasbro Consumer Products & Chief Consumer Officer. "This move for Potato Head will be followed by others in our portfolio as we carry out our commitment to provide children, fans and consumers around the world with engaging and sustainable ways to play."

Hasbro estimates it will remove approximately 155 million pounds (70,000 MT) of virgin materials from its supply chain, as part of its commitment to transition all other existing toys and games to recycled or renewable materials by 2033. Guided by the Hasbro Brand Blueprint as its north star and the Sustainability Center of Excellence as its roadmap, Hasbro integrates sustainability considerations across all its business. As part of the Company's commitment to reduce the environmental impact of its products, supply chain and operations, Hasbro supports the renewable energy sector and offsets the footprint of its owned and operated operations with investments in renewable projects like wind farms.

In addition to designing products for sustainability, Hasbro offers end-of life solutions through its Hasbro Toy Recycling Program – the first national recycling program for toys in the U.S.. The program provides a free-of-charge solution for consumers looking to give their well-loved toys and games a "new life" by converting them into new uses like playground surface, flowerpots and park benches. The program started in the U.S. in 2018; expanded to Brazil, Canada, France, Germany and the U.K.; and will add Austria, Belgium, Denmark, Netherlands, Sweden and Switzerland by end of 2022.

To learn more about Hasbro's sustainability commitments and progress visit csr.hasbro.com.

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About Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to making the world a better place for all children, fans and families. Hasbro delivers immersive brand experiences for global audiences through consumer products, including toys and games; entertainment through **eOne**, its independent studio; and gaming, led by the team at **Wizards of the Coast**, an award-winning developer of tabletop and digital games best known for fantasy franchises **MAGIC: THE GATHERING** and **DUNGEONS & DRAGONS**.

The company's unparalleled portfolio of approximately 1,500 brands includes **MAGIC: THE GATHERING**, **NERF**, **MY LITTLE PONY**, **TRANSFORMERS**, **PLAY-DOH**, **MONOPOLY**, **BABY ALIVE**, **DUNGEONS & DRAGONS**, **POWER RANGERS**, **PEPPA PIG** and **PJ MASKS**, as well as premier partner brands. For the past decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the **100 Best Corporate Citizens** by 3BL Media and one of the **World's Most Ethical Companies** by Ethisphere Institute. Important business and brand updates are routinely shared on our [Investor Relations website](#), [Newsroom](#) and social channels (@Hasbro on Twitter, Instagram, Facebook and LinkedIn.)

