



Hasbro Plants 100,000 Trees in Partnership With One Tree Planted

September 22, 2022

Partnership helps replenish essential natural resources as Hasbro works to combat climate change and reduce greenhouse gas emissions

PAWTUCKET, R.I. — September 22, 2022 -- Hasbro, Inc. (NASDAQ: HAS), a global play and entertainment company, today announced the company has completed planting 100,000 trees as part of a partnership with One Tree Planted, a non-profit organization focused on global reforestation. The trees were planted in four key regions across the globe including Brazil, the United States, India and Ireland, together helping global reforestation efforts.

Hasbro has a proven history of environmental stewardship, and the company and its employees care deeply about ensuring the health of our planet and communities. Planting trees provides many ecological benefits including improving air quality by absorbing and locking up harmful greenhouse gases, protecting and improving soil, preventing floods and improving water quality, and providing shelter and diet to wildlife. These benefits bring us one step closer to a healthier planet.

"At Hasbro, we are focused on using our business as a force for good and having a positive impact on the planet," said Kathrin Belliveau, Chief Purpose Officer, Hasbro. "One Tree Planted is an impactful organization that plants trees to restore nature and biodiversity. We're thrilled to have teamed up with them and completed planting 100,000 trees, replenishing vital natural resources used in many of our products and packaging. We view this partnership as a purposeful component of our overall strategy to tackle climate change."

"We are excited to be working with Hasbro to plant trees in four key regions across the globe," said Ashley Lamontagne, Forest Campaign Manager at One Tree Planted. "We admire Hasbro's commitment to creating a healthier, greener planet for all, and look forward to continuing to do great work together."

One Tree Planted is also engaging with Hasbro employees through the company's Team Hasbro employee volunteer program, planting trees in Rhode Island where Hasbro's global headquarters is located. Team Hasbro, the company's best-in-class employee volunteer program, provides year-round, company-sponsored opportunities for employees to give back. Hasbro's volunteerism rate worldwide is 92%.

To learn more about Hasbro's CSR initiatives, visit <https://csr.hasbro.com/en-us>.

About One Tree Planted

One Tree Planted is a 501(c)(3) nonprofit on a mission to make it simple for anyone to help the environment by planting trees. Their projects span the globe and are done in partnership with local communities and knowledgeable experts to create an impact for nature, people, and wildlife. Reforestation helps to rebuild forests after fires and floods, provide jobs for social impact, and restore biodiversity. Many projects have overlapping objectives, creating a combination of benefits that contribute to the UN's Sustainable Development Goals. To learn more, visit onetreepanted.org.

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).

