



Mattel and Hasbro Enter into Licensing Agreements

April 24, 2023

Mattel and Hasbro Enter into Licensing Agreements to Launch Monopoly: Barbie Edition, Transformers Hot Wheels, and Transformers UNO

PAWTUCKET, R.I., and EL SEGUNDO, Calif. – April 24, 2023 – [Hasbro, Inc.](#) (NASDAQ: HAS) and Mattel, Inc. (NASDAQ: MAT) today announced that they have entered into multi-year licensing agreements to create co-branded toys and games from some of their most popular brands.

Hasbro will create Barbie branded Monopoly games launching in fall 2023. Mattel will produce Transformers branded UNO games, slated for release later this year, and Transformers branded Hot Wheels vehicles, set to debut in early 2024.

Hasbro and Mattel are launching this collaboration against the backdrop of two major theatrical releases this summer, with Hasbro's Transformers: Rise of the Beasts from Paramount on June 9, 2023, and Mattel's Barbie from Warner Bros. on July 21, 2023.

"We are excited to pair some of the most popular brands together for the first time," said Nick Karamanos, Senior Vice President of Entertainment Partnerships at Mattel. "This collaboration features world-class IP, celebrates the timeless appeal of these brands, and creates unique play opportunities for fans."

"With the major theatrical releases of the Transformers and Barbie movies in summer 2023, we're excited to bring brand-new play experiences to fans, families, and movie and toy lovers all around the world," said Casey Collins, President, Global Licensed Consumer Products & Business Development. "Working with iconic brands in pop culture truly showcases our strategy in action, as we continue to expand our product experiences for audiences everywhere."

Per Circana, Barbie, Hot Wheels, UNO, and Monopoly are the top-selling brands globally in their respective categories of dolls, vehicles, and board games.*

For updates, follow @Mattel and @Hasbro on Instagram and Facebook.

**Source: Circana/Retail Tracking Service/G11/JAN-DEC 2022/Dolls & Vehicles Supercategories; Card Games & Family-Board Action Games Classes/Projected USD*

About Mattel

Mattel is a leading global toy company and owner of one of the strongest portfolios of children's and family entertainment franchises in the world. We create innovative products and experiences that inspire, entertain, and develop children through play. We engage consumers through our portfolio of iconic brands, including Barbie®, Hot Wheels®, Fisher-Price®, American Girl®, Thomas & Friends®, UNO®, Masters of the Universe®, Monster High® and MEGA®, as well as other popular intellectual properties that we own or license in partnership with global entertainment companies. Our offerings include film and television content, gaming and digital experiences, music, and live events. We operate in 35 locations and our products are available in more than 150 countries in collaboration with the world's leading retail and ecommerce companies. Since its founding in 1945, Mattel is proud to be a trusted partner in empowering children to explore the wonder of childhood and reach their full potential. Visit us online at [mattel.com](#).

About Hasbro

Hasbro is a global branded entertainment leader whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through gaming, consumer products and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit [corporate.hasbro.com](#).

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