Hasbro and Max-Matching Entertainments Announce Strategic Licensing Partnership to Jointly Drive the Facilitation of Location-based Entertainment Projects based on key Hasbro IP

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(March 2024, Shanghai) The long-term strategic licensing partnership between Hasbro and Max-Matching Entertainments includes a lineup of world-class Location-Based Entertainment (LBE) projects featuring key Hasbro brands across China, including PEPPA PIG, TRANSFORMERS, MY LITTLE PONY, NERF, POWER RANGERS, and many others.

Projects already opened under this strategic partnership include MY LITTLE PONY short term themed drink shops, which successfully rolled out in Nanjing and Qingdao.

Recently announced as part of the relationship between Hasbro and Max-Matching Entertainments is Beijing Top Park, which will feature Hasbro's global premiere of a PEPPA PIG-themed ice and snow park, as well as a Hasbro FEC, which will feature MY LITTLE PONY, NERF, POWER RANGERS and POTATO HEAD and Guangdong Bayfront Project which is currently underway with design and construction.

In addition, Hasbro and Max-Matching Entertainments will bring to the Chinese market its first standalone PEPPA PIG outdoor theme park. The completion of this project will grace the first PEPPA PIG outdoor theme park in the Asia region.

Matt Proulx, Vice President, Global Experiences, Partnerships and Music said, "Max Matching is an important strategic licensing partner of Hasbro's and we are excited to continue to work with Max-Matching's team to develop world-class experiences based on our popular IP's, including more PEPPA PIG outdoor theme parks for families in China to enjoy!"

Owen Zhao, President of Max-Matching Entertainments, said, "Max-Matching Entertainments has been deeply cultivating internationally top IP-themed LBE projects, specialized in outdoor and indoor parks. We will make every effort to facilitate multiple IP projects beloved by Chinese consumers in China, cooperating with Hasbro, a leading toy and game company.

About PEPPA PIG

PEPPA PIG is a British preschool animated television series that has been airing for 20 years, across 10 seasons in over 180 territories as of 2024. The series follows Peppa Pig, a cheeky little piggy who lives with her family - younger brother George, Mummy Pig and Daddy Pig - as well as her diverse community of friends. Globally successful, the brand connects with consumers across every touchpoint, from TV to theme parks to retail. As a first best friend, Peppa Pig encourages kids to jump in together and explore the world around them, while giving kids the confidence to treat every first step as a new adventure, from the everyday to the epic.

About Hasbro

Hasbro is a leading toy and game company 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 toys, consumer products, gaming 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 https://corporate.hasbro.com.

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About Max-Matching Entertainments

- A leading developer, investor, and operator of location-based entertainment in China with rapid expansion across Asia.
- Spearheading the creation of international IP visitor experiences featuring several exclusive IP themed LBE & retail partnership with *Hasbro (Transformers, Peppa Pig, My Little Pony, etc.), Mattel (Barbie, Thomas & Friends, Hot Wheels, etc.), WildBrain (Peanuts, Teletubbies, In the Night Garden… etc.), Aardman (Shaun the Sheep), Crayola, Sesame Street, Ferrari, NBA* and many others.