



HASBRO RANKED NO. 5 IN 2024 TOP GLOBAL LICENSORS REPORT

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On July 25, License Global unveiled its annual [Top Global Licensors Report](#), which presented Hasbro, a leading toy and game company, at No. 5. Hasbro's retail sales of \$14.1B made the top 10 list alongside other companies like The Walt Disney Company, Authentic Brands Group and Dotdash Meredith.

"Receiving this prestigious recognition is an incredible honor, one that not only celebrates our hard work and dedication but also reaffirms Hasbro's commitment to excellence," said Tim Kilpin, President of Toys, Board Games, Licensing & Entertainment at Hasbro. "The Top Global Licensors Report is a testament to the collective efforts of our team and the unwavering support of our loyal customers. This recognition not only elevates our standing within the industry, but also serves as motivation to continue pushing boundaries and setting new standards of innovation and quality as we create magical moments for fans and families across the globe."

Created annually by License Global, the Top Global Licensors Report is a ranking of global retail sales for licensed consumer products and experiences. Each year, License Global calls for intellectual property owners to provide revenue figures of licensed goods and their formulas for the prior year. The License Global editorial team then validates each brand and curates submitted figures to build each edition of the report.

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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 play experiences for fans of all ages around the world, through toys, games, licensed consumer products, digital games and services, location-based entertainment, film, TV, and more. With a portfolio of over 1,800 iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands, Hasbro brings fans together wherever they are, from tabletop to screen.

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> or @Hasbro on LinkedIn.