Hasbro Wins The Toy Foundation's 2025 Toy of the Year (TOTY) Award

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Transformers One Power Flip Optimus Prime (Orion Pax) Honored as Action Figure of the Year

PAWTUCKET, R.I.--(BUSINESS WIRE)--Mar. 1, 2025-- Hasbro, Inc. (NASDAQ: HAS), a leading games, IP and toy company, today announced that *Transformers One Power Flip Optimus Prime (Orion Pax)* – an action figure that converts between four different modes, inspired by the iconic character in Paramount Animation and Hasbro's *Transformers One* film – won the Action Figure of the Year award on February 28 at the TOTY Awards gala in New York City.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250301869883/en/



Transformers One Power Flip Optimus Prime (Orion Pax) Honored as Action Figure of the Year (Photo: Business Wire)

"Receiving this TOTY win for Transformers is an incredible honor," said Tim Kilpin, President of Toys, Board Games, Licensing & Entertainment at Hasbro. "After celebrating 40 years of the franchise in 2024, the Transformers brand continues to delight fans. A lot of pieces came together to create an action figure that allows fans to experience the epic origins of legendary Transformers robots: the ingenuity of our design team, the collective efforts of our team to bring it to market, and the support of loyal Transformers community. This recognition motivates us to continue to push boundaries and set new standards of innovation and quality to create magic moments for kids, families, and fans."

Hasbro was also nominated in the following TOTY Award categories in 2025:

- **LIFE IN RETERRA – Game of the Year**
- **PLAY-DOH Pizza Delivery Scooter – Playset Vehicle of the Year**
- **TRIVIAL PURSUIT Generations [Ageless Generations] – Grown-Up Toy of the Year**
- **LEGO Minifigures DUNGEONS & DRAGONS [LEGO] – Collectible of the Year**
- **LEGO Ideas DUNGEONS & DRAGONS: Red Dragon's Tale Set – Construction Toy / Playset of the Year**
- **FURREAL Peanut the Playful Monkey [Just Play] – Plush Toy of the Year**

The Toy Foundation™ (TTF) is a 501 (c)(3) children's charity and philanthropic arm of The Toy Association™. The TOTY Awards celebrate the creativity of the global toy community and serves as a key fundraiser for TTF's year-round philanthropic work supporting children in need.

About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With over 164 years of expertise, Hasbro delivers groundbreaking play experiences and reaches over 500 million kids, families and fans around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

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, a 2025 JUST Capital Industry Leader, one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50, and a Brand that Matters by Fast Company. For more information, visit https://corporate.hasbro.com or @Hasbro on LinkedIn.

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