Hasbro Extends Long-Running Strategic Relationship with Disney Consumer Products for Premier Star Wars and Marvel Franchises

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Agreement Grants Hasbro Continued Global Toy & Board Game Merchandising Rights for the Iconic Brands

PAWTUCKET, R.I. & BURBANK, Calif.--(BUSINESS WIRE)--Apr. 24, 2025-- **Hasbro, Inc.** (NASDAQ:HAS), a leading games, IP and toy company, today announced a multi-year extension to its long-running relationship with Disney Consumer Products to continue creating innovative toys and games for premier brands, *Star Wars*™and Marvel. This extension furthers Hasbro's strategic merchandising relationship with Disney Consumer Products, allowing Hasbro to continue developing and manufacturing toys, collectibles, and board games based on new and classic Marvel and *Star Wars* entertainment.

Under the extended agreement, Hasbro will continue to develop a wide range of products for families and fans of all ages, based on the iconic brands. This includes bringing characters from the *Star Wars* galaxy to life in action figure form through the highly popular lines, The Black Series and The Vintage Collection, as well as engaging new generations of fans with Lightsabers™ toys and other kids' and preschool toys themed around characters from Darth Vader to The Mandalorian. Hasbro has established a tremendous fanbase for its Marvel Legends action figure series, which showcases fan-favorite characters from the Marvel Universe like Spider-Man and Black Panther, while also creating fun and engaging products for preschoolers, kids and beyond, inspired by the hit Disney Jr. Animated series *Marvel's Spidey and his Amazing Friends* and the upcoming *Marvel's Iron Man and his Awesome Friends.* In addition to continuing its toy and games development with Disney, Hasbro also maintains its separate licensing arrangement with Disney that brings iconic Marvel characters into the Magic: The Gathering trading card game, further underscoring the depth and continued growth of their strategic relationship.

"It's an honor to be able to deepen our relationship with Disney Consumer Products to create even more magical play experiences for consumers across the globe," said Tim Kilpin, Hasbro's President, Toys, Board Games, Licensing and Entertainment. "*Star Wars* and Marvel provide an extensive array of captivating content that gives us an unlimited trove of fresh ideas to create from. Our collaboration spans more than half a century, and we look forward to strengthening our relationship by bringing consumers everywhere brand-new play experiences tied to the exciting universes and characters of *Star Wars* and Marvel."

"We look forward to continuing to collaborate with Hasbro to evolve our expansive portfolio of *Star Wars* and Marvel toys that bring these iconic adventures into daily life," said Paul Gitter, Executive Vice President of Global Brand Commercialization at Disney Consumer Products. "From must-have collectibles to Lightsaber toys, we aim to push the boundaries of creativity to deliver innovative products and engaging play experiences that bring our fans closer to their favorite stories and characters."

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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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