Hasbro Strikes New Multi-Year Casino Licensing Partnerships

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Four New Partners Bring Fresh Ways for Fans to Play with Iconic Brands

PAWTUCKET, R.I. – July 1, 2025 – Hasbro, a leading games, IP, and toy company today announced a new slate of multi-year licensing partnerships aimed at transforming and expanding its most popular brands across the casino category. After a comprehensive review and market evaluation, Hasbro has selected **Aristocrat Technologies, Evolution, Galaxy Gaming,** and **Bally's** as its newest partners in casino licensing. The new partners join existing licensee Sciplay.

The announcement underscores Hasbro's "Playing to Win" strategy, revealed in February 2025, which focuses on innovation, partnerships, and bringing beloved brands to life across more formats than ever.

"We're all about play—and that means meeting our fans wherever they are, from the game table to the casino floor," said Claire Hunter Gregson, Director, Gaming Relationships. "These visionary new partners have the expertise and imagination to reimagine our brands in bold, exciting ways for adult audiences."

Hasbro has a nearly 30-year history of licensing its age-appropriate IP to the gambling sector. With this new lineup of partners, the company is expanding access to entertainment experiences that reimagine its brands for a growing base of adult fans and gamers.

Following is the list of partners:

- **Aristocrat Technologies** – B2B manufacturer land-based slot machines (MONOPOLY)
- **Evolution** – B2B developer for online slots and live casino (MONOPOLY, Hasbro Games)
- **Galaxy Gaming** – B2B developer and manufacturer for casino table games (MONOPOLY, YAHTZEE, BATTLESHIP)
- **Bally's** – B2C Online casino operator (MONOPOLY)

With new titles launching in January 2026, adult fans will see some of Hasbro's beloved brands integrated into new and existing casino formats, including land-based gaming slots, online gaming slots, casino table games, and online casinos.

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 100 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.

About Aristocrat Gaming

Aristocrat Gaming is a leading designer, manufacturer, and distributor of regulated land-based slot and electronic games across the globe. From award-winning games and hardware to unique game mechanics and leading performance, Aristocrat Gaming delivers the best seat in the house

wherever and whenever the world plays. Part of Aristocrat Leisure Limited (ASX: ALL), Aristocrat Gaming delivers end-to-end solutions to customers in more than 300 jurisdictions across the globe. We strive to be an industry leader in responsible gameplay, as part of ensuring a vibrant and sustainable industry. For further information, visit the company's website at www.aristocratgaming.com.

Follow Aristocrat Gaming on Facebook, Instagram, and LinkedIn.

About Bally's Corporation

Bally's Corporation (NYSE: BALY) is a global casino-entertainment company with a growing omni-channel presence. Bally's owns and operates 20 casinos internationally including 1 retail casino in Newcastle, UK, 11 states across the US, along with a golf course in New York and a horse racetrack in Colorado and holds OSB licenses in 13 jurisdictions in North America. It also owns Bally Bet, a first-in-class sports betting platform, Bally Casino, a growing iCasino platform, Bally's Interactive International division (formerly Gamesys Group), a leading global interactive gaming operator, and a significant economic stake in Intralot S.A. (ATSE: INLOT), a global lottery management and services business.

With 11,500 employees, its casino operations include approximately 17,700 slot machines, 630 table games, and 3,950 hotel rooms. Bally's also has rights to developable land in Las Vegas at the site of the former Tropicana Las Vegas.

About Evolution

Evolution AB (publ) ("Evolution") Evolution develops, produces, markets and licenses fully integrated B2B Online Casino solutions to gaming operators. Since its inception in 2006, Evolution has developed into a leading B2B provider with 800+ operators among its customers. The group currently employs 22,200+ people in studios across Europe and in North America. The parent company is based in Sweden and listed on Nasdaq Stockholm with the ticker EVO. Visit www.evolution.com for more information.

Evolution is licensed and regulated by the Malta Gaming Authority under license MGA/B2B/187/2010. Evolution is also licensed and regulated in many other jurisdictions such as the United Kingdom, Belgium, Canada, Romania, South Africa, and others.

About Galaxy Gaming

Headquartered in Las Vegas, Nevada, Galaxy Gaming (galaxygaming.com) develops and distributes innovative games, bonusing systems, and technology solutions to physical and online casinos worldwide. Galaxy Gaming offers games proven to perform developed by gaming experts and backed by the highest level of customer support. Galaxy Gaming Digital is the world's leading licensor of proprietary table games to the online gaming industry. Galaxy Gaming has 131 licenses worldwide, including licenses in 28 U.S. states.

About Light & Wonder, Inc.

SciPlay is a wholly-owned subsidiary of Light & Wonder. Light & Wonder, Inc. is the leading cross-platform global games company. Through our three unique, yet highly complementary businesses, we deliver unforgettable experiences by combining the exceptional talents of our 6,000+ member team, with a deep understanding of our customers and players. We create immersive content that forges lasting connections with players, wherever they choose to engage. At Light & Wonder, it's all about the games. The company is committed to the highest standards of integrity, from promoting player responsibility to implementing sustainable practices. To learn more visit www.lnw.com.