HASBRO ANNOUNCES FIRST-OF-ITS-KIND STAR WARS™ ANIMATRONIC – ULTIMATE GROGU

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Ultimate Grogu is on Pre-Order Now at Hasbro Pulse, Amazon and Fan Channel Retailers

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PAWTUCKET, R.I. – APRIL 30, 2026 – Hasbro, in collaboration with Disney Consumer Products, is unveiling **Ultimate Grogu**, a first-of-its-kind animatronic of the beloved *Star Wars*™character, Grogu. The 1:1 scale premium animatronic Grogu is crafted for collectors, fans, and cosplayers, transforming the magic of *Star Wars* from screen to home.

"Our goal with Ultimate Grogu was to make fans feel like he's truly part of their world," said Adam Biehl, Head of Disney Action Brands at Hasbro. "Our design and development team spent hours studying how the character came to life in *The Mandalorian* series, striving to capture his personality and movements in a way that honors what Lucasfilm delivered in entertainment. Powered by our long-standing collaboration with Disney Consumer Products, we're launching the most life-like, interactive, and expressive Grogu character Hasbro has ever created."

The Ultimate Grogu product features built-in motors, sensors, and microphones to deliver over 250 animations and sounds. The animatronic boasts three different modes of play which include endearing movements like waving, giggling and even "toddling" forward, in ways that make him incredibly life-like. Ultimate Grogu features premium materials, painstakingly crafted into screen-accurate details, such as his soft skin face and rooted hair, soft fabric robe, chainmail, cross strap, satchel and beskar rondel armor inspired by the *Star Wars: The Mandalorian and Grogu* film, only in theaters starting May 22, and the Disney+ series.

Ultimate Grogu is available for pre-order now on Hasbro Pulse, Amazon, and Fan Channel retailers, with two pre-order options launching simultaneously. The first option with standard packaging will begin shipping in early 2027. For fans looking to receive sooner, a limited run of First Edition quantities featuring special edition packaging and a collector card will ship in late 2026.

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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 165 years of expertise, Hasbro delivers groundbreaking play experiences and reaches more than 1 billion fans annually 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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