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Hasbro Releases New Corporate Social Responsibility Report

Company reaffirms long-standing commitment to product safety and environmental sustainability

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS), a global branded play leader, today announced the release of its 2013 Corporate Social Responsibility (CSR) Report.

This CSR report provides a detailed look at the progress Hasbro made throughout 2013 in the Company's three key CSR priorities—product safety, environmental responsibility, and ethical sourcing—in addition to other focus areas including human rights, responsible marketing, global philanthropy and more.

"More than ever before, CSR is a critical part of Hasbro's approach to doing business, and we are incredibly proud of the work that our teams are doing every day to think differently, act responsibly and come up with smarter and more sustainable ways to run our operations," said Brian Goldner, President and Chief Executive Officer. "This report illustrates how our CSR initiatives are fundamental to our business and aligned with our strategy to develop brands and play experiences that consumers have come to trust across generations and geographies."

Below are some of the 2013 performance highlights from the CSR Report:

- **Product Safety:** Children's safety is always a top priority; Hasbro had zero product recalls in 2013 - and has had no recalls since 2008.
- **Environmental Responsibility:** The Company implemented several product and packaging sustainability innovations including the elimination of polyvinyl chloride (PVC) from Hasbro toy and game packaging, replacing PVC with polyethylene terephthalate (PET); Hasbro derived 85 percent of its paper and paperboard packaging from recycled material or sources that practice sustainable forest management and is on track to achieve 90 percent by 2015; and the Company implemented a new product to packaging ratio of no more than 5 to 1 by volume, thereby ensuring that the Company prevents over packaging, and reduces waste.
- **Ethical Sourcing:** In 2013, Hasbro developed a set of goals and key performance indicators to guide and measure its progress in improving working conditions among its third-party suppliers.
- **Human Rights:** In 2013, the Company developed a Human Rights Policy that outlined Hasbro's commitment along with the human rights focus areas, implementation strategies, and governance structure.
- **Global Philanthropy:** The Company contributed \$14.5 million through product donations and financial contributions to organizations that benefit children in need, thereby positively impacting 3.5 million children worldwide; and engaged 75% of Hasbro's global workforce to volunteer in their communities during 2013.

Building on commitments made in 2008 and achieved in 2012, Hasbro is making progress on its sustainability goals for 2020, including the following sustainability goals announced earlier in the year:

- Reducing waste to landfill at owned/operated facilities by 50 percent from 2012 levels. This goal builds upon Hasbro's 2008 commitment to reduce non-hazardous waste by 15 percent by 2012, which it surpassed, achieving a 40 percent reduction.
- Reducing energy consumption at owned/operated facilities by 25 percent from 2012 levels. This builds upon the Company's 19 percent energy reduction through 2012 compared to 2008 baseline.
- Reducing global Scope 1 and Scope 2 greenhouse gas (GHG) emissions from owned/operated facilities by 20 percent from 2012 levels. In 2008, Hasbro set a 10 percent global GHG emissions reduction goal to be achieved by 2012. The company exceeded its goal and achieved a 32 percent GHG reduction over its 2008 baseline.
- Reducing water consumption from owned/operated facilities by 15 percent from 2012 levels. Hasbro achieved a 31

percent water consumption reduction, exceeding its initial commitment to reduce water use by 15 percent through 2012 compared to 2008 baseline.

Additionally, Hasbro earned LEED Gold certification for its renovated facility in Providence, Rhode Island. The facility features a number of design improvements that reduce energy consumption, improve air quality, and employ sustainably sourced materials.

"In addition to the tremendous progress that we have made in our key focus areas, we established new strategies, policies, and goals to raise the bar and continuously improve," said Kathrin Belliveau, Vice President, Corporate Social Responsibility, Government Affairs and Compliance. "By focusing our innovation and investments in these key areas, we are building a better business and creating a better world."

The 2013 report can be found on: www.hasbro.com/csr

About Hasbro, Inc.

Hasbro, Inc. (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios is responsible for entertainment brand-driven storytelling around Hasbro brands across television, film, commercial productions and short-form. Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies®" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com and follow us on Twitter @Hasbro.

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Press Contact:

Hasbro, Inc.

Alexia Taxiarchos, 401-727-5603

alexia.taxiarchos@hasbro.com

or

Investor Contact:

Hasbro, Inc.

Debbie Hancock, 401-727-5401

debbie.hancock@hasbro.com

Source: Hasbro, Inc.

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