



Hasbro Fact Sheet



Company Overview

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to making the world a better place for all children, fans and families. Hasbro delivers immersive brand experiences for global audiences through consumer products, including toys and games; entertainment through eOne, its independent studio; and gaming, led by the team at Wizards of the Coast, an award-winning developer of tabletop and digital games best known for fantasy franchises **MAGIC: THE GATHERING** and **DUNGEONS & DRAGONS**.

The company's unparalleled portfolio of approximately 1,500 brands includes **MAGIC: THE GATHERING**, **NERF**, **MY LITTLE PONY**, **TRANSFORMERS**, **PLAY-DOH**, **MONOPOLY**, **BABY ALIVE**, **DUNGEONS & DRAGONS**, **POWER RANGERS**, **PEPPA PIG** and **PJ MASKS**, as well as premier partner brands. For the past decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media and one of the World's Most Ethical Companies by Ethisphere Institute. Important business and brand updates are routinely shared on our Investor Relations website, Newsroom and social channels (@Hasbro on Twitter, Instagram, Facebook and LinkedIn.)



1923
founded

6,800+ employees
worldwide

**Proven
Management
Team**

\$6.42B
annual revenue (FY 2021)


operating in
35
countries


headquartered in
Pawtucket, RI

Senior Management Team

Chris Cocks
Chief Executive Officer

Deborah Thomas
Executive Vice President,
Chief Financial Officer

Eric Nyman
President and
Chief Operating Officer

Cynthia Williams
President, Wizards of the Coast
and Digital Gaming

Darren Throop
Chief Executive Officer, eOne

Naj Atkinson
Chief People Officer

Kathrin Belliveau
Executive Vice President,
Chief Purpose Officer

Tarrant Sibley
Executive Vice President,
Chief Legal Officer

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- 1923** Hasbro founded by Henry and Hillel Hassenfeld. The Company first sold textile remnants before manufacturing pencil boxes and school supplies
- 1940s** Hasbro's first toys — doctor and nurse kits are created
- 1952** POTATO HEAD created and revolutionized toy industry as first toy advertised on TV
- 1964** Launches first action figure; G.I. JOE becomes an American icon
- 1968** Becomes publicly traded company
- 1977** Pays first dividend to shareholders
- 1983** MY LITTLE PONY brand is born
- 1984** TRANSFORMERS brand is born; Acquires Milton Bradley, including its PLAYSKOOL division
- 1991** Acquires Tonka Corporation, including its Kenner and Parker Brothers divisions
- 1999** Acquires Wizards of the Coast and its MAGIC: THE GATHERING franchise
- 2007** TRANSFORMERS movie is released, launching one of the highest-grossing film series ever
- 2008** Brian Goldner becomes Hasbro CEO and establishes the Brand Blueprint Strategy
- 2011** Established Hasbro's Gaming Center of Excellence
- 2018** Acquires Saban's Power Rangers
- 2018** Launched Magic: The Gathering Arena
- 2019** (Fiscal 2020) Acquires eOne, a global entertainment studio
- 2019** Hasbro commits to eliminate virtually all plastic from new product packaging by end of 2022
- 2021** Hasbro's Total Games Category tops \$2B; Wizards of the Coast tops \$1B in revenue
- 2022** Chris Cocks becomes Hasbro CEO

Hasbro's Brand Blueprint

The **Brand Blueprint** is Hasbro's strategic framework for bringing our brands to life through exciting storytelling and compelling content across a multitude of platforms and media, with a wide variety of digital experiences, publishing, and location-based entertainment, and an impressive array of consumer products across diverse categories. Each brand activates the Blueprint differently, but the result is consistent: deeper consumer engagement, innovative brand and product experiences and increasingly expansive opportunities for our portfolio. Informed by our consumer insights and inspired by our storytelling, our mission to **Create the World's Best Play and Entertainment Experiences** is at the core of how we execute our Brand Blueprint.



Corporate Social Responsibility

At Hasbro, **we play with purpose**. We are using our business as a force for good and building a safer, more sustainable and inclusive company and world for all. While our CSR commitments address many areas, product safety, environmental sustainability, ethical sourcing, and diversity and inclusion are a few of our key corporate priorities. Hasbro's Sustainability Center of Excellence continues to guide our environmental strategy across the global organization, our robust ethical sourcing program ensures social compliance across our global supply chain, and we are committed to advancing diversity and inclusion across our business. To learn more about our CSR progress, visit hasbro.com/csr.

