



# Investor Fact Sheet

May 2013

## Company Overview

Hasbro, Inc. 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.

## Investment Highlights

- Market leader with innovative world-class brand portfolio
- Successful long-term strategy focused on:
  - Product innovation and geographic expansion
  - Increased brand visibility through feature films, television programming, digital gaming and lifestyle licensing
- Long-term relationships with industry leaders
- Proven management team with decades of industry experience
- Strong and consistent free cash flow generation; which is invested back into Hasbro and returned to shareholders
  - Dividend paying company since 1977; raised dividend in nine out of the past 10 years;
  - Repurchased 89.2M shares from 2005-2012

## Corporate Social Responsibility

Since its founding in 1923, Hasbro's passion for fulfilling the fundamental human need for play has gone hand-in-hand with playing responsibly – for its employees, communities, consumers and world. Hasbro is helping to build a safe and sustainable world while providing people everywhere the opportunity to experience the power of play, and is proud to be recognized for its accomplishments in environmental sustainability, product safety, ethical manufacturing and philanthropy.



## Senior Management

**Brian Goldner**, Joined Hasbro in 2000  
*President and Chief Executive Officer*

**David D.R. Hargreaves**, Joined Hasbro in 1982  
*Executive Vice President and Chief Strategy Officer*

**Deborah Thomas**, Joined Hasbro in 1998  
*Executive Vice President and Chief Financial Officer*

**John Frascotti**, Joined Hasbro in 2008  
*Executive Vice President and Chief Marketing Officer*

**Duncan Billing**, Joined Hasbro in 1998  
*Executive Vice President and Chief Development Officer*

**Wiebe Tinga**, Joined Hasbro in 1987  
*Chief Commercial Officer*

## Hasbro's Branded Play Blueprint

Since 2001, Hasbro has been focused on re-imagining, re-inventing, and re-igniting its world-class portfolio of brands and also delivering innovation by imagining, inventing and igniting new brands across four key areas – toys and games innovation, digital gaming, entertainment and lifestyle licensing. The primary objective is to provide an immersive experience across the numerous ways consumers globally experience the Company's brands.



## Contact

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<b>1923</b>	Hasbro founded by Henry and Helal Hassenfeld. The Company first sold textile remnants before manufacturing pencil boxes and school supplies
<b>1928</b>	Hassenfeld Brothers expands product line to include paint sets and wax crayons
<b>1940s</b>	Hasbro's first toys – doctor and nurse kits are created
<b>1952</b>	Mr. Potato Head created and revolutionized the toy industry. First toy advertised on TV.
<b>1964</b>	Hasbro launches first action figure – G.I. JOE becomes an American icon
<b>1968</b>	Hasbro becomes publicly traded company
<b>1977</b>	Hasbro pays first dividend to shareholders
<b>1982</b>	G.I. Joe vs. Cobra saga launched
<b>1983</b>	My Little Pony is born
<b>1984</b>	Hasbro acquires Milton Bradley, including its Playskool division
<b>1984</b>	TRANSFORMERS is born
<b>1991</b>	Hasbro acquires Tonka Corporation, including its Kenner and Parker Brothers divisions
<b>1999</b>	Hasbro acquires Wizards of the Coast, and its Magic The Gathering franchise
<b>1999</b>	License with Lucasfilm (Star Wars) renewed (Kenner signed in 1977)
<b>2001</b>	Turnaround strategy focused on fully leveraging brand portfolio established
<b>2006</b>	Licensing agreement with Marvel signed
<b>2007</b>	Transformers movie is released; launching one of highest-grossing film series ever
<b>2008</b>	Brian Goldner becomes Hasbro CEO
<b>2009</b>	Signs strategic alliance with Sesame Workshop
<b>2010</b>	The Hub, a joint venture with Discovery Communications, launched on 10.10.10
<b>2011</b>	Publishes first Corporate Social Responsibility Report
<b>2011</b>	KRE-O launches in brick construction market
<b>2011</b>	Establishes Hasbro's Gaming Center of Excellence
<b>2012</b>	Furby, an industry icon, returns

	2008	2009	2010	2011	2012
Net Revenues	\$4,021,520	\$4,067,947	\$4,002,161	\$4,285,589	\$4,088,983
Operating Profit	\$494,296	\$588,598	\$587,859	\$593,981	\$551,785
Operating Profit Margin	12.3%	14.5%	14.7%	13.9%	13.5%
Net Earnings	306,766	374,930	\$397,752	\$385,367	\$335,999
EPS (Diluted)	\$2.00	\$2.48	\$2.74	\$2.82	\$2.55
Cash & Cash Equivalents	\$630,390	\$636,045	\$727,796	\$641,688	\$849,701
Long-term Debt*	\$709,723	\$1,131,998	\$1,397,681	\$1,400,872	\$1,396,421

\*Including current portions

### Hasbro's Franchise Brands



Hasbro Studios is Hasbro's Los Angeles-based entertainment division. The studio drives entertainment brand-driven storytelling and is responsible for all television, film, commercial productions and short-form multiplatform content across all traditional and digital platforms.

Hasbro Studios develops, produces and distributes TV shows based on Hasbro's world class brands, including TRANSFORMERS, MY LITTLE PONY, LITTLEST PET SHOP and KAIJUDO. Many of these shows air on Hub Network, a U.S. television network for kids and their families, and on leading networks in more than 170 countries globally.

Hasbro Studios is also comprised of the Film Group, which develops films based on Hasbro's world class brands like Transformers and GI Joe, and Cake Mix Studios, which produces commercials and short-form content.