



Corporate Fact Sheet

Company Overview

Hasbro, Inc. is a branded play company dedicated to fulfilling the fundamental need for play for children and families through 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.

Quick Facts



Founded
1923

Headquarters
Pawtucket, RI

CEO
Brian Goldner

Employees
5,500 worldwide

Operating in
40 countries

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
Executive Vice President and Chief Commercial Officer

Corporate 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, global television programming, digital gaming and lifestyle licensing
- Reported Full Year 2012 revenue of \$4.09 billion and earnings per share of \$2.55
- Long-term relationships with industry leaders
- Product innovations based on research and insight into our key consumers through Hasbro's consumer insights group
- A tradition of giving back to the community:
 - Employees given four hours paid time off per month to volunteer and make a positive impact in their communities
 - In 2012, Hasbro's support totaled over \$14 million, impacting more than 3 million children worldwide.

Contact

Corporate Communications | Hasbro, Inc. | 1027 Newport Avenue – PO Box 1059 | Pawtucket, RI 02862-1059
CorporateCommunications@hasbro.com | For more information about our brands, contact HasbroBrandPR@hasbro.com
For corporate governance and financial information, please visit our website at <http://investor.hasbro.com/index.cfm>

Hasbro's Branded Play Blueprint



- 1923** Hasbro founded by Henry and Hillel Hassenfeld. The Company first sold textile remnants before manufacturing pencil boxes and school supplies
- 1928** Hassenfeld Brothers expands product line to include paint sets and wax crayons
- 1940s** Hasbro's first toys - doctor and nurse kits are created
- 1952** MR. POTATO HEAD created and revolutionized the toy industry. 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
- 1982** G.I. JOE vs. Cobra saga launched
- 1983** MY LITTLE PONY is born
- 1984** Acquires Milton Bradley, including its PLAYSKOOL division
- 1984** TRANSFORMERS is born
- 1991** Acquires Tonka Corporation, including its Kenner and Parker Brothers divisions
- 1999** Acquires Wizards of the Coast, and its MAGIC: THE GATHERING franchise
- 1999** License with Lucasfilm (STAR WARS) renewed (Kenner signed in 1977)
- 2001** Turnaround strategy focused on fully leveraging brand portfolio established
- 2006** Licensing agreement with MARVEL signed
- 2007** TRANSFORMERS movie is released; launching one of highest-grossing film series ever
- 2008** Brian Goldner becomes Hasbro CEO
- 2009** Signs strategic alliance with Sesame Workshop
- 2010** The Hub, a joint venture with Discovery Communications, launched on 10.10.10
- 2011** Publishes first Corporate Social Responsibility Report
- 2011** KRE-O launches in brick construction market
- 2011** Establishes Hasbro's Gaming Center of Excellence
- 2012** FURBY, an industry icon, returns

Hasbro's Leading 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 G.I. JOE, and Cake Mix Studios, which produces commercials and short-form content.

Contact

Corporate Communications | Hasbro, Inc. | 1027 Newport Avenue - PO Box 1059 | Pawtucket, RI 02862-1059
CorporateCommunications@hasbro.com | For more information about our brands, contact HasbroBrandPR@hasbro.com
 For corporate governance and financial information, please visit our website at <http://investor.hasbro.com/index.cfm>