



Hasbro Fact Sheet

Company Overview

Hasbro is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families.

Hasbro's Franchise Brands



Corporate Social Responsibility

CSR at Hasbro is powered by a simple belief: Every day is a chance to be better. CSR is not just something we do. It's how we see the world. Thinking and acting responsibly unlocks new opportunities to improve how we design, create, manufacture, and market our iconic brands. With a focus on key CSR areas like product safety, environmental sustainability, ethical sourcing, and community, we're building a safe and sustainable world for future generations and positively impacting the lives of millions of children and families every year.



Founded
1923

Headquarters
Pawtucket, RI

CEO
Brian Goldner

Employees
5,000 worldwide

Operating in
40+ countries

Annual Revenue
\$4.45B (FY 2015)

Senior Management Team

Brian Goldner, Joined Hasbro in 2000
Chairman, President & Chief Executive Officer

John Frascotti, Joined Hasbro in 2008
President, Hasbro Brands

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

Duncan Billing, Joined Hasbro in 1998
Executive Vice President, Chief Global Operations & Business Development Officer

Stephen Davis, Joined Hasbro in 2009
Executive Vice President, Chief Content Officer

Barbara Finigan, Joined Hasbro in 1991
Executive Vice President & Chief Legal Officer

Dolph Johnson, Joined Hasbro in 1997
Executive Vice President & Chief Human Resources Officer

Wiebe Tinga, Joined Hasbro in 1987
Executive Vice President & Chief Commercial Officer



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For more information, please visit newsroom.hasbro.com | Follow us on Twitter [@Hasbro](https://twitter.com/Hasbro) for company updates and initiatives and [@HasbroNews](https://twitter.com/HasbroNews) to get the latest news on our world-class brands | For corporate governance and financial information, please visit <http://investor.hasbro.com/>

- 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
- 1983** MY LITTLE PONY brand is born
- 1984** Acquires Milton Bradley, including its PLAYSKOOL division
- 1984** TRANSFORMERS brand 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** Launches Hasbro Studios
- 2010** Launched The Hub Network, a joint venture with Discovery Communications
- 2011** Establishes Hasbro's Gaming Center of Excellence
- 2013** Acquires majority stake in mobile game studio, Backflip Studios
- 2014** Discovery Family Channel Debuts
- 2014** Enters a new Strategic Merchandising Relationship with Disney Consumer Products for Disney PRINCESS brand and FROZEN brand
- 2015** Record year for Hasbro
- 2016** Hasbro acquires Boulder Media, an award-winning animation studio

Brand Blueprint



At Hasbro, everything begins with our strategic Brand Blueprint. It informs and directs our brand efforts through the insights we uncover, the innovation we develop and the investments we are making.

Today, Hasbro is *Creating the World's Best Play Experiences* with global brands, engaging storytelling, immersive experiences and digital and analog innovation for consumers across all geographies.

Hasbro Studios is responsible for entertainment, brand-driven storytelling for Hasbro across television, commercial productions and short-form content. It develops, produces and distributes content based on Hasbro's world class brands, including TRANSFORMERS, MY LITTLE PONY, and LITTLEST PET SHOP. Many of its series air on Discovery Family Channel and on networks and digital platforms in more than 190 territories globally. Since its formation in 2009, the studio has received ten Daytime Emmy wins.



On the film side through its film label Allspark Pictures, the Company has developed and produced a number of features based on Hasbro's brands. Films in development or planned for release include OUIJA 2 (Universal), MY LITTLE PONY: THE MOVIE (Lionsgate), MAGIC: THE GATHERING (21st Century Fox), PLAY-DOH (21st Century Fox), TRANSFORMERS 5, 6 and 7 (Paramount) and the Cinematic Universe (Paramount) which includes GI JOE, MICRONAUTS, M.A.S.K, ROM and VISIONARIES.

In 2016, Hasbro acquired Boulder Media, an award-winning animation studio, further expanding its storytelling capabilities.

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