



# Investor Fact Sheet

October 2016

## 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.

## 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.



## Investment Highlights

- Rich Innovative Brand Portfolio
  - Informed by Global Consumer Insights
  - Increasing consumer interest through compelling, effective storytelling
- Company's strategy is creating unique, long-term competitive advantages for Hasbro
- Partner with premiere entertainment brands that attract and keep fans, and deepen the consumer experience
- Strong and consistent free cash flow generation; which is invested back into Hasbro and returned to shareholders
  - Raised dividend in 12 out of the past 13 years
  - Repurchased \$3.3B in stock from 2005-2015

## Senior Management

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

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

**John Frascotti**, Joined Hasbro in 2008  
*President, Hasbro Brands*

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

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

## Hasbro's 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.



## Contact

Investor Relations | Hasbro, Inc. | 1027 Newport Avenue – PO Box 1059 | Pawtucket, RI 02862-1059  
Phone: 401.727.5401 | Email: [hasbro\\_investor\\_relations@hasbro.com](mailto:hasbro_investor_relations@hasbro.com)

<b>1923</b>	Hasbro founded by Henry and Hillel 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>	Launches first action figure - G.I. JOE becomes an American icon
<b>1968</b>	Becomes publicly traded company
<b>1977</b>	Pays first dividend to shareholders
<b>1983</b>	MY LITTLE PONY brand is born
<b>1984</b>	Acquires Milton Bradley, including its PLAYSKOOL division
<b>1984</b>	TRANSFORMERS brand is born
<b>1991</b>	Acquires Tonka Corporation, including its Kenner and Parker Brothers divisions
<b>1999</b>	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>	Launches Hasbro Studios
<b>2010</b>	Launched The Hub Network, a joint venture with Discovery Communications
<b>2011</b>	Establishes Hasbro's Gaming Center of Excellence
<b>2013</b>	Acquires majority stake in mobile game studio, Backflip Studios
<b>2014</b>	Discovery Family Channel Debuts
<b>2014</b>	Enters a new Strategic Merchandising Relationship with Disney Consumer Products for Disney PRINCESS brand and FROZEN brand
<b>2015</b>	Record year for Hasbro
<b>2016</b>	Hasbro acquires Boulder Media, an award-winning animation studio

(in thousands)	2011	2012	2013	2014	2015
Net Revenues	\$4,285,589	\$4,088,983	\$4,082,157	\$4,277,207	\$4,447,509
Operating Profit	\$593,981	\$551,785	\$467,093	\$635,375	\$691,933
Operating Profit Margin	13.9%	13.5%	11.4%	14.9%	15.6%
Net Earnings	\$385,367	\$335,999	\$286,198	\$413,310	\$446,872
EPS (Diluted)	\$2.82	\$2.55	\$2.17	\$3.20	\$3.57
Cash & Cash Equivalents	\$641,688	\$849,701	\$682,449	\$893,167	\$976,750
Long-term Debt*	\$1,400,872	\$1,396,421	\$1,388,285	\$1,559,895	\$1,547,115

\*Including current portions

## Hasbro's Franchise Brands



Hasbro Studios is responsible for entertainment brand-driven storytelling for Hasbro across television, film, 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 these shows air on Discovery Family Channel and on networks 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: THE LAST KNIGHT, TRANSFORMERS 6 and 7 (Paramount) and the Cinematic Universe (Paramount) which includes GI JOE, MICRONAUTS, M.A.S.K, ROM and VISIONARIES.

Certain statements contained in this fact sheet contain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. The Company's actual actions or results may differ materially from those expected or anticipated in the forward-looking statements due to both known and unknown risks and uncertainties, which may be detailed from time to time in the Company's public announcements and SEC filings. The Company undertakes no obligation to make any revisions to the forward-looking statements contained in this fact sheet or to update them to reflect events or circumstances occurring after the date of this fact sheet.