



Fourth Quarter & Full Year Net Revenues

Brand Portfolio Performance

(\$ millions, unaudited)	Q4 2016	Q4 2015	% Change	Full Year 2016	Full Year 2015	% Change
Franchise Brands	\$686	\$ 669	+2%	\$2,328	\$2,285	+2%
Partner Brands	434	375	+16%	1,413	1,101	+28%
Hasbro Gaming*	357	291	+23%	813	662	+23%
Emerging Brands	154	130	+18%	466	398	+17%
Total	\$ 1,630	\$1,465	+11%	\$5,020	\$4,448	+13%

*Hasbro's total gaming category, including all gaming revenue, most notably MAGIC: THE GATHERING and MONOPOLY, totaled \$518.7 million for the fourth quarter 2016, up 11%, and \$1,387.1 million, up 9%, for the full year 2016. Hasbro believes its gaming portfolio is a competitive differentiator and views it in its entirety.



Brand Portfolio Definitions

Franchise Brands

LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH, and TRANSFORMERS

Partner Brands

Key Partner Brands: Disney Princess; Disney Frozen; Beyblade; Star Wars; Marvel; Sesame Street; Dreamworks' Trolls; Descendants; YoKai Watch

Hasbro Gaming

All gaming NOT in Franchise Brands, Partner Brands or Emerging Brands.

Note - does not include Magic: The Gathering and Monopoly.

Examples: Jenga; Clue; Simon; Bop-It; Pie Face; Game of Life

Emerging Brands

Challenger Brands, New Brands, and any other Brands not captured in the other three categories.

Examples: Baby Alive; Hanazuki; FurReal; Playskool; GI Joe

Note: Hasbro's Reportable Operating Segments are unchanged: U.S. and Canada, International, and Entertainment and Licensing