



Investor Fact Sheet

April 2017

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 ranked No. 1 on the 2017 100 Best Corporate Citizens list, and has been named one of the World's Most Ethical Companies® by Ethisphere Institute for the past six years.

Hasbro's Brand Blueprint

The Brand Blueprint is Hasbro's strategic framework for bringing our brands to life in exciting new ways. Our brands are story-led consumer franchises brought to life through compelling content across a multitude of platforms and media, with a wide variety of digital experiences, music, publishing, and location-based entertainment, and an impressive array of consumer products, spanning a broad range of diverse categories.



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 operating cash flow generation; which is invested back into Hasbro and returned to shareholders
 - Raised dividend in 13 out of the past 14 years
 - Repurchased \$3.5B in stock from 2006-2016

Senior Management

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

John Frascotti, Joined Hasbro in 2008
President

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

Duncan Billing, Joined Hasbro in 1998
Executive Vice President, Chief Strategy Officer

Tom Courtney, Joined Hasbro in 1992
Executive Vice President, Global Operations

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

Steven Zoltick, Joined Hasbro in 2011
Senior Vice President, Chief Information Officer

Contact

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- 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
- 2016** Hasbro acquires Boulder Media, an award-winning animation studio
- 2016** Crosses the \$5B in revenues mark

(in thousands)	2012	2013	2014	2015	2016
Net Revenues	\$4,088,983	\$4,082,157	\$4,277,207	\$4,447,509	\$5,019,822
Operating Profit	\$551,785	\$467,093	\$635,375	\$691,933	\$788,048
Operating Profit Margin	13.5%	11.4%	14.9%	15.6%	15.7%
Net Earnings*	\$335,999	\$286,198	\$415,930	\$451,838	\$551,380
EPS (Diluted)	\$2.55	\$2.17	\$3.20	\$3.57	\$4.34
Cash & Cash Equivalents	\$849,701	\$682,449	\$893,167	\$976,750	\$1,282,285
Long-term Debt**	\$1,396,421	\$1,388,285	\$1,559,895	\$1,547,115	\$1,548,392

*Net Earnings Attributable to Hasbro; **Includes Current Portions

Hasbro's Franchise Brands



Corporate Social Responsibility

Being the "World's Best" is built on a strong corporate social responsibility (CSR) mindset which is powered by our belief that every day is a chance to be better. Joy, creativity and problem solving - the things we love most about play - inspire us to make a positive and enduring difference in the world. Thinking and acting responsibly guides us toward smarter ways of doing business. It unlocks new opportunities to improve how we design, create, manufacture and market our iconic brands.



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.