



# 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.



**Founded**  
1923

**Headquarters**  
Pawtucket, RI

**CEO**  
Brian Goldner

**# Employees**  
5,400 worldwide

**Operating in**  
35 countries

**Annual Revenue**  
\$5.02B (FY 2016)

## 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.

## Senior Management Team

**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*

**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*

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

**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



The Brand Blueprint is Hasbro's strategic framework for bringing our brands to life in exciting new ways. We see our brands as story-led consumer franchises that we bring 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.

Informed by our consumer insights and inspired by our storytelling, our mission to *Create the World's Best Play Experiences* is at the core of how we execute our Brand Blueprint.



Hasbro's world-class storytellers are developing content for all audiences on all screens in entertainment, publishing, digitally through social media, on websites, in digital gaming, and by fans themselves. This includes more than 1,600 hours of original programming and 1,100 pieces of short-form content created by Hasbro Studios.

In 2009, we established Hasbro Studios and began our expertise in television and animation, and in 2014, launched Allspark Pictures, our film label. In 2016, Hasbro acquired Boulder Media to advance our animation capability, improve our cost efficiency, and increase our speed to market.

Hasbro has evolved from a traditional toy and game company to a global play and entertainment leader, and developing our storytelling capabilities through Hasbro Studios and Allspark Pictures has been a significant component to realizing that vision.

## Contact

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