Hasbro Announces Pricing of Public Offering of Notes

March 5, 2026

PAWTUCKET, R.I.--(BUSINESS WIRE)--Mar. 5, 2026-- Hasbro, Inc. (NASDAQ: HAS) (“Hasbro”) announced today the pricing of an underwritten registered public offering (the “Offering”) of $400,000,000 aggregate principal amount of 4.650% Notes due 2031 (the “Notes”). The Notes will accrue interest beginning March 12, 2026 with semi-annual payments commencing September 12, 2026. Subject to customary closing conditions, the Offering is expected to settle and close on or about March 12, 2026.

The net proceeds from the Offering will be $397 million, after giving effect to the underwriting discount but not estimated offering expenses payable by Hasbro. Hasbro intends to use the net proceeds of the Offering for general corporate purposes, including to redeem or repay outstanding indebtedness.

BofA Securities, Inc., J.P. Morgan Securities LLC, Citigroup Global Markets Inc. and Scotia Capital (USA) Inc. are acting as joint book-running managers for the Offering.

The Offering is being made pursuant to an effective shelf registration statement, including a base prospectus dated May 6, 2024, that has been filed with the Securities and Exchange Commission (the “SEC”) and is available on the SEC website. A final prospectus supplement describing the terms of the Offering and the accompanying base prospectus will be filed with the SEC and will be available on the SEC website. Copies of these documents may also be obtained by calling BofA Securities, Inc. toll-free at (800) 294-1322, calling J.P. Morgan Securities LLC collect at (212) 834-4533, calling Citigroup Global Markets Inc. toll-free at (800) 831-9146 and calling Scotia Capital (USA) Inc. at (800) 372-3930.

This press release does not constitute an offer to sell or the solicitation of an offer to buy any securities nor shall there be any sale of securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. Hasbro delivers groundbreaking play experiences for fans of all ages around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, MONOPOLY, HASBRO GAMES, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media.

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Forward-Looking Statements

Certain statements in this press release contain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements may be accompanied by such words as “anticipate,” “believe,” “could,” “estimate,” “expect,” “forecast,” “intend,” “may,” “plan,” “potential,” “project,” “target,” “will” and other words and terms of similar meaning. Among other things, these forward-looking statements include statements relating to the expected timing, size, terms and Hasbro’s ability to complete the debt financing and the Company’s anticipated use of proceeds from the debt financing.

Hasbro’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. Specific factors that might cause such a difference include those risks detailed from time to time in Hasbro’s Annual Report on Form 10-K for the year ended December 28, 2025 and in its other filings with the SEC. The statements contained herein are based on Hasbro’s current beliefs and expectations and speak only as of the date of this press release. Except as may be required by law, Hasbro does not undertake any obligation to make any revisions to the forward-looking statements contained in this press release or to update them to reflect events or circumstances occurring after the date of this press release. You should not place undue reliance on forward-looking statements.

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