



Fourth Quarter &
Full Year
2015 Earnings

February 8, 2016

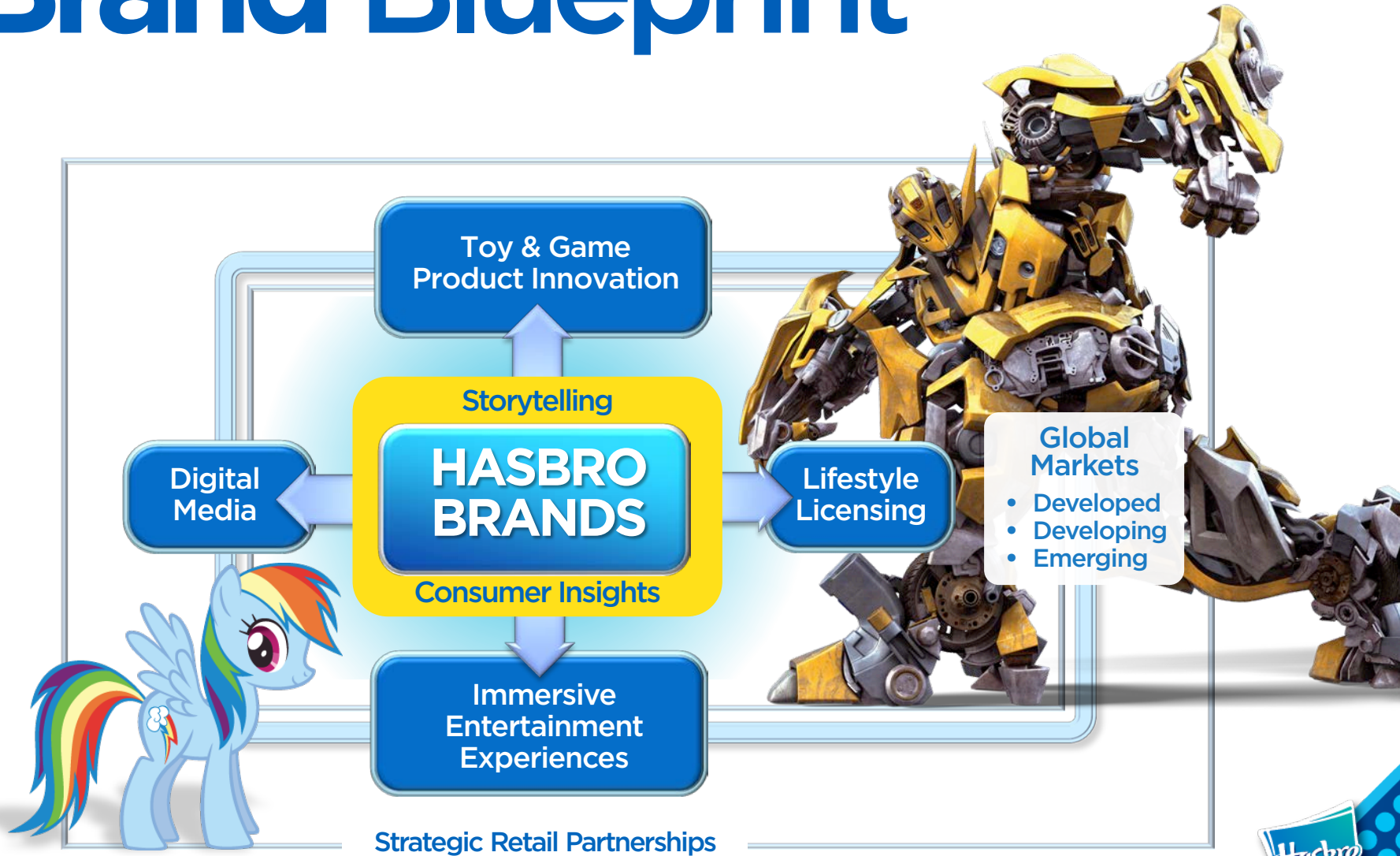
Safe Harbor

FORWARD-LOOKING STATEMENTS: This presentation contains forward-looking statements concerning management's expectations, goals, objectives and similar matters, which are subject to risks and uncertainties. These forward-looking statements may include comments concerning our product and entertainment plans, anticipated product performance, business opportunities, plans and strategies, costs, financial goals and expectations for our future financial performance and achieving our objectives, as well as the anticipated impact of foreign exchange rates. There are many factors that could cause actual results and experience to differ materially from the anticipated results or other expectations expressed in these forward-looking statements, including consumer and retailer interest in and acceptance of our products and product lines, changes in marketing and business plans and strategies as well as future global economic conditions, including foreign exchange rates. Some of those factors are set forth in the Company's Annual Reports on Form 10-K, in the Company's Quarterly Reports on Form 10-Q, in the Company's Current Reports on Form 8-K, the risk factors in the earnings release for the fourth quarter and full year 2015 and in the Company's other public disclosures. The Company undertakes no obligation to make any revisions to the forward-looking statements contained in this presentation to reflect events or circumstances occurring after the date of this presentation.

REGULATION G: Information required by Securities and Exchange Commission Regulation G, regarding non-GAAP financial measures, as well as other financial and statistical information, will be available at the time of the conference call on the Investor Relations' section of Hasbro's website at: investor.hasbro.com, under the subheading "Financial Information" - "Quarterly Results."



Brand Blueprint



Fourth Quarter 2015 Snapshot

23% Revenue Growth Absent FX; Strong Consumer Takeaway Globally

Q4 2015 Net Revenues \$1.47B up 13% year-over-year

- Q4 Net revenues up 23% absent negative \$128.1M FX impact in the quarter;
- U.S. and Canada segment up +29%; International segment up +3% (+21% absent FX); Entertainment and Licensing up +1%;
- Emerging markets revenues declined -7% in the quarter; Up approximately 17% absent FX

Franchise Brands down -3% in Q4 2015 (Up 6% Absent FX)

- NERF, PLAY-DOH, MAGIC: THE GATHERING revenues up in the quarter

Strong Growth in Partner Brands

- STAR WARS, JURASSIC WORLD, DISNEY DESCENDANTS, and SESAME STREET revenues up in the quarter

Margin Improvement

- Q4 2015 Operating Profit up 16% compared to Q4 2014 (Up 29% absent FX)

Strong Financial Position

- \$977M in cash at quarter/year end

Net Earnings of \$175.8, or \$1.39 per diluted share, in Q4 2015 vs. \$169.9M, or \$1.34 per diluted share, in Q4 2014

- Adjusted net earnings for the fourth quarter 2014 were \$154.9 million, or \$1.22 per diluted share and exclude pre-tax charges of \$16.8 million associated with restructuring of the Company's joint venture television network and \$5.2 million associated with other restructuring activities which were more than offset by a pre-tax benefit of \$36.0 million from the sale of licensed rights for intellectual property and \$6.9 million in favorable tax adjustments related to tax exam settlements.



Full Year 2015 Snapshot

13% Revenue Growth Absent FX; Strong Consumer Takeaway Globally

Full Year Net Revenues \$4.4B up 4% year-over-year

- FY15 Net revenues up 13% absent negative \$394.5M FX impact for the year;
- U.S. and Canada segment up 10% (11% absent FX); International segment down -3% (up 16% absent FX); Entertainment and Licensing up 11%
- Emerging markets revenues declined -9% for the year; Up approximately 15% absent FX

Franchise Brands declined -2% year-over-year in FY 2015 (Up 7% Absent FX)

- MAGIC, MONOPOLY, NERF, and PLAY-DOH grew for the full year

Strong Growth in Partner Brands

- STAR WARS, JURASSIC WORLD, MARVEL, DISNEY DESCENDANTS

Margin Improvement

- Operating Profit increased 9% for the full year (Up 23% Absent FX)

Strong Financial Position

- \$977M in cash at year end; Generated \$552M in Operating Cash Flow

Net Earnings of \$451.8, or \$3.57 per diluted share, in FY 2015 vs. \$415.9M, or \$3.20 per diluted share, in FY 2014

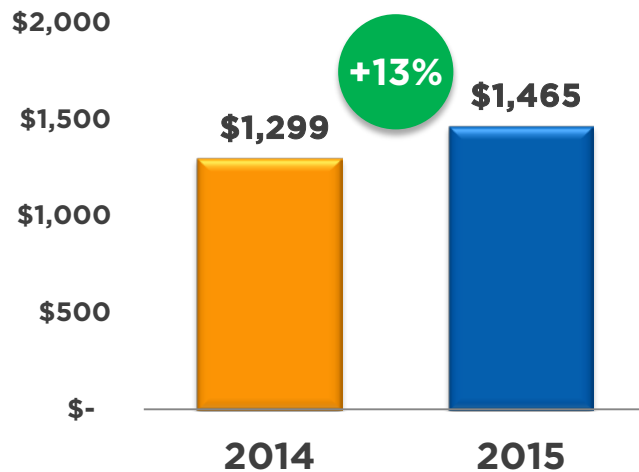
- FY 2015 Adjusted net earnings were \$445.0 million, or \$3.51 per diluted share, excluding a pre-tax gain of \$9.6 million from the sale of the Company's manufacturing operations.
- FY 2014 Adjusted net earnings were \$408.7 million, or \$3.15 per diluted share, and exclude pre-tax charges of \$28.3 million associated with restructuring of the Company's joint venture television network and \$5.2 million associated with other restructuring activities which were more than offset by a pre-tax benefit of \$36.0 million from the sale of licensed rights for intellectual property and \$6.6 million in favorable tax adjustments related to tax exam settlements.



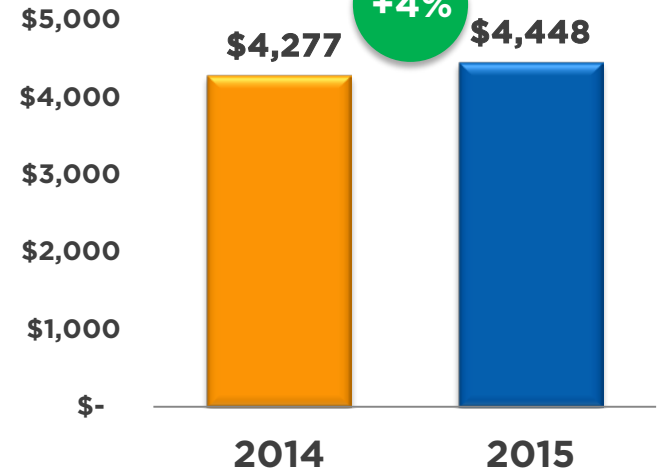
Fourth Quarter & Full Year Net Revenue Performance

(\$ millions, unaudited)

Fourth Quarter Revenues



Full Year Revenues



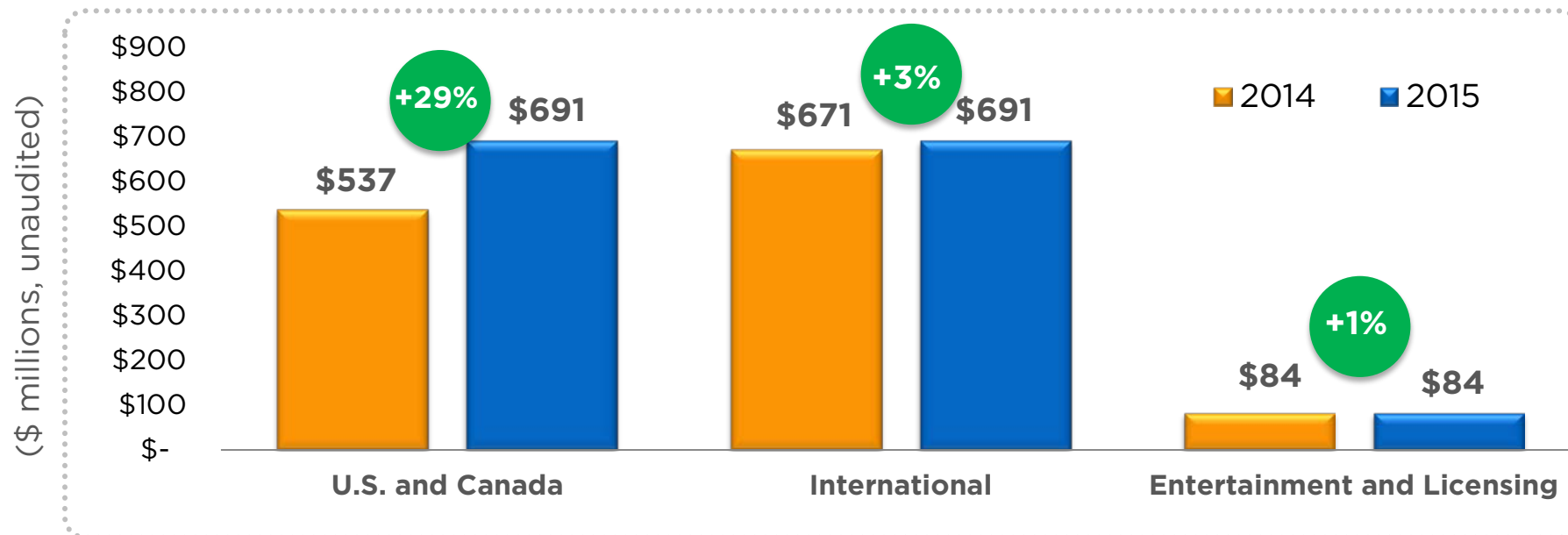
Foreign Exchange had a Negative \$128.1M Impact on Q4 2015 and a Negative \$394.5M Impact for the full year 2015

Q4 2015 Revenues Increased 23% Absent Foreign Exchange

Full Year 2015 Revenues Increased 13% Absent Foreign Exchange



Fourth Quarter Segment Net Revenues



U.S. and Canada

Revenues up 29%;
Strong POS, including
Franchise and Partner
Brands; Inventory in
good position

International

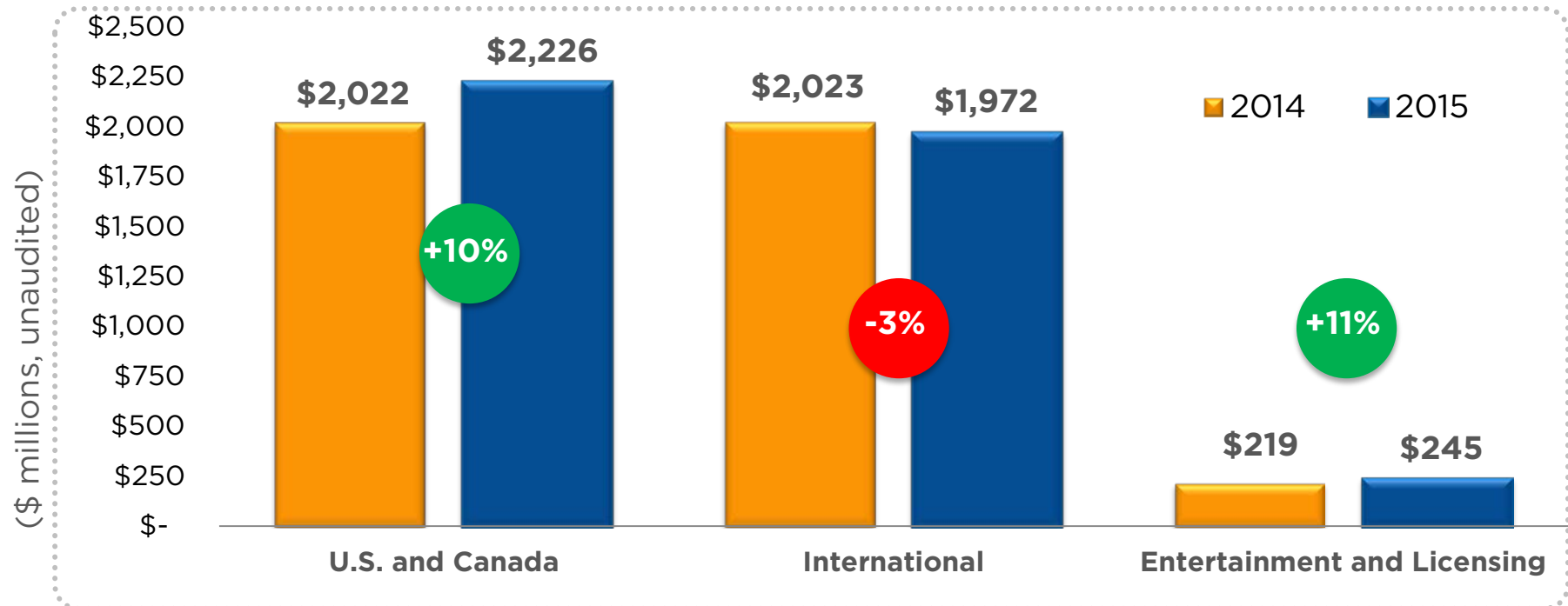
Revenues up 21% absent
FX impact; Strong POS,
including Franchise and
Partner Brands;
Inventory in good
position

Entertainment and Licensing

Difficult comparison
with Transformers
movie year



Full Year Segment Net Revenues



U.S. and Canada
 Growth in Franchise and Partner Brands; Strong POS

International
 Revenues up 16% absent FX impact; Strong POS

Entertainment and Licensing
 Consumer Products & Entertainment Revenues Drove Performance



International Segment Revenues

International Segment Grew in the Fourth Quarter

International Segment Grew for the Full Year 2015 Excluding the Impact of Foreign Exchange

(\$ millions, unaudited)	Q4 2015 As Reported	Q4 2015 Absent FX	Full Year 2015 As Reported	Full Year 2015 Absent FX
Europe	+8%	+27%	-2%	+18%
Latin America	-15%	+7%	-8%	+15%
Asia Pacific	+6%	+17%	+2%	+11%
International	+3%	+21%	-3%	+16%

Foreign Exchange Impact

Fourth Quarter 2015: \$-122.1M; Full Year 2015: -\$379.4M

Emerging Markets up approximately 17%
in Q4 2015 and 15% for the Full Year 2015, Absent FX



Fourth Quarter & Full Year Net Revenues By Product Category

(\$ millions, unaudited)	Q4 2015	Q4 2014	% Change	Full Year 2015	Full Year 2014	% Change
Boys	\$ 570	\$ 422	+35%	\$ 1,776	\$ 1,484	+20%
Games	466	418	+11%	1,277	1,260	+1%
Girls	259	312	-17%	798	1,023	-22%
Preschool	171	146	+17%	597	511	+17%
Total	\$1,465	\$1,299	+13%	\$4,448	\$4,277	+4%

- Boys, Games, and Preschool Up in Both Periods
- MAGIC, NERF, and PLAY-DOH Up in Both Periods
- Strength in Partner Brands: STAR WARS, JURASSIC WORLD, MARVEL, and DISNEY DESCENDANTS
- Declines in TRANSFORMERS and FURBY (as expected)



Fourth Quarter & Full Year Net Revenues By Product Category-Absent FX

(\$ millions, unaudited)	Q4 2015	Q4 2014	% Change	Full Year 2015	Full Year 2014	% Change
Boys	\$ 622	\$ 422	+48%	\$ 1,935	\$ 1,484	+30%
Games	495	418	+18%	1,363	1,260	+8%
Girls	288	312	-8%	892	1,023	-13%
Preschool	188	146	+29%	653	511	+28%
Total	\$ 1,593	\$1,299	+23%	\$4,842	\$4,277	+13%



Fourth Quarter Major Expense Items (As Adjusted)

(\$ millions, unaudited)	Q4 2015	Q4 2014	% Change YOY*	Q4 2015 % of Revenue
Cost of Sales	\$555	\$517	7%	37.9%
Royalties	\$149	\$91	64%	10.2%
Product Development	\$69	\$65	5%	4.7%
Advertising	\$121	\$124	-2%	8.3%
Amortization of Intangibles	\$8	\$15	-43%	0.6%
Program Production Cost Amortization	\$13	\$11	11%	0.9%
Selling, Distribution & Administration	\$292	\$247	18%	19.9%

*Percent changes may not calculate due to rounding

Note: Discussion based on Operating Expense as adjusted, see supplemental financial information (Slides 27-28) for reconciliation of the as adjusted to the reported amounts.



Full Year Major Expense Items (As Adjusted)

(\$ millions, unaudited)	Full Year 2015	Full Year 2014	% Change YOY*	% of Full Year 2015 Revenue
Cost of Sales	\$1,677	\$1,698	-1%	37.7%
Royalties	\$379	\$308	23%	8.5%
Product Development	\$243	\$223	9%	5.5%
Advertising	\$409	\$420	-3%	9.2%
Amortization of Intangibles	\$44	\$53	-17%	1.0%
Program Production Cost Amortization	\$42	\$47	-10%	1.0%
Selling, Distribution & Administration	\$964	\$889	8%	21.7%

*Percent changes may not calculate due to rounding

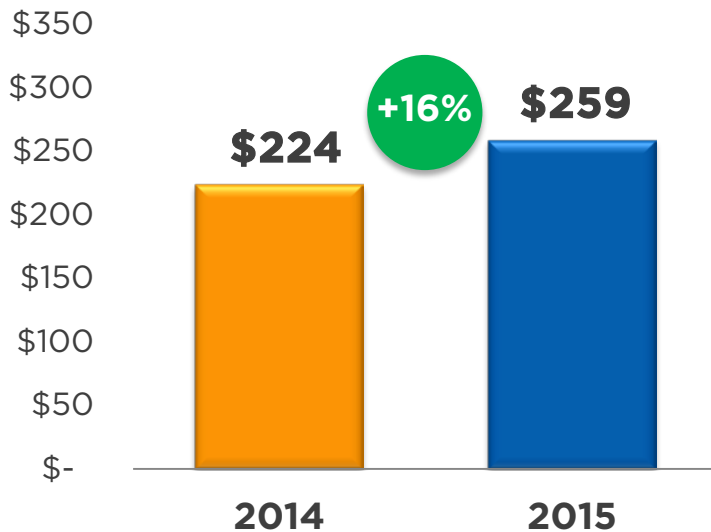
Note: Discussion based on Operating Expense as adjusted, see supplemental financial information (Slides 27-28) for reconciliation of the as adjusted to the reported amounts.



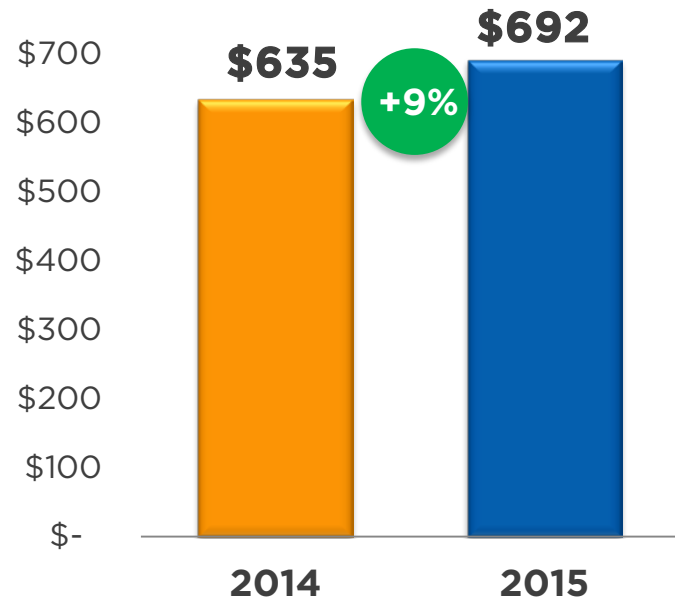
Fourth Quarter and Full Year Operating Profit

(\$ millions, unaudited)

As Reported Quarterly Operating Profit



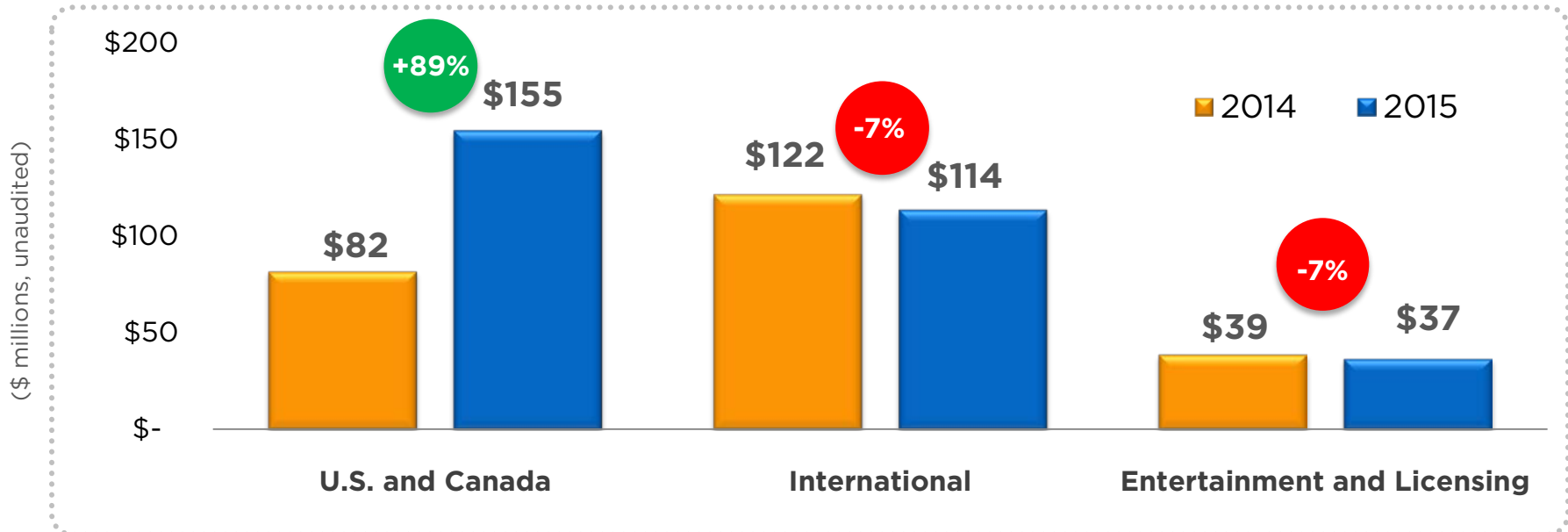
As Reported YTD 2015 Operating Profit



Q4 2015 Operating Profit Margin 17.7% vs. 17.2% in 2014
YTD 2015 Operating Profit Margin 15.6% vs. 14.9% in 2014
Q4 and YTD 2015 Operating Profit up 29% and 23%,
respectively, absent FX



Fourth Quarter Segment Operating Profit



U.S. and Canada

Operating profit & margin up year-over-year; Higher revenues; Cost Savings; Favorable Product Mix

International

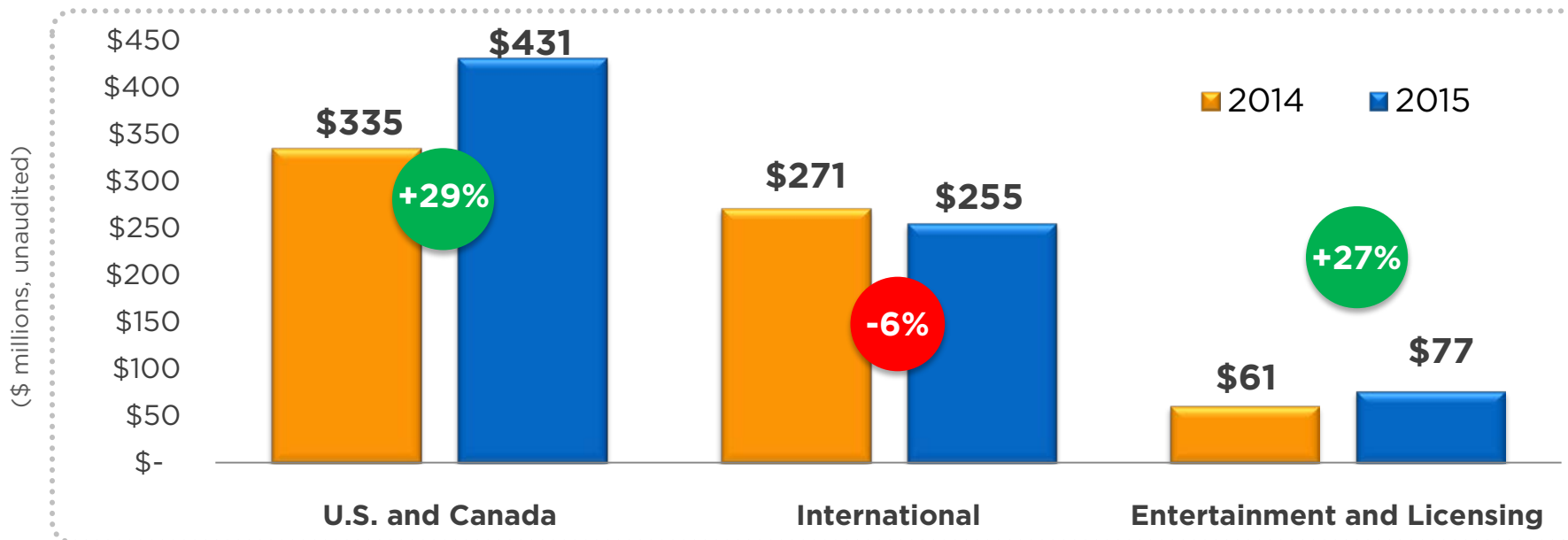
Absent FX, operating profit Increased 10%

Entertainment and Licensing

Lower amortization and programming costs offset by investments and mix



Full Year Segment Operating Profit



U.S. and Canada

Favorable product mix and revenue growth more than offsetting investments

International

Lower fixed costs and favorable product mix offset by FX; Operating profit up 12% absent FX

Entertainment and Licensing

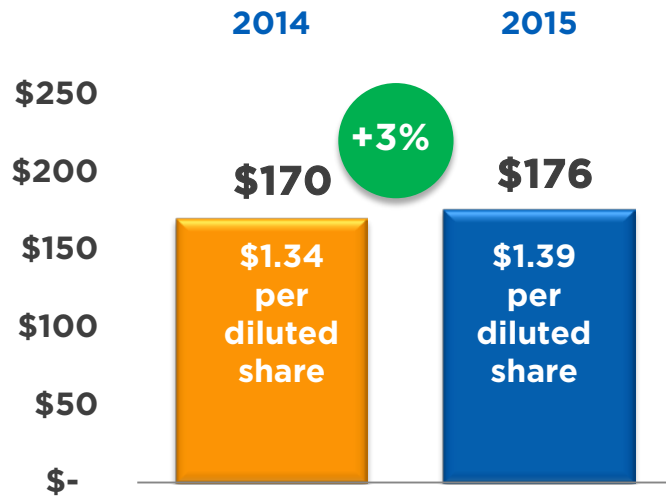
Higher revenues and lower amortization more than offset investments



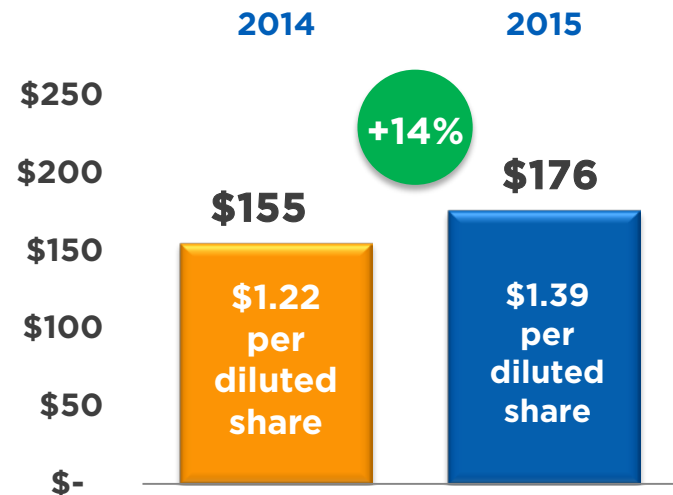
Fourth Quarter Net Earnings Attributable to Hasbro, Inc.

(\$ millions, except per share, unaudited)

As Reported Quarterly Net Earnings



As Adjusted Quarterly Net Earnings



Adjusted Net Earnings up 14% year-over-year

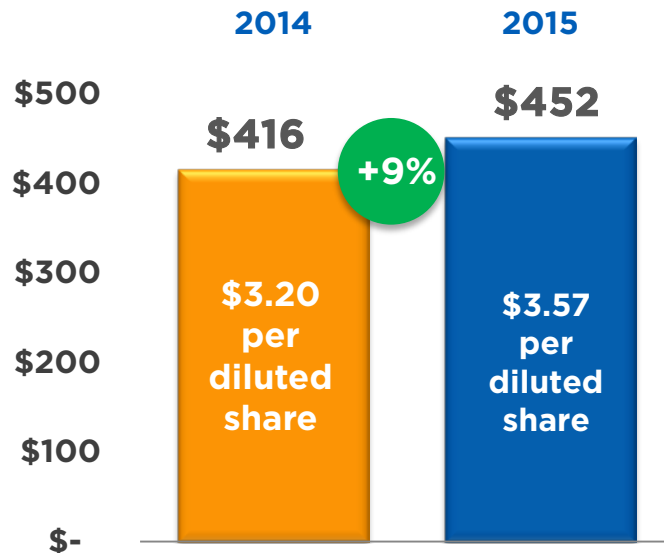
Q4 2015 Non-Operating Expense, net was \$27M vs. \$18M in 2014



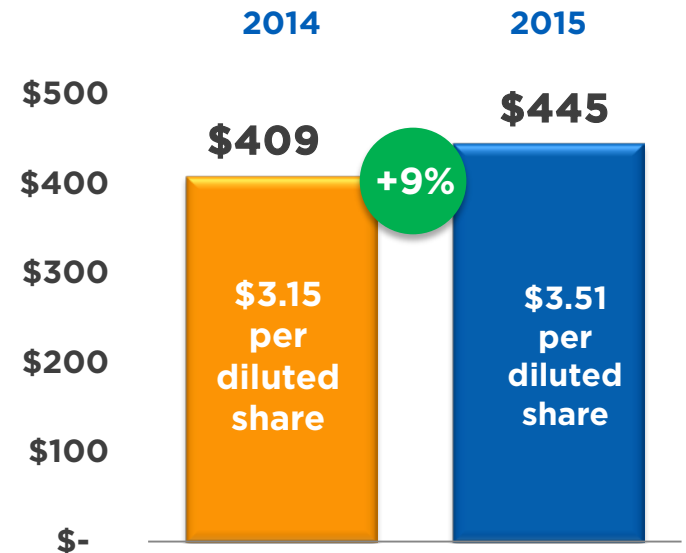
Full Year Net Earnings Attributable to Hasbro, Inc.

(\$ millions, except per share, unaudited)

As Reported Net Earnings



As Adjusted Net Earnings



Full Year Net Earnings up +9% year-over-year

- Tax rate of 26.4% vs. 26.5% in 2014



*See Supplemental financial information (Slides 29) for reconciliations from reported to adjusted results.

Year End Key Cash Flow & Balance Sheet Data

(\$ millions, unaudited)	Dec. 27, 2015	Dec. 28, 2014	Notes
Cash	\$977	\$893	Strong cash position, mostly held overseas
Depreciation	\$112	\$105	
Amortization of Intangibles	\$44	\$53	Q2 2015 marked last quarter of amortization of certain digital gaming property rights
TV Program and Film Spending	\$42	\$31	Continued investment in TV programming and film
Capital Expenditures	\$142	\$113	Tooling and information systems investments
Dividends Paid	\$226	\$217	Next dividend payment on 2/16/16; Quarterly dividend increased by 11% to \$0.51 per share payable May 16, 2016
Stock Repurchase	\$85	\$460	\$479M remain in authorizations
Operating Cash Flow	\$552	\$454	Strong cash flows in 2015
Accounts Receivable	\$1,218	\$1,095	DSOs down 1 day YOY at 75 days; Absent the impact of foreign exchange, receivables increased approximately 23%, equal to the fourth quarter revenue growth absent FX
Inventory	\$384	\$340	Up \$24% absent FX in line with our growing business & entertainment schedule. Inventory is of high quality & well positioned to meet demand in 2016



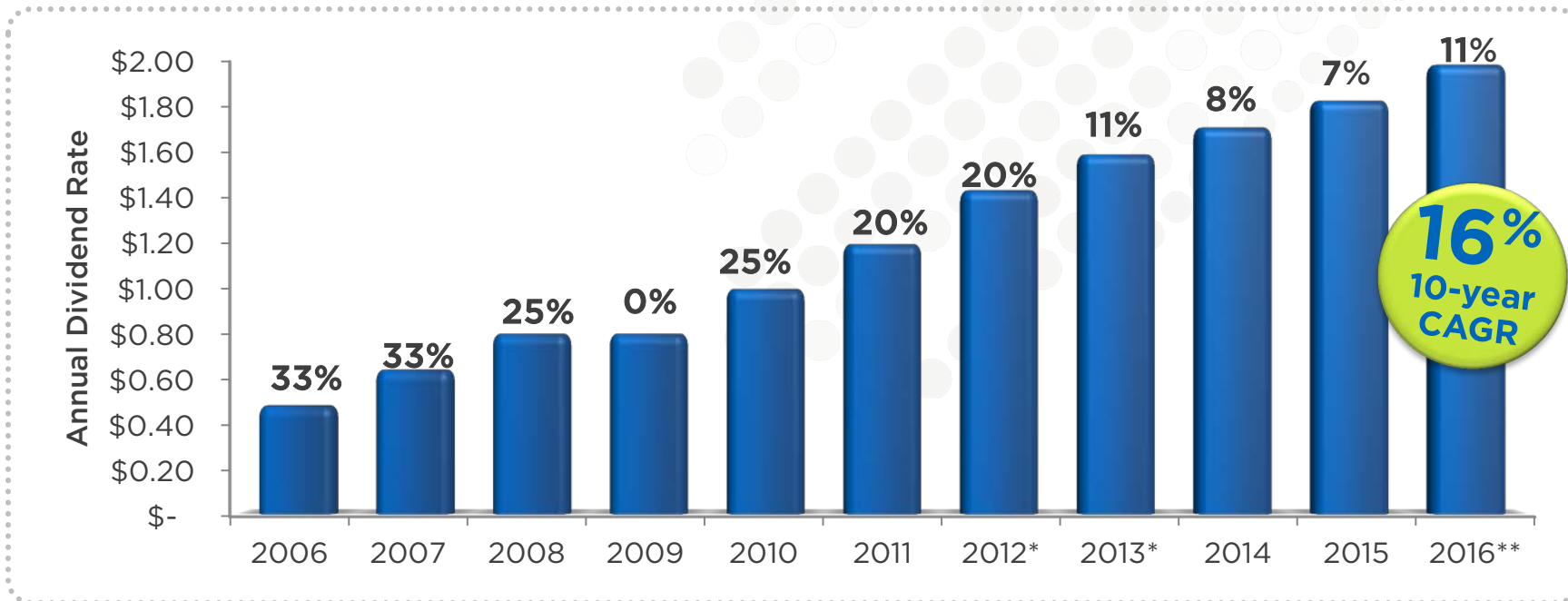
Capital Priorities

Operating Cash Flow Target:
\$500 Million on Average Per Year

- Invest in the long-term profitable growth of Hasbro
- Return excess cash to shareholders through dividend and stock repurchase program
- Maintain a solid investment grade rating and access to commercial paper market



Capital Priorities: Dividend



↑ 11%

**2016 Quarterly
dividend increase**



**Dividend in
12 of last 13 years**

10 Years

\$1.5B



*2012 and 2013 annual dividend rates have been adjusted to move accelerated payment paid in 2012 to 2013

** 2016 annual dividend rate is projected

Capital Priorities: Share Repurchase



FY 2015 End
\$479M
Remains

FY 2015
Repurchases
\$85M

10 Years
\$3.3B



Supplementary Financial Information



Fourth Quarter and Full Year Consolidated Statements of Operations

(\$ millions, unaudited)	Quarter Ended				Full Year Ended			
	Dec. 27, 2015	% Net Revenues	Dec. 28, 2014	% Net Revenues	Dec. 27, 2015	% Net Revenues	Dec. 28, 2014	% Net Revenues
Net Revenues	\$1,465	100.0%	\$1,299	100.0%	\$4,448	100.0%	\$4,277	100.0%
Cost of Sales	555	37.9%	517	39.8%	1,677	37.7%	1,698	39.7%
Royalties	149	10.2%	91	7.0%	379	8.5%	305	7.1%
Product Development	69	4.7%	65	5.0%	243	5.5%	223	5.2%
Advertising	121	8.3%	124	9.5%	409	9.2%	420	9.8%
Amortization of Intangibles	8	0.6%	15	1.1%	44	1.0%	53	1.2%
Program Production Cost Amortization	13	0.9%	11	0.9%	42	1.0%	47	1.1%
Selling, Distribution & Administration	292	19.9%	252	19.4%	961	21.6%	896	20.9%
Operating Profit	259	17.7%	224	17.2%	692	15.6%	635	14.9%
Interest Expense	24	1.7%	23	1.8%	97	2.2%	93	2.2%
Other (Income) Expense, Net	3	0.2%	(5)	-0.4%	(9)	(0.2)%	2	0.1%
Earnings Before Income Taxes	231	15.8%	205	15.8%	604	13.6%	540	12.6%
Income Taxes	57	3.9%	37	2.8%	157	3.5%	127	3.0%
Net Earnings	174	11.9%	169	13.0%	447	10.0%	413	9.7%
Net Loss Attributable to Noncontrolling Interests	(1)	-0.1%	(1)	-0.1%	(5)	-0.1%	(3)	-0.1%
Net Earnings Attributable to Hasbro, Inc.	\$176	12.0%	\$170	13.1%	\$452	10.2%	\$416	9.7%
Diluted EPS	\$1.39		\$1.34		\$3.57		\$3.20	

Condensed Consolidated Balance Sheets

(\$ millions, unaudited)	Dec. 27, 2015	Dec. 28, 2014
Cash & Cash Equivalents	\$977	\$893
Accounts Receivable, Net	1,218	1,095
Inventories	384	340
Other Current Assets	287	316
Total Current Assets	2,866	2,644
Property, Plant & Equipment, Net	238	237
Other Assets	1,618	1,637
Total Assets	\$4,721	\$4,518
Short-term Borrowings	\$165	\$252
Payables & Accrued Liabilities	900	819
Total Current Liabilities	1,065	1,072
Long-term Debt	1,547	1,546
Other Liabilities	405	392
Total Liabilities	3,017	3,010
Redeemable Noncontrolling Interests	40	43
Total Shareholders' Equity	1,664	1,466
Total Liabilities, Redeemable Noncontrolling Interests and Shareholders' Equity	\$4,721	\$4,518

Condensed Consolidated Cash Flow-Full Year Ended

	(\$ millions, unaudited)	Dec. 27, 2015	Dec. 28, 2014
Net Cash Provided by Operating Activities		\$ 552	\$454
Cash Flows from Investing Activities:			
Additions to Property, Plant and Equipment		(142)	(113)
Investments and Dispositions		19	64
Other		20	49
Net Cash Utilized by Investing Activities		(104)	-0-
Cash Flows from Financing Activities:			
Proceeds from Borrowings with Maturity Greater than 3 Months		-	560
Repayments of Borrowings with Maturity Greater than 3 Months		-	(425)
Net (Repayments of) Proceeds from Short-term Borrowings		(87)	246
Purchases of Common Stock		(87)	(460)
Stock-based Compensation Transactions		58	71
Dividends Paid		(226)	(217)
Other		(4)	(7)
Net Cash Utilized by Financing Activities		(346)	(231)
Effect of Exchange Rate Changes on Cash		(19)	(12)
Cash and Cash Equivalents at Beginning of Year		893	682
Cash and Cash Equivalents at End of Year		\$977	\$893

Supplemental Financial Data

2015 Operating Profit, Excluding Gain on Sale of Manufacturing Operations

(\$ thousands, unaudited)

<u>Quarter Ended Dec. 27, 2015</u>	As Reported	Less Gain on Sale on Manufacturing Operations	As Adjusted	% Net Revenues
Net Revenues	1,465,354	\$ -	1,465,354	100.0%
Costs and Expenses:				
Cost of Sales	554,750	-	554,750	37.9%
Royalties	149,137	-	149,137	10.2%
Product Development	68,645	-	68,645	4.7%
Advertising	121,252	-	121,252	8.3%
Amortization of Intangibles	8,392	-	8,392	0.6%
Program Production Cost Amortization	12,637	-	12,637	0.9%
Selling, Distribution and Administration	291,840		291,840	19.9%
Operating Profit	258,701		258,701	17.7%
Interest Expense	24,306	-	24,306	1.7%
Other (Income) Expense, Net	3,058	(259)	2,799	0.2%
Earnings before Income Taxes	\$ 231,337	\$ 259	\$ 231,596	15.8%

<u>Full Year Ended Dec. 27, 2015</u>	As Reported	Less Gain on Sale on Manufacturing Operations	As Adjusted	% Net Revenues
Net Revenues	\$ 4,447,509	\$ -	\$ 4,447,509	100.0%
Costs and Expenses:				
Cost of Sales	1,677,033	-	1,677,033	37.7%
Royalties	379,245	-	379,245	8.5%
Product Development	242,944	-	242,944	5.5%
Advertising	409,388	-	409,388	9.2%
Amortization of Intangibles	43,722	-	43,722	1.0%
Program Production Cost Amortization	42,449	-	42,449	1.0%
Selling, Distribution and Administration	960,795	3,061	963,856	21.7%
Operating Profit	691,933	(3,061)	688,872	15.5%
Interest Expense	97,122	-	97,122	2.2%
Other (Income) Expense, Net	(9,104)	6,573	(2,531)	-0.1%
Earnings before Income Taxes	\$ 603,915	\$ (9,634)	\$ 594,281	13.4%

Supplemental Financial Data

2014 Operating Profit, Excluding Restructuring of Equity Method Investment, Other Restructuring Charges and Gain on Sale of Intellectual Property License Rights

(\$ thousands, unaudited)

Quarter Ended Dec. 28, 2014	As Reported	Less Restructuring Charges and Gain on Sale	As Adjusted	% Net Revenues
Net Revenues	\$ 1,298,593	\$ -	\$ 1,298,593	100.0%
Costs and Expenses:				
Cost of Sales	516,725	-	516,725	39.8%
Royalties	90,851	-	90,851	7.0%
Product Development	65,372	-	65,372	5.0%
Advertising	123,812	-	123,812	9.5%
Amortization of Intangibles	14,605	-	14,605	1.1%
Program Production Cost Amortization	11,344	-	11,344	0.9%
Selling, Distribution and Administration	252,335	(5,094)	247,241	19.0%
Operating Profit	\$ 223,549	\$ 5,094	\$ 228,643	17.6%

Full Year Ended December 28, 2014	As Reported	Less Restructuring Charges and Gain on Sale	As Adjusted	% Net Revenues
Net Revenues	\$ 4,277,207	\$ -	\$ 4,277,207	100.0%
Costs and Expenses:				
Cost of Sales	1,698,372	-	1,698,372	39.7%
Royalties	305,317	2,328	307,645	7.2%
Product Development	222,556	-	222,556	5.2%
Advertising	420,256	-	420,256	9.8%
Amortization of Intangibles	52,708	-	52,708	1.2%
Program Production Cost Amortization	47,086	-	47,086	1.1%
Selling, Distribution and Administration	895,537	(6,094)	889,443	20.8%
Operating Profit	\$ 635,375	\$ 3,766	\$ 639,141	14.9%



Supplemental Financial Data

Net Earnings Attributable to Hasbro, Inc. and Net Earnings per Share Attributable to Hasbro, Inc. as Adjusted (1)

(\$ thousands, unaudited)

	Quarter Ended			
	Dec. 27, 2015	Diluted Per Share Amount	Dec. 28, 2014	Diluted Per Share Amount
Net Earnings Attributable to Hasbro, Inc., as Reported	\$ 175,763	\$ 1.39	\$ 169,911	\$ 1.34
Restructuring of Equity Method Investment, Net of Tax	-	-	10,693	0.08
Restructuring Charges, Net of Tax	-	-	5,156	0.04
Gain from Sale of Intellectual Property License Rights, Net of Tax	-	-	(23,892)	(0.19)
Benefits from Tax Exam Settlements	-	-	(6,936)	(0.05)
Gain on Sale of Manufacturing Operations	165	-	-	-
Net Earnings Attributable to Hasbro, Inc., as Adjusted	<u>\$ 175,928</u>	<u>\$ 1.39</u>	<u>\$ 154,932</u>	<u>\$ 1.22</u>
	Year Ended			
	Dec. 27, 2015	Diluted Per Share Amount	Dec. 28, 2014	Diluted Per Share Amount
Net Earnings Attributable to Hasbro, Inc., as Reported	\$ 451,838	\$ 3.57	\$ 415,930	\$ 3.20
Restructuring of Equity Method Investment, Net of Tax	-	-	18,072	0.14
Restructuring Charges, Net of Tax	-	-	5,156	0.04
Gain from Sale of Intellectual Property License Rights, Net of Tax	-	-	(23,892)	(0.18)
Benefits from Tax Exam Settlements	-	-	(6,570)	(0.05)
Gain on Sale of Manufacturing Operations	(6,885)	(0.05)	-	-
Net Earnings Attributable to Hasbro, Inc., as Adjusted	<u>\$ 444,953</u>	<u>\$ 3.51</u>	<u>\$ 408,696</u>	<u>\$ 3.15</u>

(1) Net Earnings Attributable to Hasbro, Inc., as adjusted, and related diluted earnings per share for the quarter and full year ended December 27, 2015 excludes a gain on the sale of the Company's manufacturing operations in the third quarter of 2015. Net Earnings Attributable to Hasbro, Inc., as adjusted, and related diluted earnings per share for the quarter and year ended December 28, 2014 excludes charges related to the restructuring of the Company's equity method investment, other restructuring charges, a gain from the sale of intellectual property license rights and a benefit from the settlement of tax exams.

Supplemental Financial Data

Adjustments to Operating Profit for Gain on Sale of Manufacturing Operations, Restructuring of Equity Method Investment and Other Restructuring Charges - by Segment

(\$ thousands, unaudited)

	Quarter Ended		Year Ended	
	Dec. 27, 2015	Dec. 28, 2014	Dec. 27, 2015	Dec. 28, 2014
International Segment	\$ -	\$ 6,079	\$ -	\$ 6,079
Global Operations Segment	-	984	-	984
Corporate and Eliminations	-	(1,969)	(3,061)	(3,297)
Total	<u>\$ -</u>	<u>\$ 5,094</u>	<u>\$ (3,061)</u>	<u>\$ 3,766</u>

(1) Net Earnings Attributable to Hasbro, Inc., as adjusted, and related diluted earnings per share for the year ended December 27, 2015 excludes a gain on the sale of the Company's manufacturing operations in the third quarter of 2015. Net Earnings Attributable to Hasbro, Inc., as adjusted, and related diluted earnings per share for the quarter and year ended December 28, 2014 excludes charges related to the restructuring of the Company's equity method investment, other restructuring charges, a gain from the sale of intellectual property license rights and a benefit from the settlement of tax exams.

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