

# Eric Nyman

President and  
Chief Operating Officer



# Blueprint 2.0







Analytics + Insights + Measurement



**+30%**  
AIM  
INVESTMENT

**+15M**  
MONTHLY  
ACTIVE USERS





# FROM TOYMAKERS TO BRAND BUILDERS





FEWER, BIGGER,  
**BETTER**



# BUILDING \$1B BRANDS





# Our Brands

## ► Franchise Brands



## ► Partner Brands

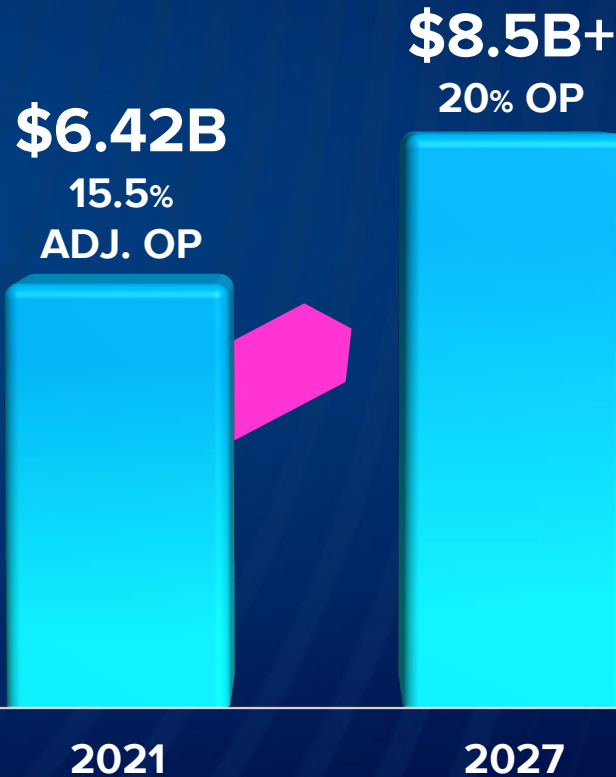


## ► Portfolio Brands



# Driving Growth

MID  
SINGLE DIGIT  
REVENUE  
CAGR



OP MARGIN  
EXPANSION TO  
**20%**





**GAMING**

**ACTION  
BRANDS**

**OUTDOOR  
SPORTS**

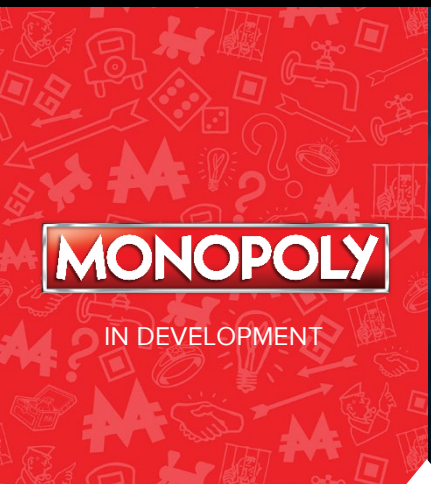
**TOTAL  
ADDRESSABLE  
MARKET  
\$40B+**

**SPORTS  
COLLECTIBLES**

**ARTS &  
CRAFTS**

**PRESCHOOL**





## UNSCRIPTED/ SCRIPTED

## FEATURE FILMS

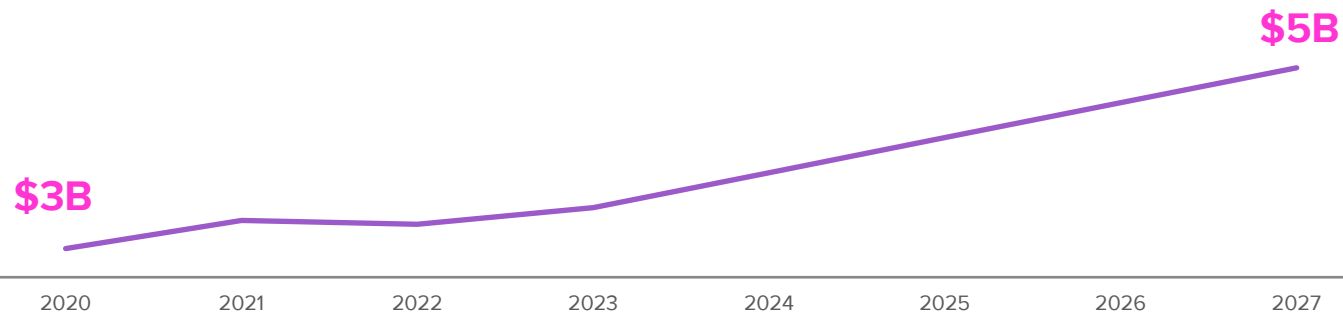
## ANIMATION





# Growth in Licensed Consumer Products

Global Retail Sales \$BN



GOAL  
**+10%**  
CAGR  
(’22-’27)

**\$5B+**

in Retail  
Sales

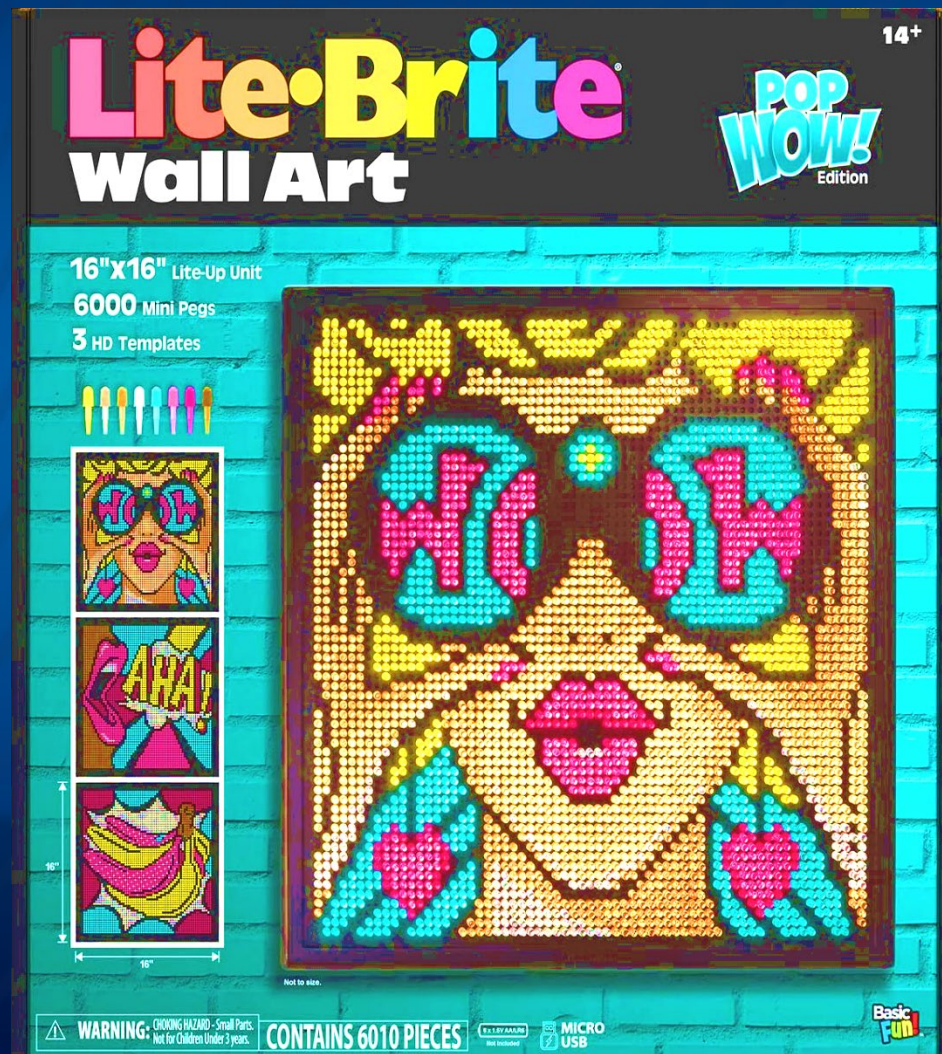
**#2**

Entertainment  
Licensor

**2-3x**

Company Operating  
Profit Margin



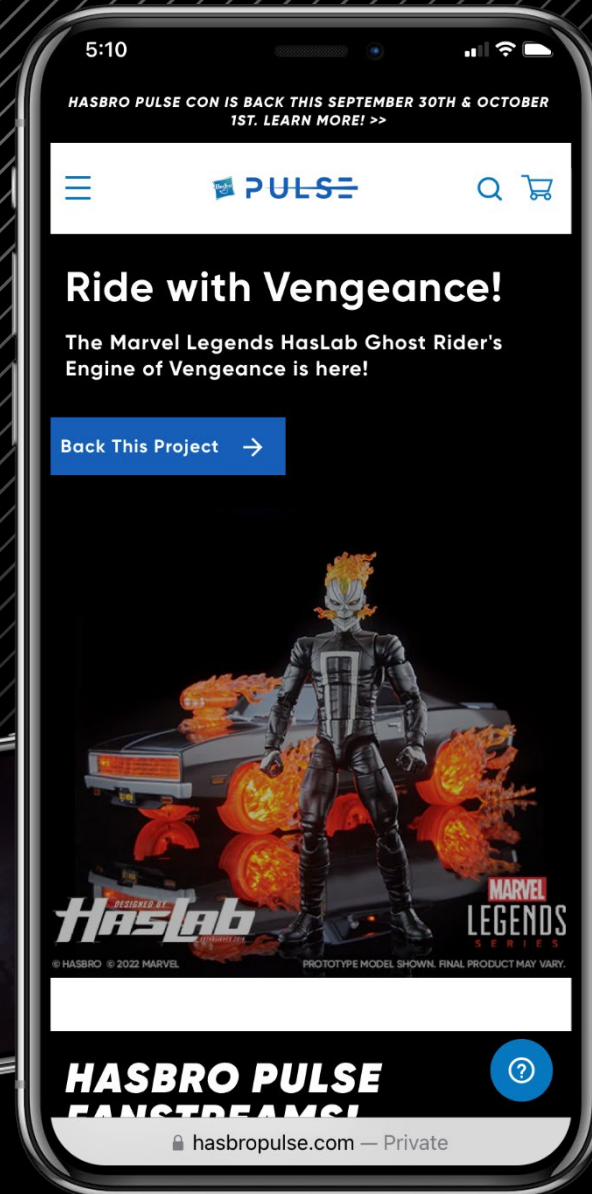


Littlest  
Pet  
Shop





# WHERE FANS COME FIRST



**D&D**  
**BEYOND**



H A S B R O  
P U L S E  
C O N 2022





**\$250M-  
300M**

**COST  
SAVINGS**



**FEWER,  
BIGGER, BETTER,  
BRANDS**

**END-TO-END  
EXECUTION**

**SUPPLY CHAIN  
TRANSFORMATION**





**FEWER,  
BIGGER, BETTER,  
BRANDS**

▼ **20%**  
**ITEM  
DEVELOPMENT**







MARVEL STUDIOS  
BLACK PANTHER  
WAKANDA  
FOREVER

NOVEMBER 11  
RELEASE DATE





HASBRO & PARTNER BRANDS

# 2023 ENTERTAINMENT SLATE

## LIVE ACTION SERIES



## FEATURE FILMS



## ANIMATED SERIES



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BBBProject

