



# Investor Fact Sheet

## THE HASBRO INVESTMENT THESIS

Leverage Hasbro’s iconic brand portfolio to entertain and connect generation of fans through games, play and experiences in five focus categories where we have or can have a leadership position.

- > Action Figures & Accessories; Arts & Crafts, Games, Outdoor & Sports and Preschool Toys

## OPERATE WITH EXCELLENCE

Focus on bottom line performance prioritizing fewer, bigger brands that delight and engage our consumers and fans

Delivered \$220M in gross savings through FY 2023

- > Gross savings target update to \$750M by year-end 2025
- > Expect ~50% of gross savings to flow to bottom line

Targeting 20% adjusted operating profit margin by full-year 2027

## CAPITAL PRIORITIES

### Invest to Drive Profitable Growth

- > Focus Areas of Investment: Gaming; Direct to Consumer; Supply Chain; Data and Insights; Hasbro IP Content; Talent

### Return Excess Cash to Shareholders

- > Industry-leading Dividend; Share Repurchase in future periods

### De-Lever the Balance Sheet and Maintain Investment Grade Rating

## HASBRO FRANCHISE BRANDS



## Executive Leadership

### Chris Cocks

Chief Executive Officer and Director

### Gina Goetter

Chief Financial Officer and Chief Operating Officer

### Holly Barbacovi

Chief People Officer

### Stephanie Beal

Chief Supply Chain Officer

### Jason Bunge

Chief Marketing Officer

### John Hight

President, Wizards of the Coast

### Tim Kilpin

President, Toys, Licensing and Entertainment

### Dan Shull

Chief Digital Information Officer

### Tarrant Sibley

Executive Vice President, Chief Legal Officer and Corporate Secretary

### Roberta Thomson

Executive Vice President and Chief Communications Officer



**1923** Hasbro founded by Henry and Hillel Hassenfeld. The Company first sold textile remnants before manufacturing pencil boxes and school supplies

**1940s** Hasbro's first toys — doctor and nurse kits are created

**1952** POTATO HEAD created and revolutionized toy industry as 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** TRANSFORMERS brand is born; Acquires Milton Bradley, including its PLAYSKOOL division

**1991** Acquires Tonka Corporation, including its Kenner and Parker Brothers divisions

**1999** Acquires Wizards of the Coast and its MAGIC: THE GATHERING and DUNGEONS & DRAGONS franchises

**2007** TRANSFORMERS movie is released, launching one of the highest-grossing film series ever

**2008** Establishes the Brand Blueprint Strategy

**2015** Hasbro Pulse direct-to-consumer platform launched

**2018** Launched *Magic: The Gathering Arena*

**2018** Acquires Saban's Power Rangers

**2019** (Fiscal 2020) Acquires eOne, a global entertainment studio

**2021** Hasbro's Total Games Category tops \$2B; Wizards of the Coast tops \$1B in revenue

**2021** Divested eOne Music business

**2022** Acquires D&D Beyond

**2023** Divested eOne film and TV business

**1923** founded | **5,000** employees worldwide

**Iconic Brand Portfolio**

**\$5.0B** annual revenue (FY 2023)



operating in **35** countries



headquartered in **Pawtucket, RI**

**ESG at Hasbro** is the framework for translating our Purpose into action — getting from “why” we exist to “how” we deliver sustainable long-term value for our business and stakeholders.

**Areas of Impact**



planet



play



people



principles



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