



Q3 2019 Financial Results

Revenues \$1.58B vs. \$1.57B in Q3 2018; Up 2% absent FX*
Operating Profit \$297.2M vs. \$313.3M in Q3 2018
Reported Net Earnings \$212.9M or \$1.67 per diluted share
Adjusted Net Earnings \$233.8M or \$1.84 per diluted share**

*Foreign Exchange (FX) had a negative \$20.5M impact on Q3 2019 revenues;
 \$19.9M in the International segment

** Q3 2019 Adjusted Net Earnings include an after-tax \$20.9M, or \$0.16 per diluted share, loss related to hedging part of the British pound sterling purchase price of Entertainment One



"Hasbro remains on track to deliver profitable revenue growth in 2019, behind innovation in gaming, toys and around Hasbro's Brand Blueprint. However, as we've communicated, the threat and enactment of tariffs reduced revenues in the third quarter and increased expenses to deliver product to retail. The team drove continued growth in the Wizards of the Coast gaming brands, MAGIC: THE GATHERING and DUNGEONS & DRAGONS, and delivered significant new holiday initiatives. To start the fourth quarter, we are seeing a strong consumer response to the global launch of Hasbro's line for *Frozen 2* and *Star Wars: The Rise of Skywalker* as well as the U.S. launch of the new NERF Ultra."

SEGMENT REVENUES

INTERNATIONAL

down
2%



flat



up
4%*
Absent FX

up
20%



STRONG FINANCIAL POSITION & BALANCE SHEET

\$1.1B

IN CASH
AT QUARTER
END



\$87.4M

RETURNED TO
SHAREHOLDERS IN
THE QUARTER

CATEGORY PERFORMANCE



Franchise Brands

-8%

+40%

Partner Brands

Hasbro Gaming

-17%

+1%

Emerging Brands

Total Gaming Category flat

Certain statements contained in this fact sheet contain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. The Company'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, which may be detailed from time to time in the Company's public announcements and SEC filings. The Company undertakes no obligation to make any revisions to the forward-looking statements contained in this fact sheet or to update them to reflect events or circumstances occurring after the date of this infographic.