Third Quarter 2018 Earnings

OCTOBER 22, 2018

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 third quarter 2018 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 "Financials & Filings – Quarterly Results."

Brand **Blueprint**

Toy & Game
Product Innovation

Digital Gaming

STORYTELLING

HASBRO BRANDS

CONSUMER INSIGHTS

Consumer Products

GLOBAL MARKETS
Developed
Developing
Emerging

Immersive Entertainment Experiences

OMNI-CHANNEL RETAIL PARTNERSHIPS

EXECUTING FOR LONG-TERM PROFITABLE GROWTH

Managing through a disruptive 2018

- Lost Toys“R”Us revenues in the U.S., Europe and Asia Pacific; U.S. and Canada making good progress to offset decline from Toys“R”Us; International transition happening but behind the U.S. and Canada
  - Expanding with existing retailers; Growing online revenues; Adding new retail doors
- Europe also addressing changing consumer behaviors, a rapidly evolving retail landscape and clearing through retail inventory
  - Retail inventory down significantly in U.S. and Europe
- Modernizing global organization with right talent and capabilities for evolving business

Positioned for Profitable Growth in 2019

- Innovative brand initiatives for holiday 2018, including TRANSFORMERS *BumbleBee* launch; Strong gaming portfolio; New Innovation across Franchise, Partner and Emerging Brands; Retail share recapture underway
- Robust entertainment and innovation for 2019, including POWER RANGERS launch, new brand innovation and film slate which appeals to broad demographics

Financially strong

- Q3 18 operating profit margin in line with Q3 17
- $907 million in cash at quarter end; Inventories and receivables down
- Returned approximately $422M through dividend and share repurchase in first nine months of 2018

THIRD QUARTER SNAPSHOT

Q3 2018 Net Revenues $1.57B, down 12% year-over-year

- Revenue decline due to the loss of Toys“R”Us revenues in the U.S., Europe and Asia Pacific, a rapidly evolving retail landscape and clearing through retail inventory
- U.S. and Canada segment down 7%; International segment down 24%; Entertainment and Licensing segment up 45%

Third Quarter Brand Portfolio Revenue Performance

- Franchise Brands down 5%; Partner Brands declined 37%; Hasbro Gaming flat; Emerging Brands up 2%

Operating Profit: $313.3M in Q3 2018 vs. $360.9M in Q3 2017

- Impacted by lower revenues, less favorable product mix, negative FX impact and clearing retail inventory
- Operating Profit Margin 20.0% in Q3 2018

Net Earnings: Q3 2018 was $263.9M, or $2.06 per diluted share vs. $265.6M, or $2.09 per diluted share in Q3 2017

- Adjusted Net Earnings for Q3 2018 $246.5 million, or $1.93 per diluted share, exclude a favorable $17.3 million, or $0.14 per diluted share, tax benefit from U.S. tax reform

Strong Financial Position & Balance Sheet

- $907.1M in cash at quarter end
- Returned $159.5M to shareholders through dividend and share repurchases in the quarter

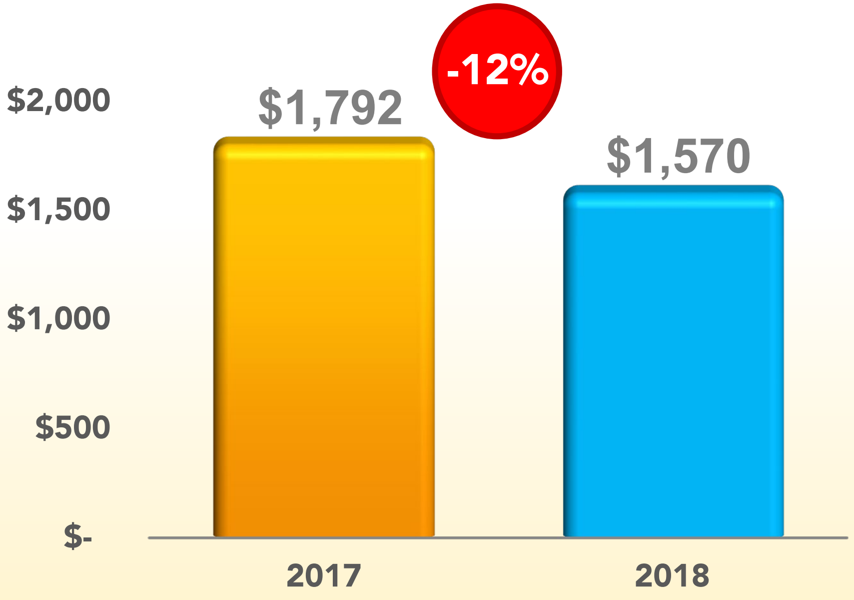
Modernizing Global Organization

- Pre-tax cash restructuring charges of $50-60M will be expensed in the fourth quarter 2018
- Changes expected to result in $30-40M in annualized pre-tax savings by 2020

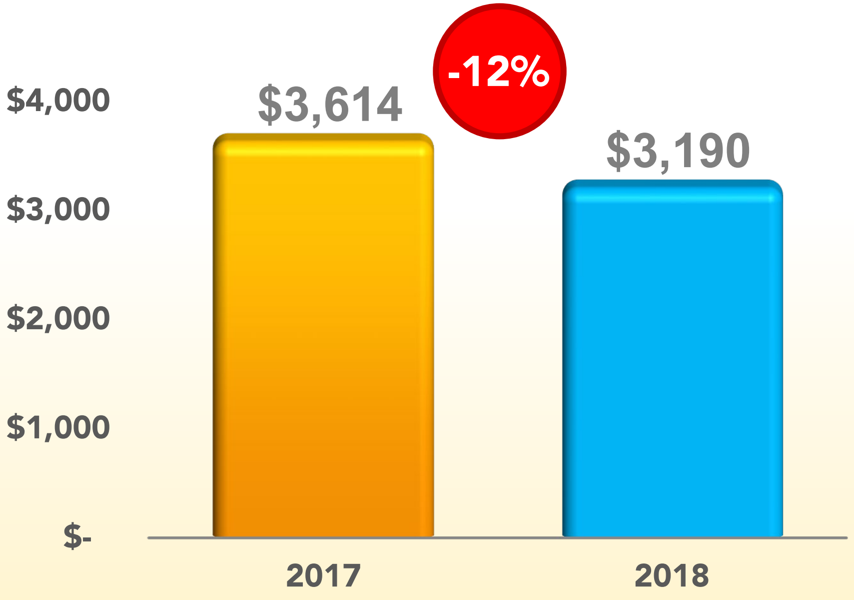
Third Quarter & Nine Months Net Revenue Performance

($ millions, unaudited)

THIRD QUARTER NET REVENUES

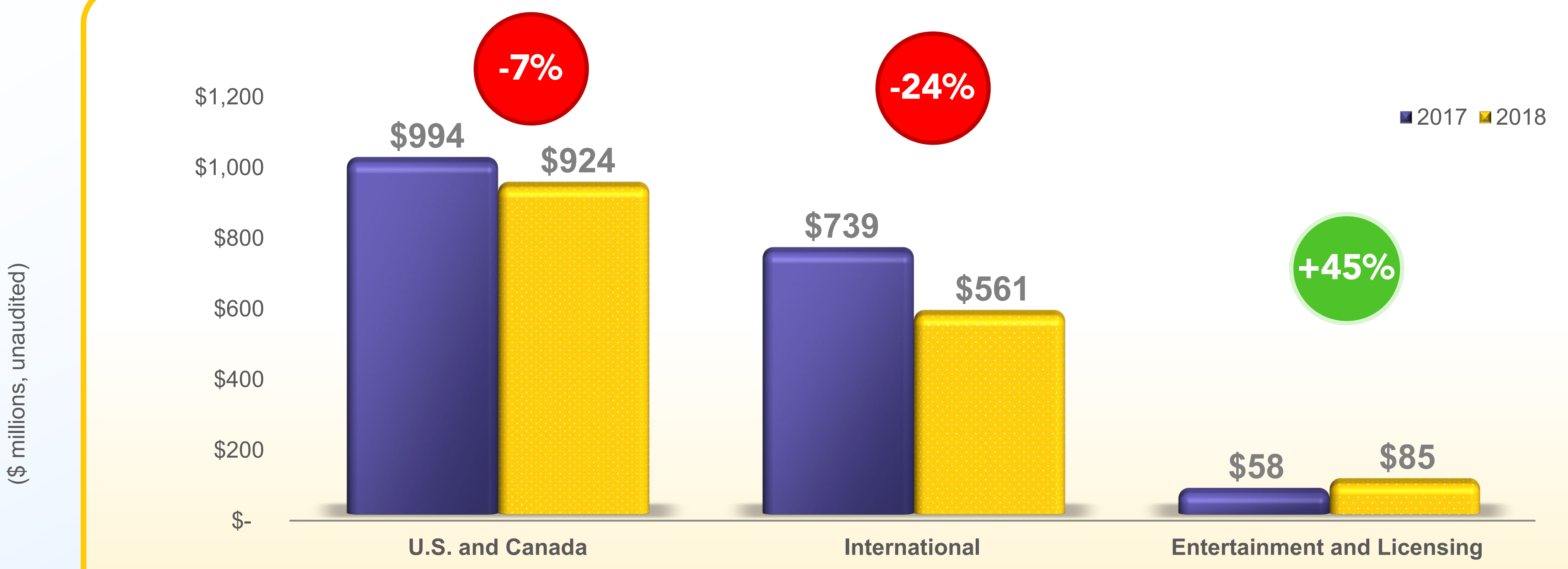


YEAR TO DATE NET REVENUES



- Lower revenues reflect the loss of Toys“R”Us revenues in the U.S, Europe and Asia Pacific
- International revenues decline reflect changing consumer shopping behaviors, a rapidly evolving European retail landscape and clearing through excess retail inventory
- Foreign Exchange: Q3 2018 revenues include a $32.0 million negative impact & YTD 2018 revenues include $7.9 million negative impact

Third Quarter Segment Net Revenues



U.S. & CANADA

Reflects the loss of Toys“R”Us revenues, but making good progress; Retail inventory down significantly; Hasbro Gaming revenues up double-digits; Franchise Brands revenues up

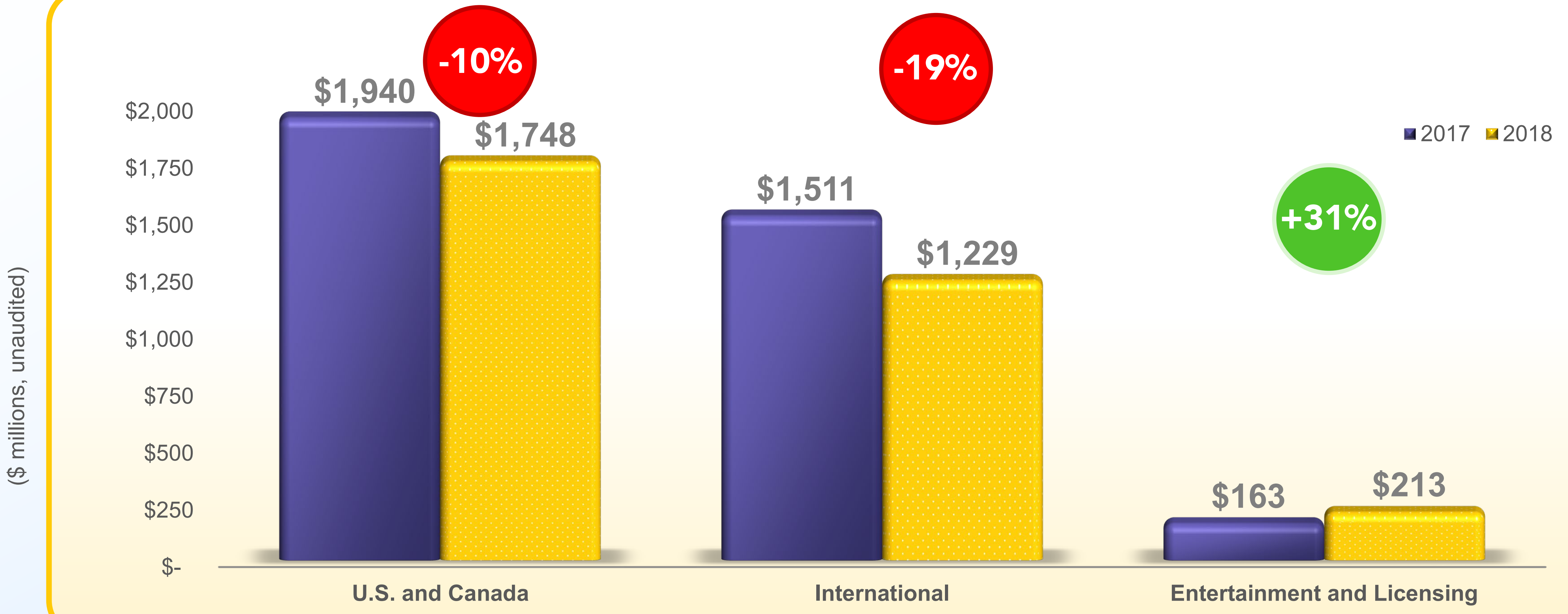
INTERNATIONAL

Reflects loss of Toys“R”Us revenues in Europe & Asia Pacific; Transition to new retailers ongoing; Clearing inventory; Retail inventory down significantly; Macroeconomic factors; Emerging Brands revenues up

ENTERTAINMENT & LICENSING

Signed multi-year digital content deal; Positive My Little Pony film revenues contribution; Favorable impact from adoption of ASC 606

Nine Months Segment Net Revenues



U.S. & CANADA

Reflects the loss of Toys“R”Us revenues; Retail inventory down significantly; Hasbro Gaming revenues up

INTERNATIONAL

Reflects loss of Toys“R”Us revenues in Europe & Asia Pacific; Clearing retail inventory; Macroeconomic factors; Emerging Brands revenues up

ENTERTAINMENT & LICENSING

Growth in Licensing and Digital Gaming; Signed multi-year digital content deal; Favorable My Little Pony film revenues contribution; Favorable impact from adoption of ASC 606

International Segment Revenues

	Q3 2018 AS REPORTED	Q3 2018 ABSENT FX	9 Mo. 2018 AS REPORTED	9 Mo. 2018 ABSENT FX
Europe	-29%	-27%	-26%	-27%
Latin America	-16%	-7%	-9%	-3%
Asia Pacific	-14%	-11%	-6%	-7%
INTERNATIONAL	**-24%**	**-20%**	**-19%**	**-18%**

Emerging Markets

- Q3 2018 down 18%; YTD 2018 down 12%
- Absent FX, Q3 2018 emerging markets down approximately 9%; YTD 2018 down approximately 9%

Third Quarter & Nine Months Brand Portfolio Performance

($ millions, unaudited)	Q3 2018	Q3 2017	% CHANGE	Nine Mo. 2018	Nine Mo. 2017	% CHANGE
Franchise Brands	$848	$893	-5%	$1,716	$1,894	-9%
Partner Brands	306	486	-37%	714	929	-23%
Hasbro Gaming*	281	280	-	520	550	-5%
Emerging Brands	135	133	+2%	240	241	-1%
TOTAL	$1,570	$1,792	-12%	$3,190	$3,614	-12%

Hasbro's total gaming category, including all gaming revenue, most notably MAGIC: THE GATHERING and MONOPOLY which are included in Franchise Brands in the table above, was $448M for Q3 2018, up 5% vs. $425M in Q3 2017. YTD 2018 Hasbro's total gaming category was $964M, up 1% vs. $951M in YTD 2017

Hasbro believes its gaming portfolio is a competitive differentiator and views it in its entirety.

- **Franchise Brands:** Growth in **BABY ALIVE, MAGIC: THE GATHERING, MONOPOLY** and **PLAY-DOH** offset by declines in other Franchise Brands
- **Partner Brands:** Growth in **BEYBLADE** and **MARVEL** offset by declines in other Partner Brands
- **Hasbro Gaming:** Growth in **DUNGEONS AND DRAGONS, DUEL MASTERS, JENGA** & new game launches offset by other portfolio games, including PIE FACE
- **Emerging Brands:** **LOCK STARS, LOST KITTIES** and **YELLIES** performed well

Third Quarter Major Expense Items

($ millions, unaudited)	Q3 2018	Q3 2017	% CHANGE YOY*	Q3 2018 % OF REVENUE
Cost of Sales	$656	$731	-10%	41.8%
Royalties	$105	$139	-24%	6.7%
Product Development	$66	$67	-2%	4.2%
Advertising	$134	$169	-20%	8.6%
Amortization of Intangibles	$9	$6	+36%	0.6%
Program Production Cost Amortization	$14	$5	+161%	0.9%
Selling, Distribution & Administration	$272	$312	-13%	17.4%

*Percent changes may not calculate due to rounding

Operating Profit Margin
20.0%
Lower revenues, less favorable revenue mix, negative foreign exchange impact, and costs to clear inventory offset lower royalty, advertising and administrative costs

Nine Months Major Expense Items

($ millions, unaudited)	YTD 2018	YTD 2017	% CHANGE YOY*	YTD 2018 % OF REVENUE
Cost of Sales	$1,249	$1,405	-11%	39.2%
Royalties**	$241	$283	-15%	7.6%
Product Development	$183	$193	-5%	5.7%
Advertising	$290	$342	-15%	9.1%
Amortization of Intangibles	$20	$22	-11%	0.6%
Program Production Cost Amortization	$33	$16	+107%	1.0%
Selling, Distribution & Administration**	$854	$813	+5%	26.8%

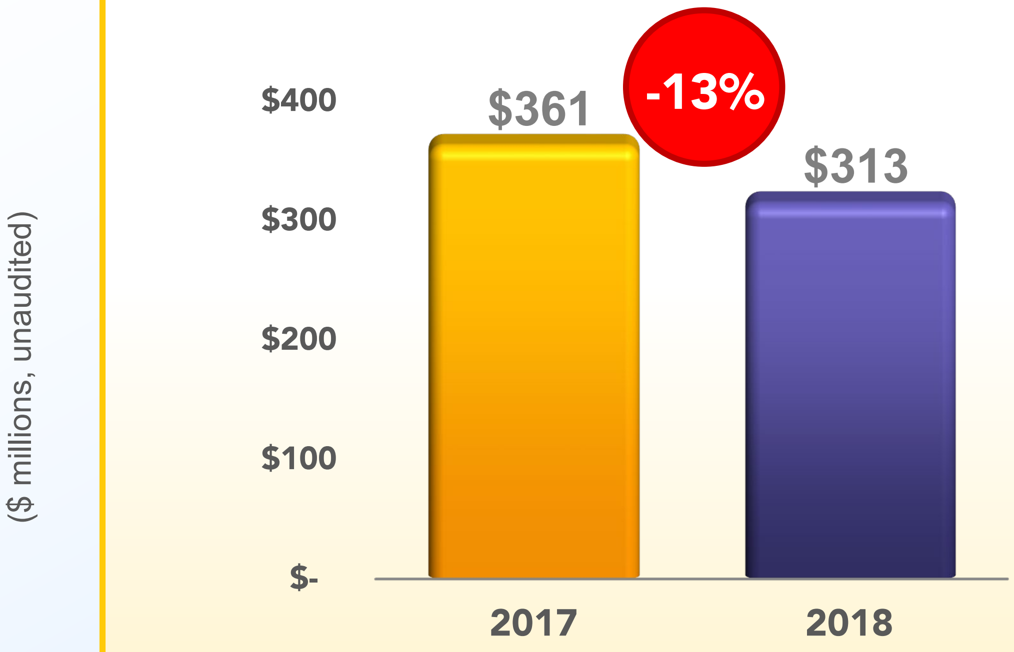
*Percent changes may not calculate due to rounding

**Royalties and SD&A include expenses associated with Toys“R”Us and severance costs in Q1 2018

See slide 27 for more details

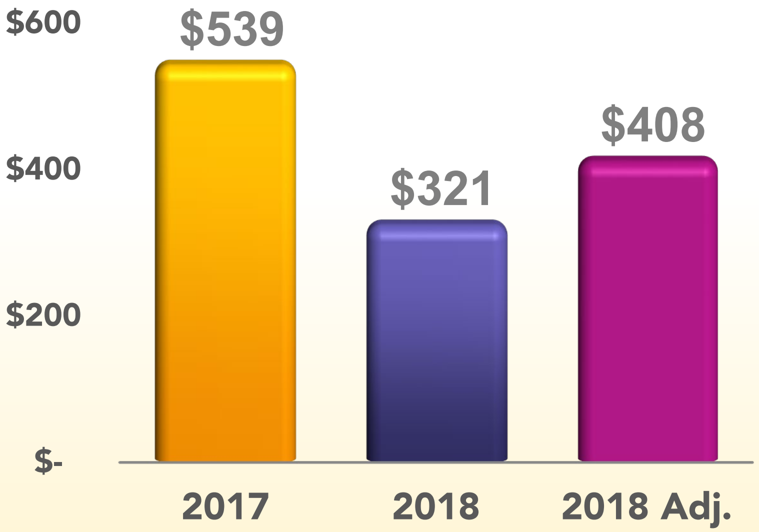
Third Quarter & Nine Months Operating Profit

AS REPORTED THIRD QUARTER OPERATING PROFIT



- Lower revenues
- Less favorable product mix
- Negative FX impact
- Clearing retail inventory
- Higher intangible and program production cost amortization

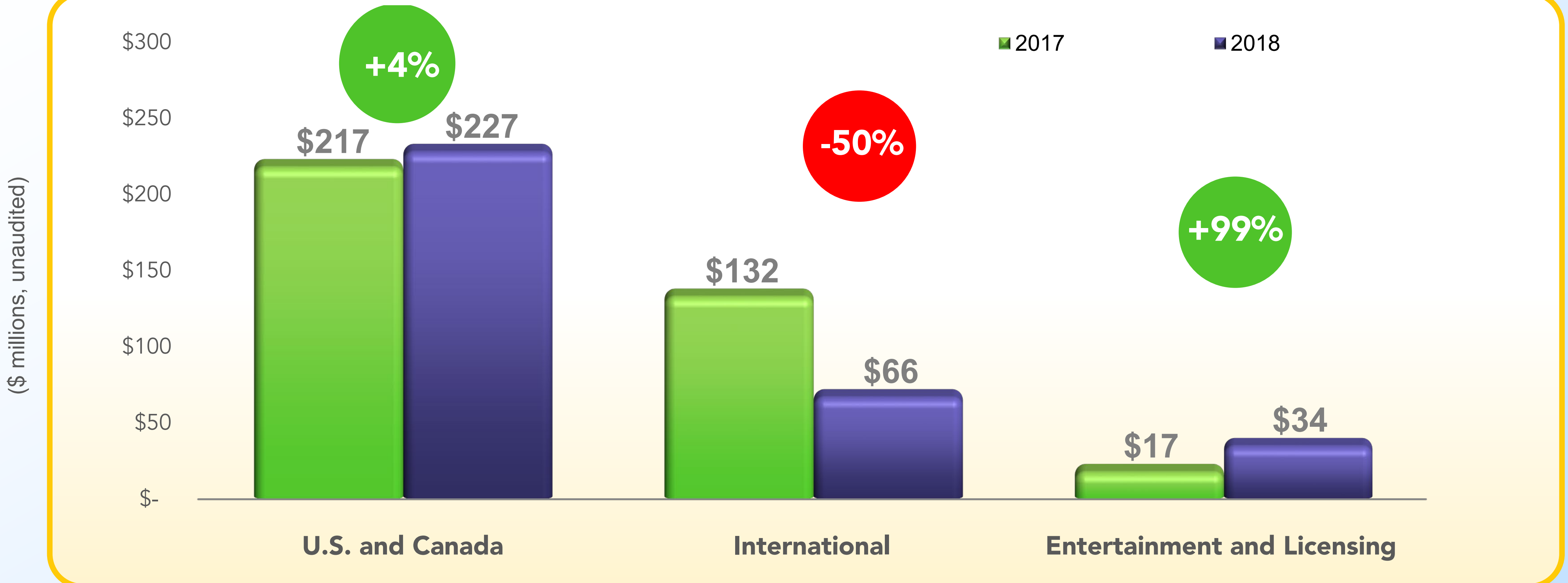
AS REPORTED & ADJUSTED NINE MONTHS OPERATING PROFIT



- Lower Revenues
- Higher program production cost amortization
- Incremental bad debt expense associated with the Toys“R”Us liquidations (recorded in Q1 18)
- Severance costs associated with the reorganization of the Company’s commercial organization (recorded in Q1 18)

A reconciliation of operating profit can be found on slide 27

Third Quarter Segment Operating Profit



U.S. & CANADA

Lower revenues due to loss of Toys“R”Us

Increase driven by favorable mix coupled with lower administrative and royalty expense

2017 recorded $18M of bad debt expense from Toys“R”Us

INTERNATIONAL

Lowers revenues due to loss of Toys“R”Us in Europe and Asia Pacific

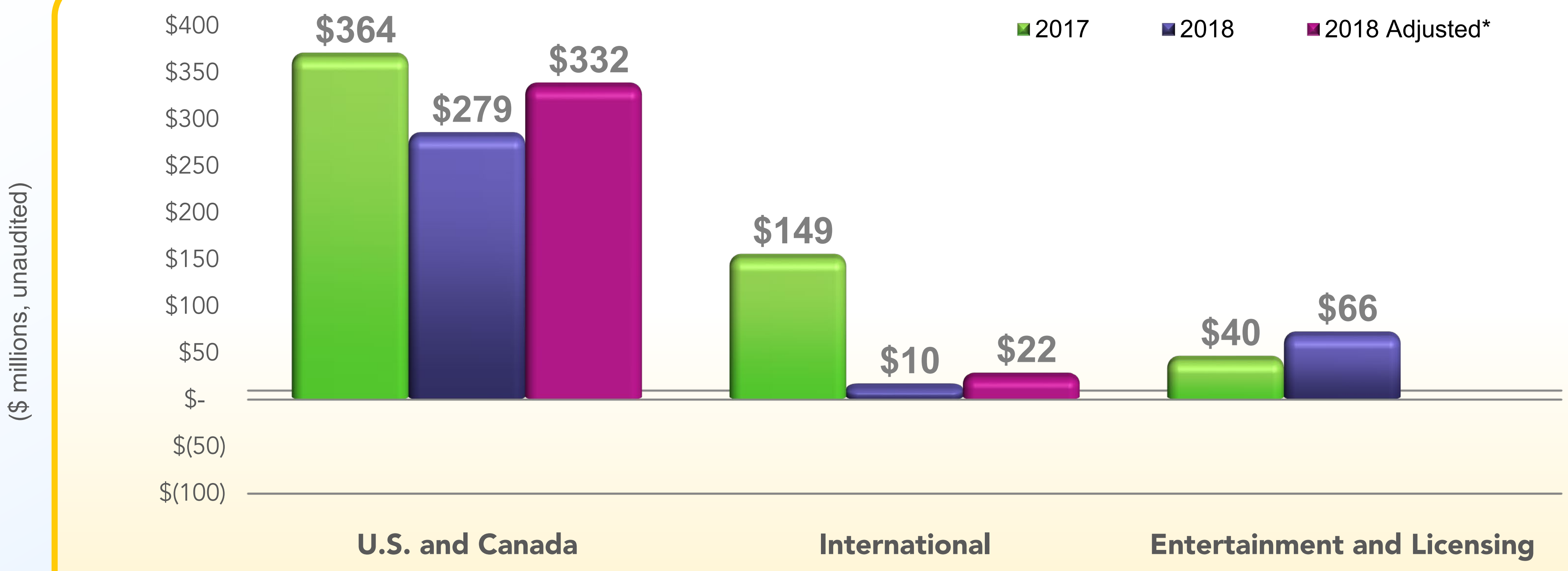
Costs to clear retail inventory in Europe

ENTERTAINMENT & LICENSING

Higher revenues and favorable mix coupled with cost reductions drove 99% increase in operating profit

Operating profit margin 39.7% versus 28.9% last year

Year to Date Segment Operating Profit



A reconciliation of adjusted segment operating profit can be found on slide 27

U.S. & CANADA

Lower revenues and $52.3 million of expense related to Toys“R”Us, primarily bad debt, taken in Q1 2018

Adjusted operating profit reflects lower revenues and expense deleverage

INTERNATIONAL

Lower revenues and $11.2 million of expense associated with Toys“R”Us, primarily bad debt, taken in Q1 2018

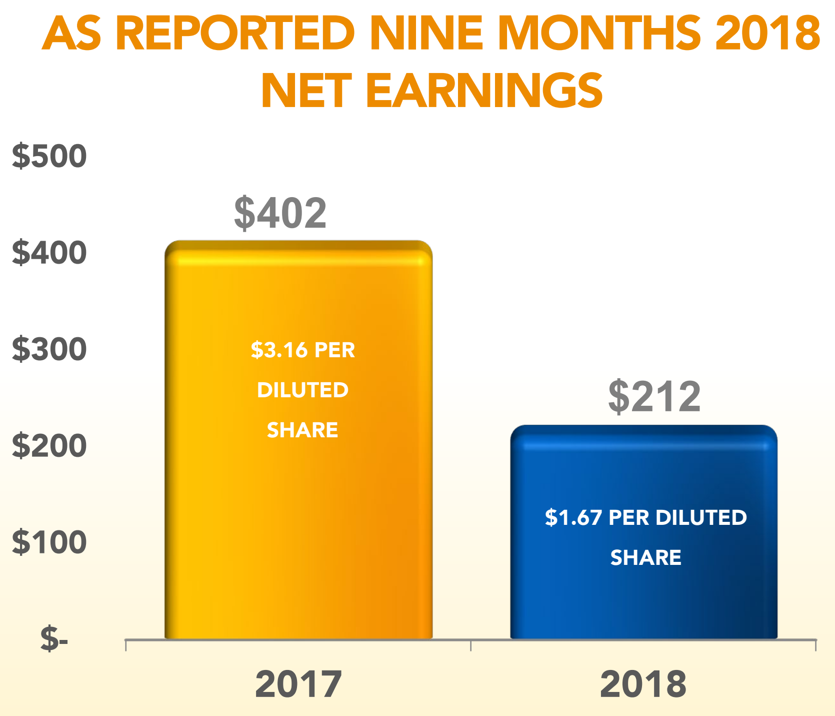
Adjusted operating loss was primarily the result of lower revenues, expense deleverage and costs to clear inventory

ENTERTAINMENT & LICENSING

Higher revenues drove 67% increase in operating profit

Operating profit margin 31.0% versus 24.3% last year

Third Quarter & Nine Months 2018 Net Earnings



- Q3 2018 underlying tax rate of 17.6% vs. 23.5% in Q3 2017
- Adjusted Net Earnings for Q3 2018 $246.5 million, or $1.93 per diluted share exclude a favorable $17.3 million, or $0.14 per diluted share, tax benefit from U.S. tax reform

- Includes Q1 2018 after tax expenses associated with the Toys“R”Us liquidation, severance expense associated with the acceleration of the Company’s commercial organization and a net charge related to U.S. tax reform
- Adjusted Net Earnings for Nine Months 2018 were $319.2M or $2.52 per diluted share

A reconciliation of Net Earnings and EPS can be found on slide 27

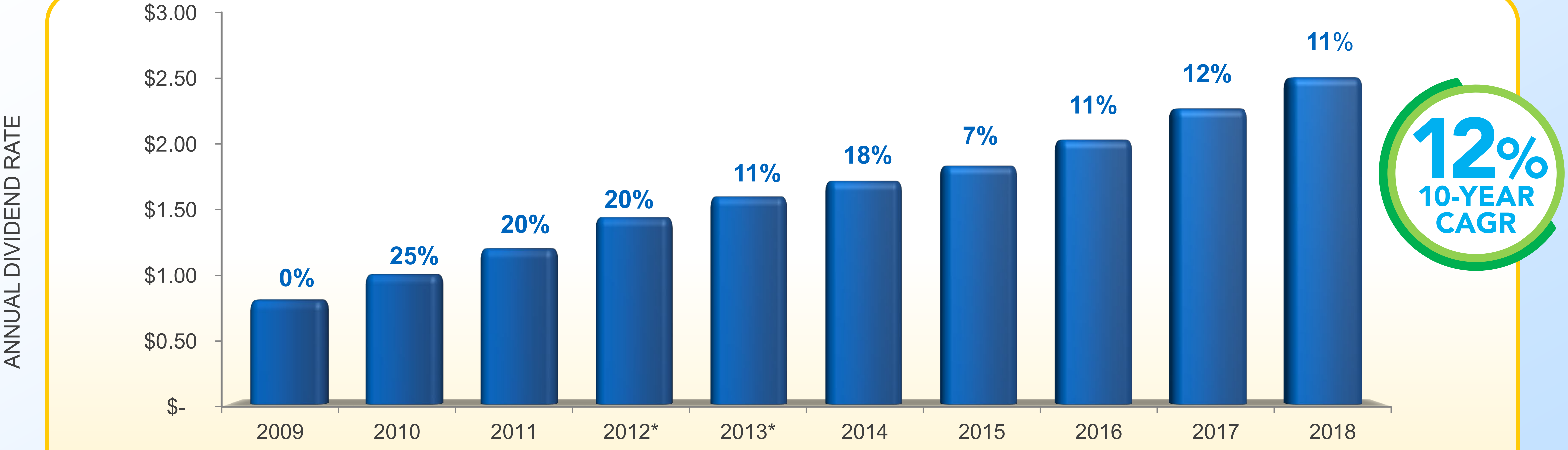
Key Cash Flow & Balance Sheet Data

($ millions, unaudited)	YEAR TO DATE ENDED: Sept. 30, 2018	Oct. 1, 2017	NOTES
Cash	$907	$1,245	Strong cash position; Access to cash reduces need for short-term borrowings
Depreciation	$105	$108	
Amortization of Intangibles	$20	$22	Includes ~$5M from the acquisition of POWER RANGERS
Program Production Costs	$96	$25	Now targeting ~$145-$150M in film and TV programming spend in 2018; Partially funding Bumblebee film
Capital Expenditures	$104	$102	Targeting $135M to $155M for the full year
Dividends Paid	$230	$206	In February 2018, quarterly dividend increased 11% to $0.63 per share; Next dividend payable on November 15, 2018
Stock Repurchase	$192	$112	$486M remains in authorizations at quarter end; Repurchased $79.5M in Q3 18
Operating Cash Flow	$175	$202	Generating strong cash flow; $697M over trailing twelve month period
Accounts Receivable	$1,391	$1,656	Receivables decreased 16% and DSOs were 81 days
Inventory	$611	$629	Inventory down 3%; negative $23.7M impact from FX; Retail inventory down significantly in U.S. and Europe

Capital Priorities

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

Returning Cash to Shareholders: DIVIDEND GROWTH



% reflects increase in quarterly dividend rate

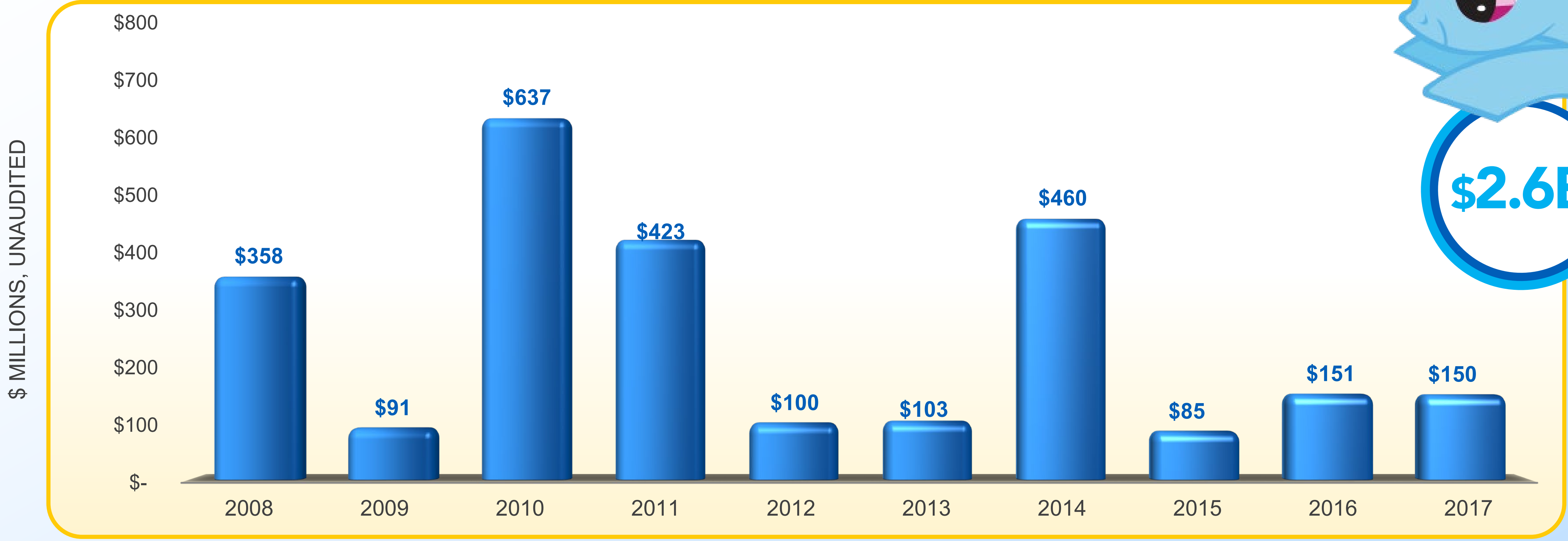
11%
2018 Quarterly Dividend Increase

Dividend in 14 of last 15 years

10 Years
$1.9B

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

Returning Cash to Shareholders:
SHARE REPURCHASE



$2.6B

Q3 2018 End
$486M Remains

Q3 2018 Repurchases
$79.5M

YTD 2018 Repurchases
$192.3M

CORPORATE SOCIAL RESPONSIBILITY

Playing with Purpose

We believe every day is a chance to do better.

- **Product Safety**
- **Environmental Sustainability**
- **Human Rights and Ethical Sourcing**
- **Diversity and Inclusion**

2018 HOLIDAY INITIATIVES

SUPPLEMENTARY FINANCIAL INFORMATION

Third Quarter & Nine Months Consolidated Statements of Operations

($ millions, unaudited)	QUARTER ENDED Sept. 30, 2018	% Net Revenues	Oct. 1, 2017	% Net Revenues	NINE MONTHS ENDED Sept. 30, 2018	% Net Revenues	Oct. 1, 2017	% Net Revenues
NET REVENUES	**$1,570**	**100.0%**	**$1,792**	**100.0%**	**$3,190**	**100.0%**	**$3,614**	**100.0%**
Cost of Sales	656	41.8%	731	40.8%	1,249	39.2%	1,405	38.9%
Royalties	105	6.7%	139	7.8%	241	7.6%	283	7.8%
Product Development	66	4.2%	67	3.8%	183	5.7%	193	5.3%
Advertising	134	8.6%	169	9.4%	290	9.1%	342	9.5%
Amortization of Intangibles	9	0.6%	6	0.4%	20	0.6%	22	0.6%
Program Production Cost Amortization	14	0.9%	5	0.3%	33	1.0%	16	0.4%
Selling, Distribution & Administration	272	17.4%	312	17.4%	854	26.8%	813	22.5%
OPERATING PROFIT	**$313**	**20.0%**	**361**	**20.1%**	**$321**	**10.0%**	**539**	**14.9%**
Interest Expense	23	1.5%	25	1.4%	68	2.1%	74	2.0%
Other Income, Net	(5)	(0.3)%	(14)	(0.8)%	(23)	(0.7)%	(42)	(1.2)%
EARNINGS BEFORE INCOME TAXES	**296**	**18.8%**	**350**	**19.5%**	**276**	**8.6%**	**508**	**14.0%**
Income Taxes	32	2.0%	84	4.7%	64	2.0%	106	2.9%
NET EARNINGS	**264**	**16.8%**	**266**	**14.8%**	**212**	**6.6%**	**402**	**11.1%**
Diluted EPS	$2.06		$2.09		$1.67		$3.16	

Condensed Consolidated Balance Sheets

($ millions, unaudited)	Sept. 30, 2018	Oct. 1, 2017
Cash & Cash Equivalents	$907	$1,245
Accounts Receivable, Net	1,391	1,656
Inventories	611	629
Other Current Assets	283	233
TOTAL CURRENT ASSETS	**3,192**	**3,762**
Property, Plant & Equipment, Net	255	264
Other Assets	2,048	1,519
TOTAL ASSETS	**$5,495**	**$5,545**
Short-term Borrowings	20	189
Payables & Accrued Liabilities	1,302	1,296
TOTAL CURRENT LIABILITIES	**1,322**	**1,485**
Long-term Debt	1,695	1,693
Other Liabilities	591	410
TOTAL LIABILITIES	**3,608**	**3,588**
Total Shareholders' Equity	1,887	1,956
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	**$5,495**	**$5,545**

Condensed Consolidated Cash Flow-Nine Months Ended

($ millions, unaudited)	Sept. 30, 2018	Oct. 1, 2017
NET CASH PROVIDED BY OPERATING ACTIVITIES	**$175**	**$202**
CASH FLOWS FROM INVESTING ACTIVITIES:		
Additions to Property, Plant and Equipment	(104)	(103)
Investments & Acquisitions, Net of Cash Acquired	(155)	-
Other	9	6
NET CASH UTILIZED BY INVESTING ACTIVITIES	**(251)**	**(97)**
CASH FLOWS FROM INVESTING ACTIVITIES:		
Proceeds from Borrowings with Maturity Greater Than 3 Months	-	494
Repayments of Borrowings with Maturity Greater Than 3 Months	-	(350)
Net (Repayments of) Proceeds from Short-term Borrowings	(132)	16
Purchases of Common Stock	(188)	(112)
Stock-based Compensation Transactions	29	29
Dividends Paid	(230)	(206)
Employee Taxes Paid for Shares Withheld	(58)	(32)
NET CASH UTILIZED BY FINANCING ACTIVITIES	**(579)**	**(161)**
Effect of Exchange Rate Changes on Cash	(19)	19
Cash and Cash Equivalents at Beginning of Year	1,581	1,282
CASH AND CASH EQUIVALENTS AT END OF THE PERIOD	**$907**	**$1,245**

Certain reclassifications have been made to the prior year cash flow statement to conform to the current year presentation.

Supplemental Financial Data

Reconciliation of Non-GAAP Financial Measures

(Unaudited)

(Thousands of Dollars)

Net Earnings and Earnings per Share Excluding the After-Tax Impact of Toys"R"Us, Severance and Tax Reform

	Quarter Ended			
(all adjustments reported after-tax)	September 30, 2018	Diluted Per Share Amount	October 1, 2017	Diluted Per Share Amount
Net Earnings, as Reported	$ 263,861	$ 2.06	$ 265,583	$ 2.09
Incremental costs impact of Toys"R"Us [1]	-	-	-	-
Severance [2]	-	-	-	-
Impact of Tax Reform [3]	(17,336)	(0.14)	-	-
Net Earnings, as Adjusted	$ 246,525	$ 1.93	$ 265,583	$ 2.09

	Nine Months Ended			
(all adjustments reported after-tax)	September 30, 2018	Diluted Per Share Amount	October 1, 2017	Diluted Per Share Amount
Net Earnings, as Reported	$ 211,668	$ 1.67	$ 401,905	$ 3.16
Incremental costs impact of Toys"R"Us [1]	61,372	0.48	-	-
Severance [2]	15,699	0.12	-	-
Impact of Tax Reform [3]	30,454	0.24	-	-
Net Earnings, as Adjusted	$ 319,193	$ 2.52	$ 401,905	$ 3.16

[1] In the first quarter of 2018, Toys"R"Us announced a liquidation of its U.S. operations, as well as other retail impacts around the globe. As a result, the Company recognized incremental bad debt expense on outstanding Toys"R"Us receivables, royalty expense, inventory obsolescence as well as other related costs.

[2] In the first quarter of 2018, the Company incurred severance charges, primarily outside the U.S., related to actions associated with a new go-to-market strategy designed to be more omni-channel and e-commerce focused. These charges were included in Corporate and Eliminations.

[3] Represents adjustments to provisional U.S. Tax Reform amounts recorded in the fourth quarter of 2017 based on additional guidance issued by the U.S. Treasury Department and the Internal Revenue Service in 2018.

The impact of the above items on Income Taxes and Net Earnings for the quarter ended September 30, 2018 is as follows:

	Quarter Ended				
	As Reported	% Net Revenues	Impact of Above Items	Excluding Impact of Above Items	% Net Revenues
Income tax expense	31,933	2.0%	17,336	49,269	3.1%
Net Earnings [5]	$ 263,861		(17,336)	246,525	

The impact of the above items on Operating Profit, in total and for the impacted segments, Income Taxes and Net Earnings for the nine months ended September 30, 2018 is as follows:

	Nine Months Ended				
	As Reported	% Net Revenues	Impact of Above Items	Excluding Impact of Above Items	% Net Revenues
Operating Profit	$ 320,505	10.0%	$ 87,777	$ 408,282	12.8%
U.S. and Canada Segment	279,364	16.0%	52,277	331,641	19.0%
International Segment	10,359	0.8%	11,151	21,510	1.8%
Income tax expense	63,862	2.0%	(19,748)	44,114	1.4%
Net Earnings [5]	$ 211,668		107,525	319,193	

[5] The Operating Profit adjustments of $87,777 combined with the income tax adjustments of $19,748 make up the total after-tax impact of $107,525.

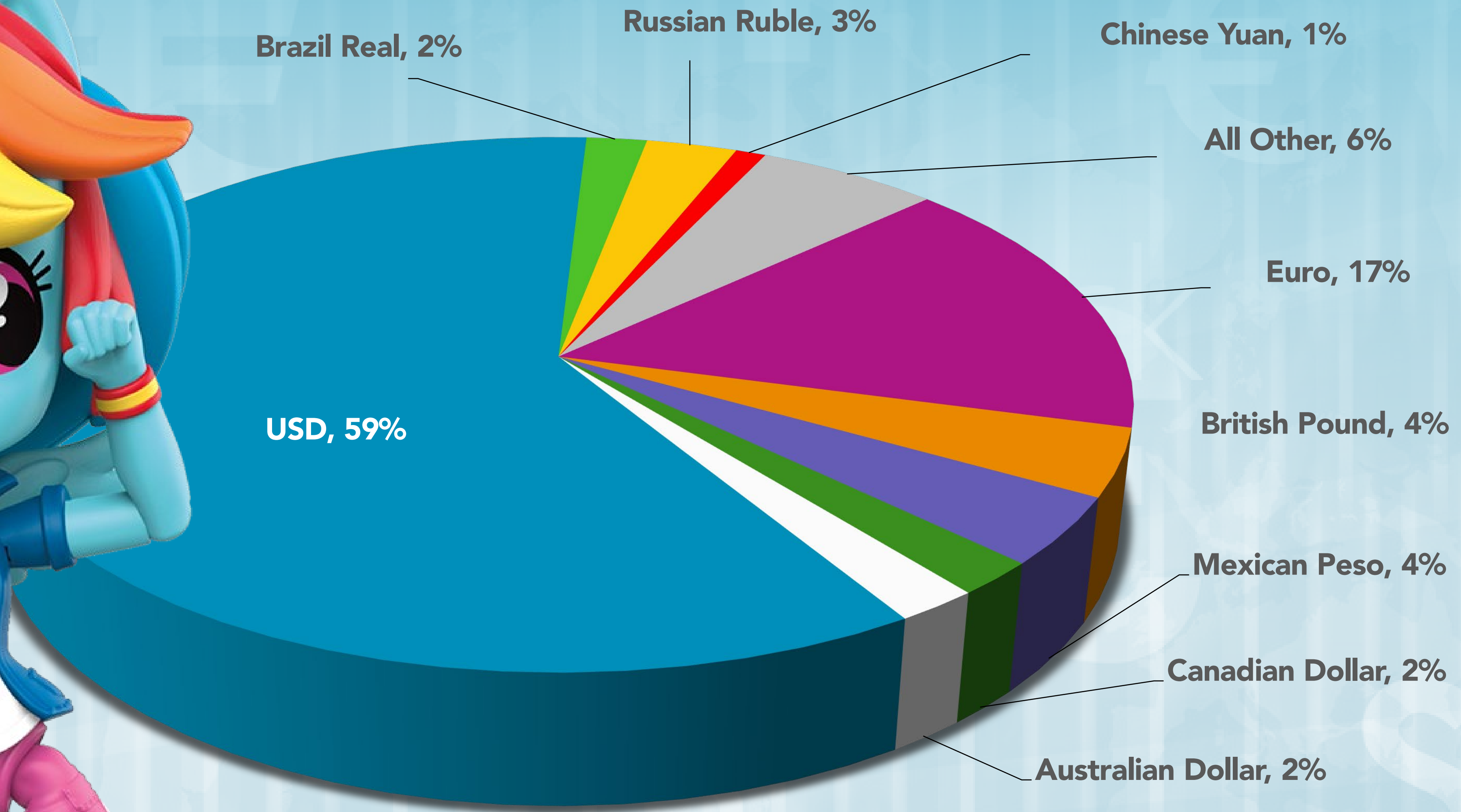
Supplemental Financial Data

Reconciliation of Non-GAAP Financial Measures (Unaudited)

Reconciliation of EBITDA

	Quarter Ended		Nine Months Ended	
	September 30, 2018	October 1, 2017	September 30, 2018	October 1, 2017
Net Earnings	$ 263,861	$ 265,583	$ 211,668	$ 401,905
Interest Expense	22,779	25,072	68,391	73,752
Income Taxes (including tax reform)	31,933	84,258	63,862	105,659
Depreciation	42,623	42,062	104,915	107,853
Amortization of Intangibles	8,841	6,492	19,873	22,254
EBITDA	$ 370,037	$ 423,467	$ 468,709	$ 711,423
Impact of Toys"R"Us and Severance	-	-	87,777	-
Adjusted EBITDA	$ 370,037	$ 423,467	$ 556,486	$ 711,423

2017 NET REVENUES
BY CURRENCY



TRANSFORMERS
my little PONY
MONOPOLY
Play-Doh
Franchise Brands
NERF
HYPERFIRE
ELITE
MAGIC
THE GATHERING
baby alive
Hasbro

Creating the World's Best Play Experiences