



Q3 2024 Earnings

October 24, 2024

Supplemental Financial Data



The financial tables accompanying this presentation include non-GAAP financial measures as defined under SEC rules, specifically Adjusted operating profit, Adjusted operating margin, Adjusted net earnings and Adjusted net earnings per diluted share, which exclude, where applicable, acquisition-related costs, acquired intangible amortization, strategic transformation initiatives, restructuring and severance costs, loss on disposal of business, eOne Film and TV business divestiture related costs and certain non-cash asset impairment costs. Also included in this presentation are the non-GAAP financial measures of EBITDA and Adjusted EBITDA. EBITDA represents net earnings attributable to Hasbro, Inc. excluding interest expense, income tax expense, net earnings attributable to noncontrolling interests, depreciation and amortization of intangibles. Adjusted EBITDA also excludes strategic transformation initiatives, restructuring and severance costs, loss on disposal of business, eOne Film and TV business divestiture related costs, certain non-cash asset impairment charges and the impact of stock compensation (including acquisition-related stock expense). As required by SEC rules, we have provided reconciliations on the attached schedules of these measures to the most directly comparable GAAP measure. Management believes that Adjusted net earnings, Adjusted net earnings per diluted share, Adjusted operating profit and Adjusted operating margin provide investors with an understanding of the underlying performance of our business absent unusual events. Management believes that EBITDA and Adjusted EBITDA are appropriate measures for evaluating the operating performance of our business because they reflect the resources available for strategic opportunities including, among others, to invest in the business, strengthen the balance sheet and make strategic acquisitions. These non-GAAP measures should be considered in addition to, not as a substitute for, or superior to, net earnings or other measures of financial performance prepared in accordance with GAAP as more fully discussed in our consolidated financial statements and filings with the SEC. As used herein, "GAAP" refers to accounting principles generally accepted in the United States of America.

Safe Harbor



Certain statements in this presentation contain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. These statements, which may be identified by the use of forward-looking words or phrases, include statements relating to our business strategies and plans; expectations relating to products, gaming and entertainment; anticipated cost savings; and financial targets and guidance. Our 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.

Factors that might cause such a difference include, but are not limited to:

- our ability to successfully execute on our business strategy and transformation initiatives;
- our ability to successfully compete in the play industry and further develop our digital gaming, licensing business and partnerships;
- our ability to transform our business and capabilities to address the changing global consumer landscape, including evolving demographics for our products and advancements in technology;
- our ability to design, develop, manufacture, and ship products on a timely, cost-effective and profitable basis;
- the concentration of our customers, potentially increasing the negative impact to our business of difficulties experienced by any of our customers or changes in their purchasing or selling patterns;
- uncertain and unpredictable global and regional economic conditions impacting one or more of the markets in which we sell products, which can negatively impact our customers and consumers, result in lower employment levels, consumer disposable income, retailer inventories and spending, including lower spending on purchases of our products;
- risks related to political, economic and public health conditions or regulatory changes in the markets in which we and our customers, partners, licensees, suppliers and manufacturers operate, such as inflation, rising interest rates, tariffs, higher commodity prices, labor strikes, labor costs or transportation costs, or outbreaks of illness or disease, the occurrence of which could create work slowdowns, delays or shortages in production or shipment of products, increases in costs or delays in revenue;
- our dependence on third party relationships, including with third party partners, manufacturers, distributors, studios, content producers, licensors, licensees, and outsourcers, which creates reliance on others and loss of control;
- risks relating to the concentration of manufacturing for many of our products in the People’s Republic of China and our ability to successfully diversify sourcing of our products to reduce reliance on sources of supply in China;
- risks associated with international operations, such as conflict in territories in which we operate, currency conversion, currency fluctuations, the imposition or threat of tariffs, quotas, shipping delays territories in which we operate;
- the success of our key partner brands, including the ability to secure, maintain and extend agreements with our key partners or the risk of delays, increased costs or difficulties associated with any of our or our partners’ planned digital applications or media initiatives;
- risks related to our leadership changes;
- our ability to attract and retain talented and diverse employees, particularly following recent workforce reductions;
- our ability to realize the benefits of cost-savings and efficiency and/or revenue and operating profit enhancing initiatives;
- risks relating to the impairment and/or write-offs of businesses, products and content we acquire and/or produce;
- the risk that acquisitions, dispositions and other investments we complete may not provide us with the benefits we expect, or the realization of such benefits may be significantly delayed;
- our ability to protect our assets and intellectual property, including as a result of infringement, theft, misappropriation, cyber-attacks or other acts compromising the integrity of our assets or intellectual property;
- fluctuations in our business due to seasonality;
- the risk of product recalls or product liability suits and costs associated with product safety regulations;
- changes in accounting treatment, tax laws or regulations, or the interpretation and application of such laws and regulations, which may cause us to alter reserves or make other changes which significantly impact our reported financial results;
- the impact of litigation or arbitration decisions or settlement actions;
- the bankruptcy or other lack of success of one or more of our significant retailers, licensees and other partners; and
- other risks and uncertainties as may be detailed in our public announcements and U.S. Securities and Exchange Commission (“SEC”) filings.



Hasbro's Transformation



Focus on Play

Enhance Hasbro's Gaming leadership, both tabletop and digital

Double-down on fewer, bigger brands

Drive new growth through direct to consumer and licensing



Operate with Excellence

Focus on bottom line performance by prioritizing fewer, bigger brands

Deliver Operational Excellence cost savings

Targeting 20% adjusted operating profit margin by 2027



Strengthen Balance Sheet

Invest to drive profitable growth

Return excess cash to shareholders

Deleverage balance sheet and maintain investment grade rating



Third Quarter 2024 Highlights

Total Hasbro revenue decline of 15%; Revenues declined 9% excluding the eOne divestiture

Despite growth in MAGIC, Wizards segment -5% due to the lap of *Baldur's Gate 3*

Consumer Products declined 10% due to exited brands, reduced closeouts and softer than anticipated volume

Delivered ~\$87M of net cost savings across supply chain and operating expenses; both owned and retail inventory remain at healthy level

Adjusted operating margin improvement driven by favorable business mix, supply chain productivity, and lower operating costs

Operating cash improvement continued through the third quarter driven by improved operating results

EPS growth from favorable business mix and improved profitability

	REPORTED	ADJUSTED
Net Revenue	\$1,281M -15%	\$1,281M -15%
Operating Profit	\$302M >+100%	\$329M -4%
Net Earnings	\$223M +\$394M	\$244M +\$16M
Earnings Per Diluted Share	\$1.59	\$1.73
EBITDA	\$378M >+100%	\$406M +1%



Nine Months 2024 Highlights

Total Hasbro revenue decline of 18%; Revenues declined 8% excluding the eOne divestiture

Wizards of the Coast and Digital Gaming segment grew 7% behind growth in MAGIC: THE GATHERING and Licensed and Digital Gaming

Consumer Products declined 16%; growth in licensed consumer products offset by exited brands, reduced closeouts and softer than anticipated volume

Delivered ~\$177M of net cost savings across supply chain and operating expenses; both owned and retail inventory remains at healthy level

Adjusted operating profit improvement reflects favorable licensing mix, cost savings and productivity gains

EPS growth from business mix, improved profitability and working capital favorability

	REPORTED	ADJUSTED
Net Revenue	\$3,034M -18%	\$3,034M -18%
Operating Profit	\$630M >+100%	\$726M +38%
Net Earnings	\$420M +\$848M	\$498M +\$202M
Earnings Per Diluted Share	\$3.00	\$3.56
EBITDA	\$807M >+100%	\$893M +28%

As Adjusted figures are non-GAAP financial measures. A reconciliation of non-GAAP financial measures can be found on slides 34-39.

Third Quarter 2024 Highlights & Announcements



Hasbro, Inc. Third Quarter 2024 Performance



Q3 2024 Reported Results (\$ millions, except earnings per share)	Wizards of the Coast & Digital Gaming	Consumer Products	Entertainment	Corporate & Other	Hasbro
Revenue	\$404	\$860	\$17	N/A	\$1,281
% vs PY	-5%	-10%	-86%	N/A	-15%
Operating Profit (Loss)	\$181	\$121	\$10	(\$10)	\$302
Operating Margin %	44.9%	14.1%	57.0%	N/A	23.6%
Q3 2023 Operating Margin %	48.0%	10.0%	>-100%	N/A	-11.3%
Operating Profit vs PY	-11%	+26%	>+100%	>-100%	>+100%
Hasbro Net Earnings					\$223
Net Earnings vs. PY					+\$394
Diluted Earnings Per Share					\$1.59
\$ vs PY					+\$2.82

Hasbro, Inc. Third Quarter 2024 Performance-As Adjusted



Q3 2024 Adjusted Results (\$ millions, except earnings per share)	Wizards of the Coast & Digital Gaming	Consumer Products	Entertainment	Corporate & Other	Hasbro
Revenue	\$404	\$860	\$17	N/A	\$1,281
% vs PY	-5%	-10%	-86%	N/A	-15%
Operating Profit	\$181	\$130	\$13	\$4	\$329
Operating Margin %	44.9%	15.1%	76.7%	N/A	25.7%
Q3 2023 Operating Margin %	48.0%	11.2%	6.6%	N/A	22.8%
Operating Profit vs PY	-11%	+22%	+63%	-83%	-4%
Hasbro Net Earnings					\$244
Net Earnings vs PY					+\$16
Diluted Earnings Per Share					\$1.73
\$ vs PY					+\$0.09

As adjusted figures are non-GAAP financial measures. A reconciliation of non-GAAP financial measures can be found on slides 32-39

Hasbro, Inc. Nine Months 2024 Performance



Nine Months 2024 Reported Results (\$ millions, except earnings per share)	Wizards of the Coast & Digital Gaming	Consumer Products	Entertainment	Corporate & Other	Hasbro
Revenue	\$1,172	\$1,798	\$64	N/A	\$3,034
% vs PY	+7%	-16%	-87%	N/A	-18%
Operating Profit	\$551	\$65	\$15	\$-	\$630
Operating Margin %	47.0%	3.6%	22.8%	N/A	20.8%
YTD 2023 Operating Margin %	38.6%	2.9%	>-100%	N/A	-9.2%
Operating Profit vs PY	+30%	+5%	>+100%	+99%	>+100%
Hasbro Net Earnings					\$420
Net Earnings vs. PY					+\$848
Diluted Earnings Per Share					\$3.00
\$ vs PY					+\$6.09

Hasbro, Inc. Nine Months 2024 Performance-As Adjusted



Q3 2024 Adjusted Results (\$ millions, except earnings per share)	Wizards of the Coast & Digital Gaming	Consumer Products	Entertainment	Corporate & Other	Hasbro
Revenue	\$1,172	\$1,798	\$64	N/A	\$3,034
% vs PY	+7%	-16%	-87%	N/A	-18%
Operating Profit	\$551	\$92	\$49	\$34	\$726
Operating Margin %	47.0%	5.1%	76.7%	N/A	23.9%
YTD 2023 Operating Margin %	38.6%	4.4%	-3.1%	N/A	14.2%
Operating Profit vs PY	+30%	-2%	>+100%	+33%	+38%
Hasbro Net Earnings					\$498
Net Earnings vs PY					+\$202
Diluted Earnings Per Share					\$3.56
% vs PY					+\$1.43

As adjusted figures are non-GAAP financial measures. A reconciliation of non-GAAP financial measures can be found on slides 34-39.

Q3 2024 Operating Margin Performance



As Reported Operating Margin Drivers

(\$ millions) Amounts may not sum due to rounding

Q3 2023 Op Margin	-11.3%	(\$170)
Volume & Mix*	-1.7 pts	(\$43)
Royalties	-1.1 pts	(\$14)
COS Savings > Cost Inflation*	+4.4 pts	\$57
Operating Expenses	-0.7 pts	(\$9)
eOne Divestiture	+33.9 pts	\$487
Non-Recurring Items, All Other	- pts	(\$7)
Q3 2024 Op Margin	23.6%	\$302

Adjusted Operating Margin Drivers

(\$ millions) Amounts may not sum due to rounding

Q3 2023 Op Margin (Adjusted)	22.8%	\$343
Volume & Mix*	-1.5 pts	(\$43)
Royalties	-1.1 pts	(\$14)
COS Savings > Cost Inflation*	+4.4 pts	\$57
Operating Expenses	-0.7 pts	(\$9)
eOne Divestiture	+2.1 pts	\$7
Non-Recurring Items, All Other	-0.3 pts	(\$12)
Q3 2024 Op Margin (Adjusted)	25.7%	\$329

Volume/Mix represents gross sales volume impact to operating profit and impact of mix on net sales. Royalties, COS, A&P and Program Amortization are calculated on a volume-adjusted basis. COS Savings > Cost Inflation is defined as the cost of goods savings from our strategic transformation initiatives is greater than the cost of goods inflation.

As Adjusted figures are non-GAAP financial measures. A reconciliation of non-GAAP financial measures can be found on slide 37.

YTD 2024 Operating Margin Performance



As Reported Operating Margin Drivers

(\$ millions) Amounts may not sum due to rounding

YTD 2023 Op Margin	-9.2%	(\$340)
Volume & Mix*	-0.2 pts	(\$31)
Royalties	+0.3 pts	\$8
COS Savings > Cost Inflation*	+3.5 pts	\$108
Operating Expenses	+1.9 pts	\$59
eOne Divestiture	+21.5 pts	\$746
Non-Recurring Items, All Other	+2.9 pts	\$80
YTD 2024 Op Margin	20.8%	\$630

Adjusted Operating Margin Drivers

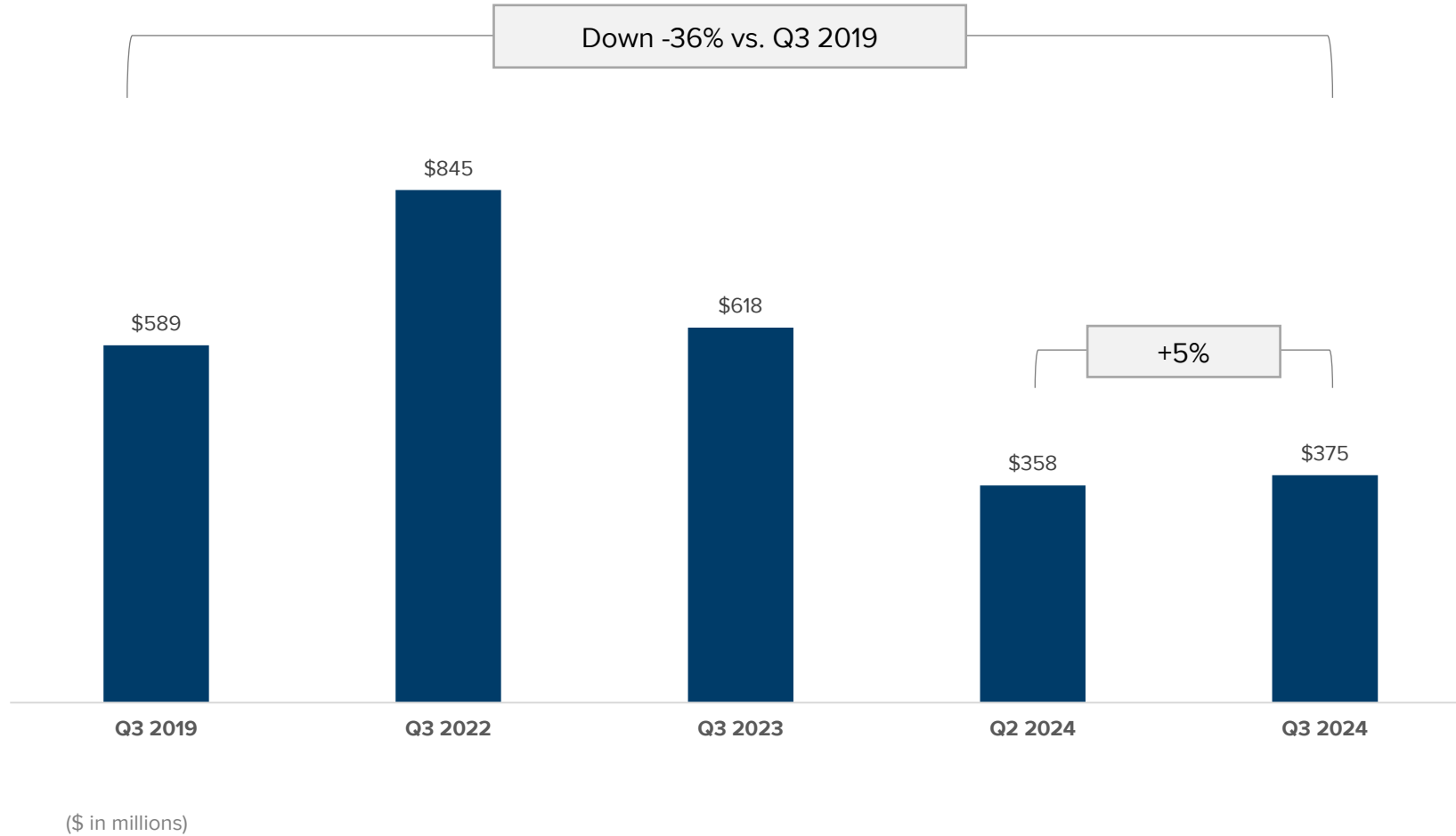
(\$ millions) Amounts may not sum due to rounding

YTD 2023 Op Margin (Adjusted)	14.2%	\$527
Volume & Mix*	+0.1 pts	(\$31)
Royalties	+0.3 pts	\$8
COS Savings > Cost Inflation*	+3.5 pts	\$108
Operating Expenses	+1.9 pts	\$59
eOne Divestiture	+2.8 pts	\$31
Non-Recurring Items, All Other	+1.1 pts	\$24
YTD 2024 Op Margin (Adjusted)	23.9%	\$726

Volume/Mix represents gross sales volume impact to operating profit and impact of mix on net sales. Royalties, COS, A&P and Program Amortization are calculated on a volume-adjusted basis. COS Savings > Cost Inflation is defined as the cost of goods savings from our strategic transformation initiatives is greater than the cost of goods inflation. YTD Non-recurring items include Q2 2023 production asset impairment charge for D&D movie and for Q2 2024 environmental liability reserve, release of aged supplier credits, and one-time royalty adjustment in the Entertainment segment.

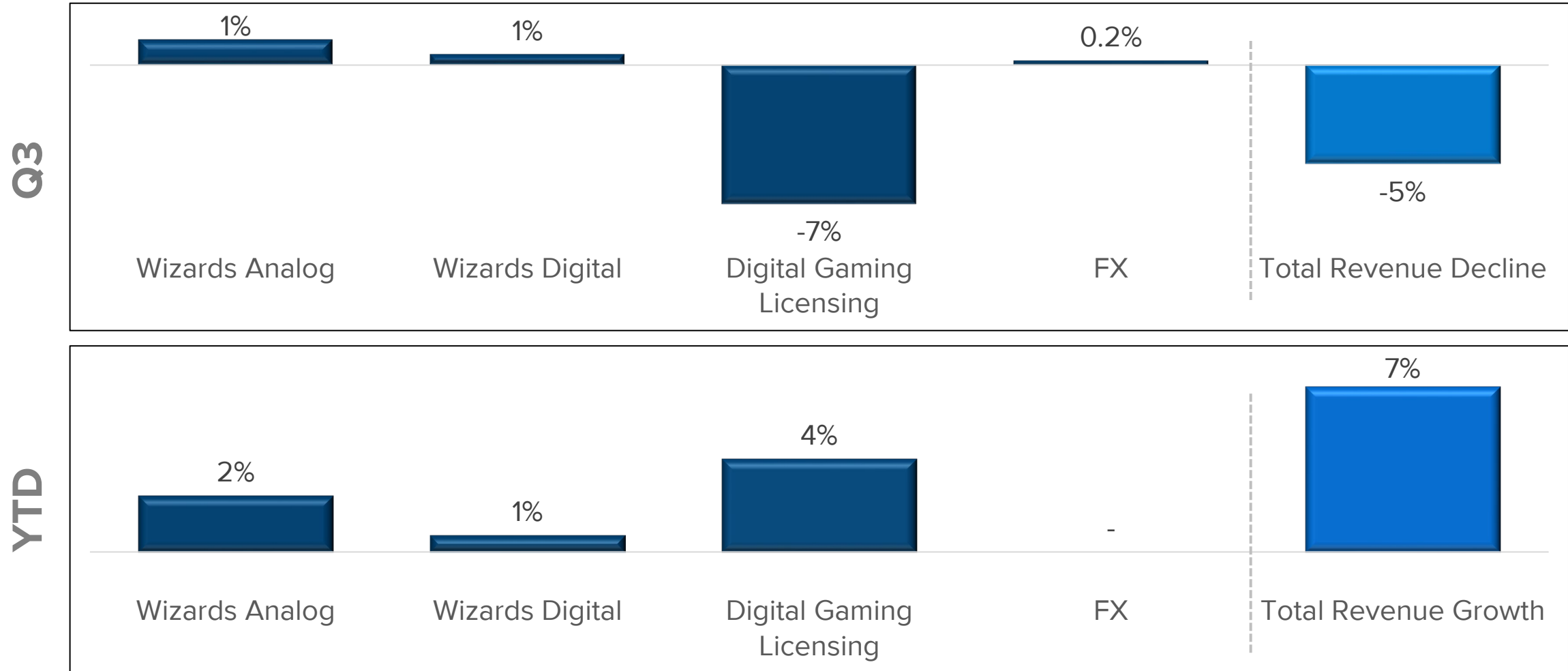


Total Hasbro Owned Inventory Reduction



- Total Q3 owned inventory -39% YoY; increase vs. Q2 driven by planned inventory build ahead of holidays
- Current inventory represents ~90 days of supply, down 30% versus last year; Aged inventory at all time lows
- Retail inventory remains at healthy levels
- Leveraging demand and supply planning processes to remain agile in meeting holiday demand and balance inventory risk

Wizards of the Coast & Digital Gaming Revenue Drivers



Wizards Tabletop represents tabletop MAGIC: THE GATHERING, DUNGEONS & DRAGONS, and other games; Digital Gaming Licenses represents our licensed digital gaming business and Digital Games represents *MAGIC: THE GATHERING Arena* and *D&D Beyond*.



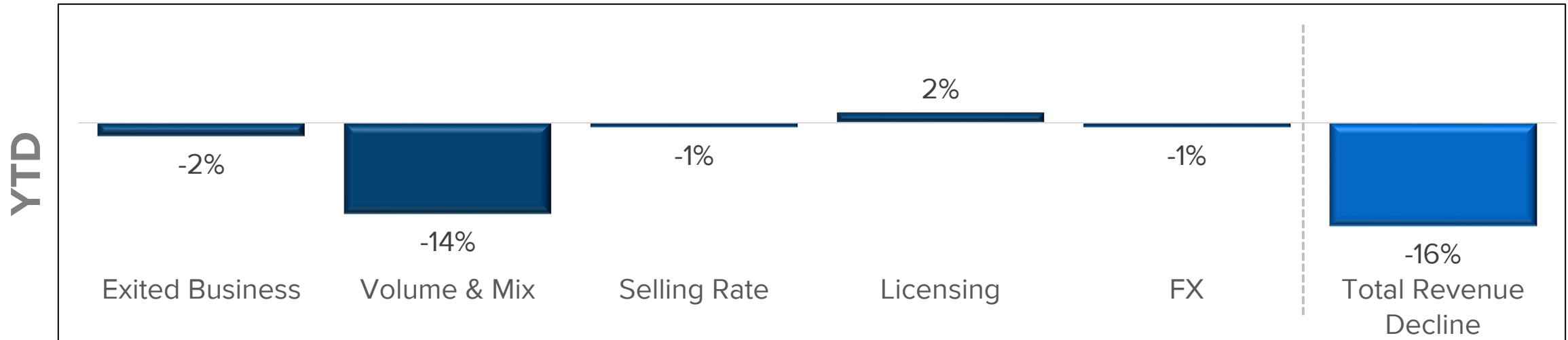
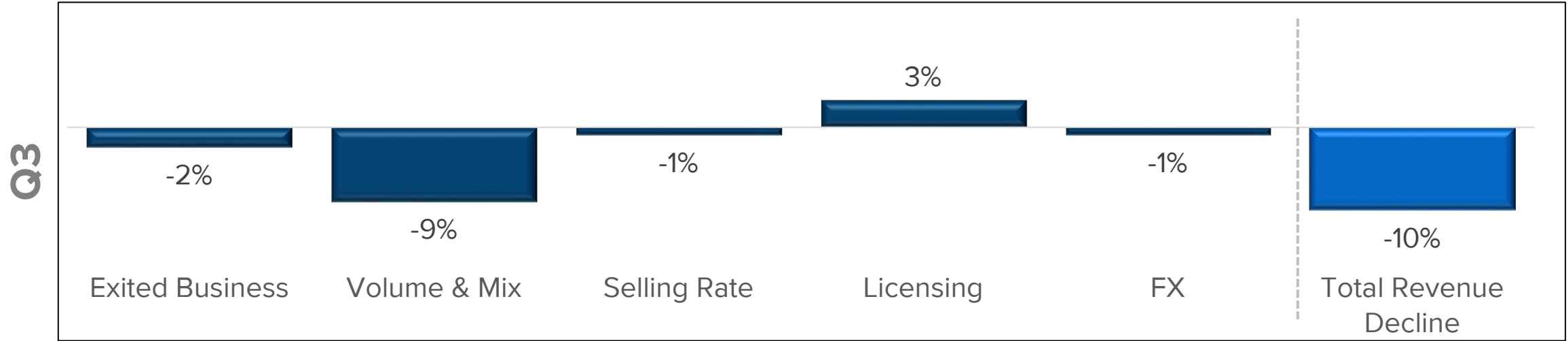
Wizards of the Coast Op Margin Performance

	Q3		YTD	
2023 Op Margin (Adjusted)	48.0%	\$204	38.6%	\$423
Volume & Mix*	-2.8 pts	(\$21)	+3.6 pts	\$76
Gross Sales to Net Sales Rate	-0.2 pts	(\$1)	-0.7 pts	(\$12)
Royalties	-0.3 pts	(\$1)	+1.5 pts	\$18
COS Savings > Cost Inflation*	+1.7 pts	\$7	+2.9 pts	\$34
Operating Expenses	-0.2 pts	(\$1)	+1.5 pts	\$18
Non-Recurring Items, All Other	-1.4 pts	(\$5)	-0.6 pts	(\$7)
2024 Op Margin (Adjusted)	44.9%	\$181	47.0%	\$551

Volume/Mix represents gross sales volume impact to operating profit and impact of mix on net sales. Royalties, COS, A&P and Program Amortization are calculated on a volume-adjusted basis. COS Savings > Cost Inflation is defined as the cost of goods savings from our strategic transformation initiatives is greater than the cost of goods inflation. YTD Non-recurring items include Q2 2023 production asset impairment charge for D&D movie and for Q2 2024 environmental liability reserve, release of aged supplier credits, and one-time royalty adjustment in the Entertainment segment.

- Q3 Margin impacted by *Baldur's Gate 3* launch in 2023
- Business mix shift to digital driving margin improvement
- Supply chain productivity more than offsetting cost inflation
- YTD lapping higher royalties due to 2023's *Lord of the Rings*
- YTD Operating expense reduction in support of the Operational Excellence initiative

Consumer Products Revenue Drivers



Volume/Mix represents gross sales volume impact to operating profit and impact of mix on net sales. Royalties, COS, A&P and Program Amortization are calculated on a volume-adjusted basis. COS Savings > Cost Inflation is defined as the cost of goods savings from our strategic transformation initiatives is greater than the cost of goods inflation. Business Exits reflects out-licensed brands, Russia and exited third-party licenses.



Brand Portfolio Performance

Net Revenue by Brand Portfolio

(\$ millions)	Q3 2024	Q3 2023	% Change	YTD 2024	YTD 2023	% Change
Franchise Brands	\$942	\$1,011	-7%	\$2,335	\$2,413	-3%
Partner Brands	\$190	\$228	-17%	\$402	\$534	-25%
Portfolio Brands	\$150	\$171	-12%	\$297	\$371	-20%
Non-Hasbro Branded Film & TV	-	\$94	-100%	-	\$397	-100%
Total	\$1281	\$1,503	-15%	\$3,034	\$3,714	-18%

Amounts may not sum due to rounding

Q3 2024 Brand Category Highlights

Franchise Brands

Third quarter growth in HASBRO GAMING (+6%), MAGIC THE GATHERING (+3%), TRANSFORMERS (+5%) offset by declines in remaining Franchise Brands.

Partner Brands

Growth in Beyblade (+71%) more than offset by declines across other partner brands.

Portfolio Brands

Growth in MY LITTLE PONY and DUEL MASTERS offset by impact of exited brands

Non-Hasbro Branded Film & TV

Business divested in December 2023

Consumer Products Op Margin Performance



	Q3		YTD	
2023 Op Profit Margin (Adjusted)	11.2%	\$107	4.4%	\$94
Volume & Mix*	-2.5 pts	(\$28)	-4.8 pts	(\$101)
Gross Sales to Net Sales Rate	+0.8 pts	\$5	+0.4 pts	\$9
Royalties	-1.5 pts	(\$13)	-0.6 pts	(\$10)
COS Savings > Cost Inflation*	+5.8 pts	\$50	+4.1 pts	\$74
Operating Expenses	-0.1 pts	(\$1)	+1.4 pts	\$25
Non-Recurring Items, All Other	+1.4 pts	\$9	+0.2 pts	\$2
2024 Op Profit Margin (Adjusted)	15.1%	\$130	5.1%	\$92

Volume/Mix represents gross sales volume impact to operating profit and impact of mix on net sales. Royalties, COS, A&P and Program Amortization are calculated on a volume-adjusted basis. COS Savings > Cost Inflation is defined as the cost of goods savings from our strategic transformation initiatives is greater than the cost of goods inflation. YTD Non-recurring items include Q2 2023 production asset impairment charge for D&D movie and for Q2 2024 environmental liability reserve, release of aged supplier credits, and one-time royalty adjustment in the Entertainment segment.

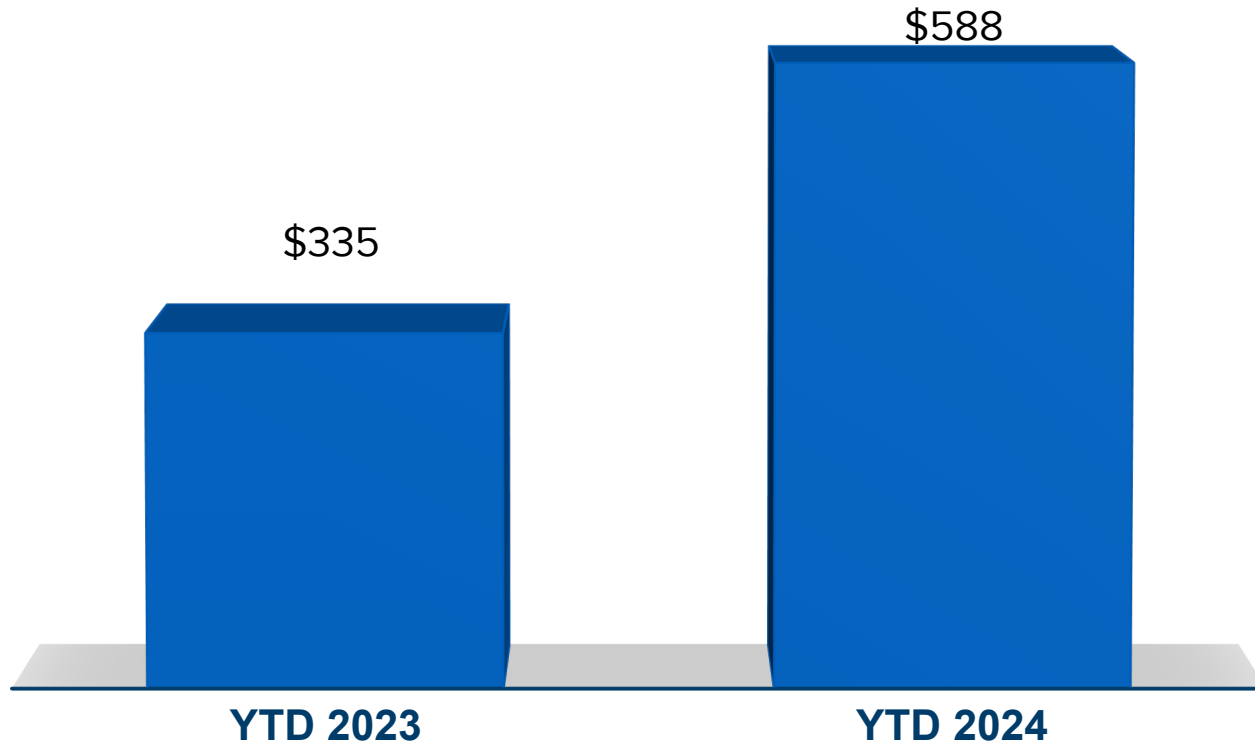
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- Underlying operating margin growth driven by supply chain performance, improved cost structure and fewer closeouts
- Improvements in cost structure are offsetting impact of volume deleverage
- Favorable mix and productivity from improved inventory drove +8.6 points of gross margin improvement in the quarter
- Operating expense reductions in line with Operational Excellence initiative

Total Hasbro, Inc. Cash Flow and Metrics



Operating Cash Flow



(\$millions)

Q3 2024 Highlights

- Operating cash improvement of \$253M year to date driven by improved operating results and net working capital
- Capital spending down slightly vs. PY due to project timing
- Adjusted Underlying Q3 Tax Rate of 22.8% vs. 23.2% PY
- Lower net interest expense
- Returned \$98 million cash to shareholders via dividends

Updated 2024 Guidance



Revised Annual Guidance:

- Wizards Revenue guidance raised behind strength in **MAGIC: THE GATHERING** and *Monopoly Go!*
- Consumer Products updated revenue range reflects lower close out volume and softness in select brands including Star Wars and NERF
- Pro-forma Entertainment segment remains down \$15M and OP margin ~60%
- Maintaining Adjusted EBITDA range
- Maintaining outlook on capital spending ~\$225M and tax rate 24%

**Wizards of the Coast &
Digital Gaming**

Consumer Products

**Flat to -1%
Revenue Decline**

**-12 to -14%
Revenue Decline**

**~42%
OP Margin**


**4 to 6%
Adj. OP Margin**

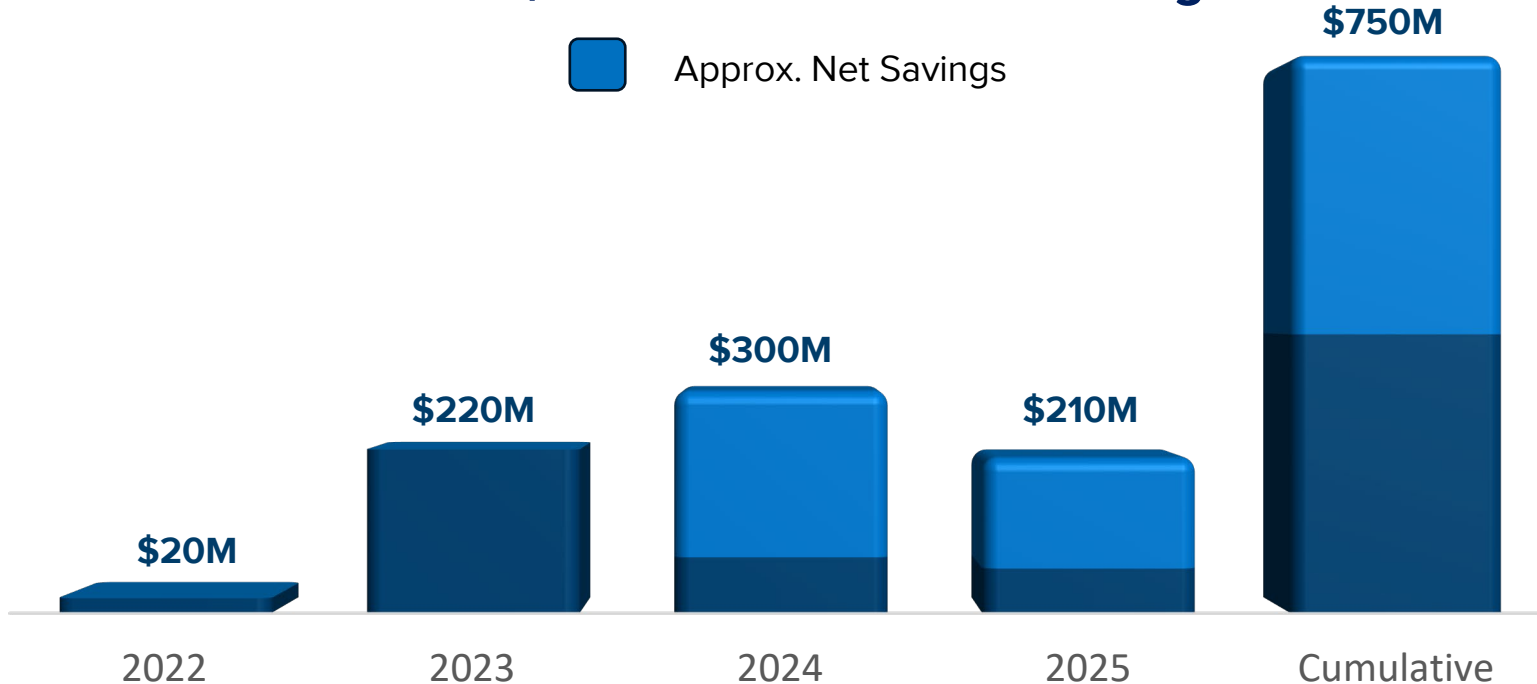
Total Hasbro, Inc Adj. EBITDA: \$975M to \$1.025B

The Company is not able to reconcile its forward-looking non-GAAP adjusted operating profit margin and adjusted EBITDA measures because the Company cannot predict with certainty the timing and amounts of discrete items such as charges associated with its cost-savings program, which could impact GAAP results. Guidance does not reflect the announced sale of select entertainment assets. The Company plans to update its outlook upon completion of the transaction

Operational Excellence Program

Path to \$750M of Gross Cost Savings

 Approx. Net Savings



- Delivered \$240M of gross savings YTD 2024; annual planned gross savings of \$300M
- Realized ~\$177M of net cost savings year to date driven by Supply Chain and Operational Excellence savings
- On track to deliver \$750M of gross savings by 2025
- Expect approximately ~50% of gross savings to flow through to bottom line through 2025



Supplemental Financial Information

Gross Margin Performance



	Q3		YTD	
Q3 2023 Gross Margin	62.6%	\$941	60.8%	\$2,257
Volume & Mix*	+1.7 pts	(\$35)	+3.0 pts	(\$37)
COS Savings > Cost Inflation*	+4.1 pts	\$53	+3.3 pts	\$102
eOne Divestiture	+1.1 pts	(\$47)	+3.1 pts	(\$153)
Non-Recurring Items, All Other	+0.3 pts	(\$17)	+1.9 pts	\$20
Q3 2024 Gross Margin	69.8%	\$895	72.1%	\$2,189

(\$ in millions)

Volume/Mix represents gross sales volume impact to operating profit and impact of mix on net sales. Royalties, COS, A&P and Program Amortization are calculated on a volume-adjusted basis. COS Savings > Cost Inflation is defined as the cost of goods savings from our strategic transformation initiatives is greater than the cost of goods inflation. YTD Non-recurring items include Q2 2023 production asset impairment charge for D&D movie and for Q2 2024 environmental liability reserve, release of aged supplier credits, and one-time royalty adjustment in the Entertainment segment.

- Q3 Gross Margin improvement of +7.2 pts
- Underlying Gross Margin drivers:
 - Supply Chain productivity
 - lower closeout sales
 - shift in business mix to digital
- Q3 aided by +1.5 pts. by eOne exit and non-recurring items



Condensed Consolidated Balance Sheets

	September 29, 2024	October 1, 2023
ASSETS		
Cash and Cash Equivalents	\$ 696.1	\$ 185.5
Short-term Investments	489.3	—
Accounts Receivable, Net	1,069.2	1,102.0
Inventories	375.4	617.7
Prepaid Expenses and Other Current Assets	391.6	286.2
Assets Held for Sale	—	1,048.7
Total Current Assets	3,021.6	3,240.1
Property, Plant and Equipment, Net	564.2	474.6
Goodwill	2,278.9	3,238.8
Other Intangible Assets, Net	539.5	655.1
Other Assets	825.7	731.6
Total Assets	\$ 7,229.9	\$ 8,340.2
LIABILITIES, NONCONTROLLING INTERESTS AND SHAREHOLDERS' EQUITY		
Current Portion of Long-Term Debt	\$ 500.0	\$ 60.0
Accounts Payable	420.3	371.4
Accrued Liabilities	1,132.5	985.4
Liabilities Held for Sale	—	607.4
Total Current Liabilities	2,052.8	2,024.2
Long-Term Debt	3,462.6	3,654.6
Other Liabilities	404.8	438.2
Total Liabilities	5,920.2	6,117.0
Total Shareholders' Equity	1,309.7	2,223.2
Total Liabilities, Noncontrolling Interests and Shareholders' Equity	\$ 7,229.9	\$ 8,340.2

⁽¹⁾ Amounts may not sum due to rounding



Consolidated Statement of Operations

	Three Months Ended				Nine Months Ended			
	September 29, 2024		October 1, 2023		September 29, 2024		October 1, 2023	
	Amount	% of Net Revenues	Amount	% of Net Revenues	Amount	% of Net Revenues	Amount	% of Net Revenues
Net revenues	\$ 1,281.3	100.0 %	\$ 1,503.4	100.0 %	\$ 3,033.9	100.0 %	\$ 3,714.4	100.0 %
Costs and expenses:								
Cost of sales	378.9	29.6 %	494.5	32.9 %	820.8	27.1 %	1,132.0	30.5 %
Program production cost amortization	7.9	0.6 %	68.4	4.5 %	24.5	0.8 %	325.3	8.8 %
Royalties	98.0	7.6 %	106.9	7.1 %	204.2	6.7 %	295.8	8.0 %
Product development	76.3	6.0 %	76.7	5.1 %	212.2	7.0 %	232.4	6.3 %
Advertising	101.9	8.0 %	81.9	5.4 %	213.8	7.0 %	249.8	6.7 %
Amortization of intangibles	17.1	1.3 %	19.2	1.3 %	51.2	1.7 %	65.1	1.8 %
Impairment of goodwill	—	— %	—	— %	—	— %	231.2	6.2 %
Loss on disposal of business	—	— %	473.0	31.5 %	24.4	0.8 %	473.0	12.7 %
Selling, distribution and administration	299.3	23.4 %	352.3	23.4 %	852.6	28.1 %	1,050.0	28.3 %
Total costs and expenses	979.4	76.4 %	1,672.9	111.3 %	2,403.7	79.2 %	4,054.6	109.2 %
Operating profit (loss)	301.9	23.6 %	(169.5)	(11.3)%	630.2	20.8 %	(340.2)	(9.2)%
Non-operating (income) expense:								
Interest expense	46.2	3.6 %	47.1	3.1 %	127.7	4.2 %	140.0	3.8 %
Interest income	(14.7)	(1.1)%	(3.8)	(0.3)%	(36.0)	(1.2)%	(15.6)	(0.4)%
Other (income) expense, net	(19.9)	(1.6)%	2.2	0.1 %	(15.7)	(0.5)%	(0.7)	— %
Total non-operating expense, net	11.6	0.9 %	45.5	3.0 %	76.0	2.5 %	123.7	3.3 %
Earnings (loss) before income taxes	290.3	22.7 %	(215.0)	(14.3)%	554.2	18.3 %	(463.9)	(12.5)%
Income tax expense (benefit)	67.0	5.2 %	(44.6)	(3.0)%	133.3	4.4 %	(36.9)	(1.0)%
Net earnings (loss)	223.3	17.4 %	(170.4)	(11.3)%	420.9	13.9 %	(427.0)	(11.5)%
Net earnings attributable to noncontrolling interests	0.1	— %	0.7	— %	1.0	— %	1.2	— %
Net earnings (loss) attributable to Hasbro, Inc.	\$ 223.2	17.4 %	\$ (171.1)	(11.4)%	\$ 419.9	13.8 %	\$ (428.2)	(11.5)%
Net earnings (loss) per common share:								
Basic	\$ 1.60		\$ (1.23)		\$ 3.01		\$ (3.09)	
Diluted	\$ 1.59		\$ (1.23)		\$ 3.00		\$ (3.09)	
Cash Dividends Declared	\$ 0.70		\$ 0.70		\$ 1.40		\$ 2.10	
Weighted Average Number of Shares								
Basic	139.5		138.8		139.3		138.7	
Diluted	140.5		139.2		140.0		139.0	

⁽¹⁾ Amounts may not sum due to rounding



Condensed Consolidated Statement of Cash Flows

	Nine months ended	
	September 29, 2024	October 1, 2023
Cash Flows from Operating Activities:		
Net Earnings (Loss)	\$ 420.9	\$ (427.0)
Loss on Disposal of Business	24.4	473.0
Impairment of Goodwill and Intangible Assets	—	231.2
Other Non-Cash Adjustments	185.8	545.6
Changes in Operating Assets and Liabilities	(43.5)	(487.9)
Net Cash Provided by Operating Activities	587.6	334.9
Cash Flows from Investing Activities:		
Additions to Property, Plant and Equipment	(146.2)	(160.4)
Purchase of investments	(571.0)	—
Proceeds from sale of investments	91.0	—
Net (settlement) proceeds from sale of business	(12.0)	—
Other	2.8	(2.2)
Net Cash Utilized by Investing Activities	(635.4)	(162.6)
Cash Flows from Financing Activities:		
Proceeds from Long-Term Debt	498.6	2.5
Repayments of Long-Term Debt	—	(107.0)
Net Proceeds from Short-Term Borrowings	—	0.3
Dividends Paid	(292.2)	(290.9)
Payments Related to Tax Withholding for Share-Based Compensation	(13.0)	(15.7)
Stock-Based Compensation Transactions	7.6	—
Payments of Financing Costs	(5.3)	—
Other	(4.9)	(7.2)
Net Cash Provided (Utilized) by Financing Activities	190.8	(418.0)
Effect of Exchange Rate Changes on Cash	7.7	(11.5)
Net Increase (Decrease) in Cash and Cash Equivalents	150.7	(257.2)
Net Decrease in Cash Balances Held For Sale	—	(70.4)
Net Increase (Decrease) in Cash and Cash Equivalents	150.7	(327.6)
Cash and Cash Equivalents at Beginning of Year	545.4	513.1
Cash and Cash Equivalents at End of Period	\$ 696.1	\$ 185.5

¹⁷ Amounts may not sum due to rounding



Hasbro Q3 Share in Focus Categories

Focus Categories – Q3 2024

Focus Category	Hasbro Share Change	Hasbro Share	Hasbro Position
Action Figures & Accessories	▼ -1.6 pts	25.2%	1
Arts & Crafts	▲ +0.7 pts	22.9%	1
Games excl. STCG*	▼ -0.7 pts	16.1%	1
Preschool Toys	▼ -1.2 pts	4.8%	6
Blasters/Shooters & Accessories	▼ -6.9 pts	42.0%	1

Action Figures & Accessories

Lapping 2023 Entertainment; Q3 POS increases in Marvel Classic & Spidey and His Amazing Friends

Arts & Crafts

Third quarter growth in PLAY-DOH POS

Games*

Other HASBRO GAMING POS increased in the quarter

Preschool Toys

POS for Peppa declined in the quarter

*Category does not reflect majority of MAGIC: THE GATHERING or DUNGEONS & DRAGONS

Source: Circana, LLC, Retail Tracking Service, G10 (US,CA,BR,MX,UK,FR,GE,SP,IT,AU), Action Figures & Accessories and Arts & Crafts Supercategories, Preschool Toys Segment, Games Excl Strategic Trading Card Games Subsegment, and Blasters/Shooters & Accessories Class, Projected Dollars, Jul - Sep 2023 & Jul - Sep 2024



Hasbro YTD Share in Focus Categories

Focus Categories – YTD 2024

Focus Category	Hasbro Share Change	Hasbro Share	Hasbro Position
Action Figures & Accessories	▼ -2.5 pts	23.6%	1
Arts & Crafts	▲ +1.1 pts	20.5%	1
Games excl. STCG*	▲ Flat	17.4%	1
Preschool Toys	▼ -1.2 pts	4.9%	6
Blasters/Shooters & Accessories	▼ -5.9 pts	43.1%	1

Action Figures & Accessories

Lapping 2023 entertainment calendar

Arts & Crafts

PLAY-DOH POS growth year to date

Games*

HASBRO GAMING POS up year to date

Preschool Toys

Softness across brands in the category

*Category does not reflect majority of MAGIC: THE GATHERING or DUNGEONS & DRAGONS

Source: Circana, LLC, Retail Tracking Service, G10 (US,CA,BR,MX,UK,FR,GE,SP,IT,AU), Action Figures & Accessories and Arts & Crafts Supercategories, Preschool Toys Segment, Games Excl Strategic Trading Card Games Subsegment, and Blasters/Shooters & Accessories Class, Projected Dollars, Jan - Sep 2023 & Jan - Sep 2024



Key Cash Flow and Balance Sheet Data

\$ Millions, unaudited	YTD 2024	YTD 2023	NOTES
Cash & Short-Term Investments	\$1,185	\$186	\$500M proceeds from May 2024 bond deal; will use to repay November 2024 maturity
Current and Long-Term Debt	\$3,963	\$3,715	\$500M to be repaid in November 2024 with proceeds from recent bond issuance
Depreciation	\$74	\$88	FY 2024 depreciation target in line with FY 2023
Amortization of Intangibles	\$51	\$65	Decline a result of the eOne Film and TV divestiture and the full amortization of other acquired IP
Program Spend, net	\$21	\$338	eOne Film and TV business sold in December 2023
Capital Expenditures	\$146	\$160	Capital spending down slightly vs. PY
Dividends Paid	\$292	\$291	\$0.70 per share quarterly dividend paid in Q3 2024; Next dividend payable December 4, 2024
Operating Cash Flow	\$588	\$335	Improved operating results
Accounts Receivable	\$1,069	\$1,102	3% YOY decrease; DSO 76 days, up 9 days
Inventory	\$375	\$618	39% YOY decrease driven by 40% decline in Consumer Products

FY 2023 Entertainment Segment Financials



\$ Millions; Unaudited Financials

	Divested Film & TV Assets	Hasbro Entertainment (Remain Co)	Total Entertainment Segment
Revenue	\$573M	\$86M	\$659M
% vs. LY	-30%	-34%	-31%
Operating Profit (Loss)	(\$836M)	(\$1,075M)	(\$1,912M)
Adjusted Operating Profit (Loss)	(\$40M)	(\$6M)	(\$46M)
% of Revenue	-7%	-7%	-7%

As adjusted figures are non-GAAP financial measures. A reconciliation of non-GAAP financial measures can be found in the Full Year 2023 earnings presentation on our investor website. This includes among other items; Non-cash Goodwill and Asset impairment charges of \$1,307.2 (\$1,278.2 after-tax) for the full year ended December 31, 2023, respectively, related to the goodwill impairment of Film & TV and Family Brands as well as the impairment of certain definite-lived intangibles and the Loss on disposal of a business of \$539.0 (\$419.7 after-tax) for the full year ended December 31, 2023 related to the sale of the eOne Film and TV business not directly supporting the Company's Entertainment Strategy. These charges are included within the Entertainment segment.



Segment Results-As Reported and As Adjusted-Q3 2024

	Three Months Ended September 29, 2024			Three Months Ended October 1, 2023			% Change
	As Reported	Non-GAAP Adjustments	Adjusted	As Reported	Non-GAAP Adjustments	Adjusted	
Operating Results							
Total Company Results							
External Net Revenues	\$ 1,281.3	\$ —	\$ 1,281.3	\$ 1,503.4	\$ —	\$ 1,503.4	-15%
Operating Profit (Loss)	301.9	26.8	328.7	(169.5)	512.1	342.6	-4%
Operating Margin	23.6%	2.1%	25.7%	-11.3%	34.1%	22.8%	
Segment Results							
Consumer Products:							
External Net Revenues	\$ 860.1	\$ —	\$ 860.1	\$ 956.9	\$ —	\$ 956.9	-10%
Operating Profit	121.0	9.1	130.1	96.1	10.9	107.0	22%
Operating Margin	14.1%	1.1%	15.1%	10.0%	1.1%	11.2%	
Wizards of the Coast and Digital Gaming:							
External Net Revenues	\$ 404.0	\$ —	\$ 404.0	\$ 423.6	\$ —	\$ 423.6	-5%
Operating Profit	181.2	—	181.2	203.4	—	203.4	-11%
Operating Margin	44.9%	—	44.9%	48.0%	—	48.0%	
Entertainment:							
External Net Revenues	\$ 17.2	\$ —	\$ 17.2	\$ 122.9	\$ —	\$ 122.9	-86%
Operating Profit (Loss)	9.8	3.4	13.2	(468.5)	476.6	8.1	63%
Operating Margin	57.0%	19.8%	76.7%	>-100%	>100%	6.6%	
Corporate and Other:							
Operating Profit (Loss)	\$ (10.1)	\$ 14.3	\$ 4.2	\$ (0.5)	\$ 24.6	\$ 24.1	-83%

⁽¹⁾ Amounts within this section may not sum due to rounding



Segment Results-As Reported and As Adjusted-Q3 2024 Continued

(UNAUDITED) (MILLIONS OF DOLLARS)

Net Revenues by Brand Portfolio	Three Months Ended		
	September 29, 2024	October 1, 2023	% Change
Franchise Brands ⁽¹⁾	\$ 941.6	\$ 1,011.0	-7%
Partner Brands	190.1	228.2	-17%
Portfolio Brands ⁽²⁾	149.6	170.6	-12%
Non-Hasbro Branded Film & TV ⁽²⁾	—	93.6	-100%
Total	\$ 1,281.3	\$ 1,503.4	

⁽¹⁾ Franchise Brands include: DUNGEONS & DRAGONS, Hasbro Gaming, MAGIC: THE GATHERING, NERF, PEPPA PIG, PLAY-DOH and TRANSFORMERS.

⁽²⁾ Effective in the first quarter of 2024, the Company moved the remaining Non-Hasbro Branded Film & TV brands into Portfolio Brands to align with the Company's Brand Strategy. For comparability net revenues for the three months ended October 1, 2023, has been restated to reflect the movement, resulting in a change of \$0.3.

MAGIC: THE GATHERING	Three Months Ended		
	September 29, 2024	October 1, 2023	% Change
MAGIC: THE GATHERING	\$ 296.3	\$ 287.4	3%
Hasbro Total Gaming ⁽¹⁾	593.2	628.0	-6%

⁽¹⁾ Hasbro Total Gaming includes all gaming revenue, most notably DUNGEONS & DRAGONS, MAGIC: THE GATHERING and Hasbro Gaming.

Consumer Products Segment Net Revenues by Major Geographic Region	Three Months Ended		
	September 29, 2024	October 1, 2023	% Change
North America	\$ 526.8	\$ 573.6	-8%
Europe	162.3	208.7	-22%
Asia Pacific	81.9	61.8	33%
Latin America	89.1	112.8	-21%
Net revenues	\$ 860.1	\$ 956.9	

Wizards of the Coast and Digital Gaming Net Revenues by Category	Three Months Ended		
	September 29, 2024	October 1, 2023	% Change
Tabletop Gaming	\$ 296.8	\$ 290.5	2%
Digital and Licensed Gaming	107.2	133.1	-19%
Net revenues	\$ 404.0	\$ 423.6	

Entertainment Segment Net Revenues by Category	Three Months Ended		
	September 29, 2024	October 1, 2023	% Change
Film and TV	\$ 1.6	\$ 102.1	-98%
Family Brands	15.6	20.8	-25%
Net revenues	\$ 17.2	\$ 122.9	

Segment Results-As Reported and As Adjusted-YTD 2024



	Nine Months Ended September 29, 2024			Nine Months Ended October 1, 2023			% Change
	As Reported	Non-GAAP Adjustments	Adjusted	As Reported	Non-GAAP Adjustments	Adjusted	
Operating Results ⁽¹⁾							
Total Company Results							
External Net Revenues	\$ 3,033.9	\$ —	\$ 3,033.9	\$ 3,714.4	\$ —	\$ 3,714.4	-18%
Operating Profit (Loss)	630.2	95.9	726.1	(340.2)	866.8	526.6	38%
Operating Margin	20.8%	3.2 %	23.9 %	-9.2%	23.3 %	14.2 %	
Segment Results							
Consumer Products:							
External Net Revenues	\$ 1,797.6	\$ —	\$ 1,797.6	\$ 2,132.5	\$ —	\$ 2,132.5	-16%
Operating Profit	64.8	27.2	92.0	61.5	32.3	93.8	-2%
Operating Margin	3.6%	1.5 %	5.1 %	2.9%	1.5 %	4.4 %	
Wizards of the Coast and Digital Gaming:							
External Net Revenues	\$ 1,172.3	\$ —	\$ 1,172.3	\$ 1,094.4	\$ —	\$ 1,094.4	7%
Operating Profit	551.1	—	551.1	422.5	—	422.5	30%
Operating Margin	47.0%	—	47.0 %	38.6%	—	38.6 %	
Entertainment:							
External Net Revenues	\$ 64.0	\$ —	\$ 64.0	\$ 487.5	\$ —	\$ 487.5	-87%
Operating Profit (Loss)	14.6	34.5	49.1	(801.4)	786.2	(15.2)	>100%
Operating Margin	22.8%	53.9 %	76.7 %	>-100%	>100%	-3.1 %	
Corporate and Other:							
Operating Profit (Loss)	\$ (0.3)	\$ 34.2	\$ 33.9	\$ (22.8)	\$ 48.3	\$ 25.5	33%

⁽¹⁾ Amounts within this section may not sum due to rounding

Segment Results-As Reported and As Adjusted-YTD 2024



Net Revenues by Brand Portfolio	Nine Months Ended		
	September 29, 2024	October 1, 2023	% Change
Franchise Brands ⁽¹⁾	\$ 2,334.7	\$ 2,412.8	-3%
Partner Brands	402.4	533.8	-25%
Portfolio Brands ⁽²⁾	296.8	370.6	-20%
Non-Hasbro Branded Film & TV ⁽²⁾	—	397.2	-100%
Total	\$ 3,033.9	\$ 3,714.4	

⁽¹⁾ Franchise Brands include: DUNGEONS & DRAGONS, Hasbro Gaming, MAGIC: THE GATHERING, NERF, PEPPA PIG, PLAY-DOH and TRANSFORMERS.

⁽²⁾ Effective in the first quarter of 2024, the Company moved the remaining Non-Hasbro Branded Film & TV brands into Portfolio Brands to align with the Company's Brand Strategy. For comparability net revenues for the nine months ended October 1, 2023, has been restated to reflect the movement, resulting in a change of \$1.2.

MAGIC: THE GATHERING Hasbro Total Gaming ⁽¹⁾	Nine Months Ended		
	September 29, 2024	October 1, 2023	% Change
MAGIC: THE GATHERING	\$ 870.2	\$ 827.5	5%
Hasbro Total Gaming ⁽¹⁾	1,549.6	1,505.7	3%

⁽¹⁾ Hasbro Total Gaming includes all gaming revenue, most notably DUNGEONS & DRAGONS, MAGIC: THE GATHERING and Hasbro Gaming.

Consumer Products Segment Net Revenues by Major Geographic Region	Nine Months Ended		
	September 29, 2024	October 1, 2023	% Change
North America	\$ 1,072.0	\$ 1,234.7	-13%
Europe	341.8	472.2	-28%
Asia Pacific	193.3	191.5	1%
Latin America	190.5	234.1	-19%
Net revenues	\$ 1,797.6	\$ 2,132.5	

Wizards of the Coast and Digital Gaming Net Revenues by Category	Nine Months Ended		
	September 29, 2024	October 1, 2023	% Change
Tabletop Gaming	\$ 832.6	\$ 806.9	3%
Digital and Licensed Gaming	339.7	287.5	18%
Net revenues	\$ 1,172.3	\$ 1,094.4	

Entertainment Segment Net Revenues by Category	Nine Months Ended		
	September 29, 2024	October 1, 2023	% Change
Film and TV	\$ 3.4	\$ 423.8	-99%
Family Brands	60.6	63.7	-5%
Net revenues	\$ 64.0	\$ 487.5	



Reconciliation of Non-GAAP Financial Measures

(UNAUDITED) (MILLIONS OF DOLLARS)

	Three Months Ended		Nine Months Ended	
	September 29, 2024	October 1, 2023	September 29, 2024	October 1, 2023
Reconciliation of EBITDA and Adjusted EBITDA ⁽¹⁾				
Net Earnings (Loss) Attributable to Hasbro, Inc.	\$ 223.2	\$ (171.1)	\$ 419.9	\$ (428.2)
Interest expense	46.2	47.1	127.7	140.0
Income tax expense (benefit)	67.0	(44.6)	133.3	(36.9)
Net earnings attributable to noncontrolling interests	0.1	0.7	1.0	1.2
Depreciation expense	24.4	33.4	74.0	88.0
Amortization of intangibles	17.1	19.2	51.2	65.1
EBITDA	\$ 378.0	\$ (115.3)	\$ 807.1	\$ (170.8)
Stock compensation	14.1	19.2	26.9	54.1
Strategic transformation initiatives ⁽²⁾	6.0	8.4	18.5	29.4
Restructuring and severance costs ⁽³⁾	0.4	—	7.8	—
Loss on disposal of business ⁽⁴⁾	—	473.0	24.4	473.0
eOne Film and TV business divestiture related costs ⁽⁵⁾	7.9	16.2	7.9	16.9
Impairment of goodwill and intangible assets ⁽⁶⁾	—	—	—	296.2
Adjusted EBITDA	\$ 406.4	\$ 401.5	\$ 892.6	\$ 698.8

⁽¹⁾ Amounts may not sum due to rounding

⁽²⁾ Strategic transformation initiatives costs represent non-recurring expenses for strategic projects with anticipated long-term benefits to support the organization in identifying, realizing and capturing savings to create efficiencies and improve business processes and operations.

⁽³⁾ Restructuring and severance associated with cost-savings initiatives across the Company.

⁽⁴⁾ Loss on disposal of a business related to the sale of the eOne Film and TV business executed on December 27, 2023. The costs are included in Loss on Disposal of Business within the Entertainment segment.

⁽⁵⁾ eOne Film and TV business divestiture related costs as a result of the sale of the eOne Film and TV business and certain retained liabilities.

⁽⁶⁾ Impairment of goodwill and intangible assets represent non-cash charges incurred within the Entertainment segment related to the eOne Film and TV business.



Reconciliation of Non-GAAP Financial Measures

(UNAUDITED) (MILLIONS OF DOLLARS)

	Three Months Ended		Nine Months Ended	
	September 29, 2024	October 1, 2023	September 29, 2024	October 1, 2023
Reconciliation of Adjusted Operating Profit ⁽¹⁾				
Operating Profit (Loss)	\$ 301.9	\$ (169.5)	\$ 630.2	\$ (340.2)
Consumer Products	121.0	96.1	64.8	61.5
Wizards of the Coast and Digital Gaming	181.2	203.4	551.1	422.5
Entertainment	9.8	(468.5)	14.6	(801.4)
Corporate and Other	(10.1)	(0.5)	(0.3)	(22.8)
Non-GAAP Adjustments	\$ 26.8	\$ 512.1	\$ 95.9	\$ 866.8
Consumer Products	9.1	10.9	27.2	32.3
Entertainment	3.4	476.6	34.5	786.2
Corporate and Other	14.3	24.6	34.2	48.3
Adjusted Operating Profit (Loss)	\$ 328.7	\$ 342.6	\$ 726.1	\$ 526.6
Consumer Products	130.1	107.0	92.0	93.8
Wizards of the Coast and Digital Gaming	181.2	203.4	551.1	422.5
Entertainment	13.2	8.1	49.1	(15.2)
Corporate and Other	4.2	24.1	33.9	25.5
Non-GAAP Adjustments include the following:				
Acquisition-related costs ⁽²⁾	\$ —	\$ —	\$ —	\$ 1.9
Acquired intangible amortization ⁽³⁾	12.5	14.5	37.3	49.4
Strategic transformation initiatives ⁽⁴⁾	6.0	8.4	18.5	29.4
Restructuring and severance costs ⁽⁵⁾	0.4	—	7.8	—
Loss on disposal of business ⁽⁶⁾	—	473.0	24.4	473.0
eOne Film and TV business divestiture related costs ⁽⁷⁾	7.9	16.2	7.9	16.9
Impairment of goodwill and intangible assets ⁽⁸⁾	—	—	—	296.2
Total	\$ 26.8	\$ 512.1	\$ 95.9	\$ 866.8

⁽¹⁾ Amounts may not sum due to rounding

⁽²⁾ In association with the Company's acquisition of eOne, the Company incurred stock compensation expenses included within Selling, Distribution and Administration.

⁽³⁾ Represents intangible amortization costs related to the intangible assets acquired in the eOne acquisition. The Company has allocated certain of these intangible amortization costs between the Consumer Products and Entertainment segments, to match the revenue generated from such intangible assets. While amortization of acquired intangibles is being excluded from the related GAAP financial measure, the revenue of the acquired company is reflected within the Company's operating results to which these assets contribute.

⁽⁴⁾ Strategic transformation initiatives costs represent non-recurring expenses for strategic projects with anticipated long-term benefits to support the organization in identifying, realizing and capturing savings to create efficiencies and improve business processes and operations.

⁽⁵⁾ Restructuring and severance costs associated with cost-savings initiatives across the Company.

⁽⁶⁾ Loss on disposal of a business related to the sale of the eOne Film and TV business executed on December 27, 2023. The costs are included in Loss on Disposal of Business within the Entertainment segment.

⁽⁷⁾ eOne Film and TV business divestiture related costs as a result of the sale of the eOne Film and TV business and certain retained liabilities.

⁽⁸⁾ Impairment of goodwill and intangible assets represent non-cash charges incurred within the Entertainment segment related to the eOne Film and TV business.



Reconciliation of Non-GAAP Financial Measures

Reconciliation of Net Earnings and Earnings per Share ⁽¹⁾

	Three Months Ended			
	September 29, 2024	Diluted Per Share Amount	October 1, 2023	Diluted Per Share Amount
Net Earnings (Loss) Attributable to Hasbro	\$ 223.2	\$ 1.59	\$ (171.1)	\$ (1.23)
Acquired Intangible Amortization ⁽³⁾	9.4	0.07	11.0	0.08
Strategic transformation initiatives ⁽⁴⁾	4.6	0.03	6.4	0.05
Restructuring and severance costs ⁽⁵⁾	0.3	—	—	—
Loss on disposal of business ⁽⁶⁾	—	—	369.0	2.66
eOne Film and TV business sale process charges ⁽⁷⁾	6.1	0.04	12.5	0.09
Net Earnings Attributable to Hasbro as Adjusted	\$ 243.6	\$ 1.73	\$ 227.8	\$ 1.64

	Nine Months Ended			
	September 29, 2024	Diluted Per Share Amount	October 1, 2023	Diluted Per Share Amount
Net Earnings (Loss) Attributable to Hasbro	\$ 419.9	\$ 3.00	\$ (428.2)	\$ (3.09)
Acquisition and Related Costs ⁽²⁾	—	—	1.7	0.01
Acquired Intangible Amortization ⁽³⁾	28.0	0.20	38.6	0.28
Strategic transformation initiatives ⁽⁴⁾	14.1	0.10	22.5	0.16
Restructuring and severance costs ⁽⁵⁾	5.9	0.04	—	—
Loss on disposal of business ⁽⁶⁾	24.4	0.17	369.0	2.66
eOne Film and TV business sale process charges ⁽⁷⁾	6.1	0.04	13.0	0.09
Impairment of Goodwill and Intangible Assets ⁽⁸⁾	—	—	279.9	2.01
Net Earnings Attributable to Hasbro as Adjusted	\$ 498.4	\$ 3.56	\$ 296.5	\$ 2.13

Reconciliation of Non-GAAP Financial Measures

Net Earnings and Earnings Per Share Continued.....

(1) Amounts may not sum due to rounding

(2) In association with the Company's acquisition of eOne, the Company incurred stock compensation expenses of \$1.9 (\$1.7 after-tax) in the nine months ended October 1, 2023. The expense is included within Selling, Distribution and Administration.

(3) Represents intangible amortization costs related to the intangible assets acquired in the eOne acquisition. The Company has allocated certain of these intangible amortization costs between the Consumer Products and Entertainment segments, to match the revenue generated from such intangible assets. While amortization of acquired intangibles is being excluded from the related GAAP financial measure, the revenue of the acquired company is reflected within the Company's operating results to which these assets contribute.

(4) Strategic transformation initiatives costs represent non-recurring expenses for strategic projects with anticipated long-term benefits to support the organization in identifying, realizing and capturing savings to create efficiencies and improve business processes and operations. These costs primarily consist of third party consulting of \$6.0 (\$4.6 after-tax) and \$18.5 (\$14.1 after-tax) for the three and nine months ended September 29, 2024, respectively, and \$8.4 (\$6.4 after-tax) and \$29.4 (\$22.5 after-tax) for the three and nine months ended October 1, 2023, respectively.

(5) Restructuring and severance costs \$0.4 (\$0.3 after-tax) and \$7.8 (\$5.9 after-tax) for the three and nine months ended September 29, 2024, associated with cost-savings initiatives across the Company.

(6) Loss on disposal of a business of \$24.4 (\$24.4 after-tax) for the nine months ended September 29, 2024 and \$473.0 (\$369.0 after-tax) for the three and nine months ended October 1, 2023, related to the sale of the eOne Film and TV business executed on December 27, 2023. The costs are included in Loss on Disposal of Business within the Entertainment segment.

(7) eOne Film and TV business divestiture related costs of \$7.9 (\$6.1 after-tax) for three months and nine months ended September 29, 2024 and \$16.2 (\$12.5 after-tax) and \$16.9 (\$13.0 after-tax) for the three and nine months ended October 1, 2023, respectively, as a result of the sale of the eOne Film and TV business and certain retained liabilities.

(8) Impairment of goodwill and intangible assets represent non-cash charges of \$296.2 (\$279.9 after tax) for the three and nine months ended October 1, 2023 incurred within the Entertainment segment related to the eOne Film and TV business.