



Hasbro 2011 Investor Day

Wednesday, November 9, 2011

Speaker Biographies

Brian Goldner
President and Chief Executive Officer
Hasbro, Inc.

Brian Goldner is responsible for conceptualizing and executing Hasbro's branded-play strategy through the global re-imagination, re-invention and re-ignition of Hasbro's world-class brand portfolio and the development of long-term relationships with strategic partners.

Since joining Hasbro in 2000 and taking on the role of CEO in 2008, Mr. Goldner has been instrumental in transforming Hasbro from a traditional toy & game company to a branded-play company. In recognition of this dynamic transformation, Mr. Goldner was named the 2008 CEO of the Year by Marketwatch.

Today, Hasbro provides children and families around the world a wide-range of immersive offerings – toys and games, entertainment, digital games and lifestyle products - based on Hasbro's beloved brands.

In support of this branded play strategy, Mr. Goldner spearheaded the formation of a 50-50 joint venture with Discovery Communications to create The Hub, a new television network for kids and their families that launched on 10-10-10. He has actively led Hasbro's entry in movies, orchestrating major deals with Paramount Pictures, DreamWorks Pictures, Sony and Universal Studios to create motion pictures based on some of the Company's best-known brands. He serves as an Executive Producer on many of these films, including the box office powerhouse TRANSFORMERS franchise.

Mr. Goldner also has been instrumental in formulating the Company's digital strategy, highlighted by a long-term strategic alliance with Electronic Arts, Inc., and the development of the company's burgeoning lifestyle licensing business.

Since joining the Company in 2000, Mr. Goldner has held a series of leadership positions of increasing responsibility. Prior to being named Chief Executive Officer, he served as Hasbro's Chief Operating Officer, and was a key force in transitioning Hasbro into one of the industry's most successful and profitable companies.

In addition to being a member of Hasbro's Board of Directors and The Hub's Board of Directors, Mr. Goldner sits on the board of the Molson Coors Brewing Company. He also serves on the board of The Miriam Hospital and The Rhode Island Hospital, both in Providence, RI. He is a member of the Producers Guild of America and sits on the Board of Trustees at Moses Brown School in Providence, RI.

Prior to joining Hasbro, Mr. Goldner held a number of management positions including, Executive Vice President and Chief Operating Officer of Bandai America, Worldwide Director in Charge of the LA office of J. Walter Thompson, and Vice President and Account Director in the Chicago office of Leo Burnett Advertising.

He is a graduate of Dartmouth College and the Executive Education Program at the Amos Tuck School.



David D. R. Hargreaves
Chief Operating Officer
Hasbro, Inc.

As a nearly 30-year veteran of the toy and game industry, David Hargreaves has been instrumental in growing Hasbro from a smaller toy and game manufacturer to a global branded play company, and a top provider of a vast array of immersive offerings in entertainment, digital games and lifestyle products – all based on Hasbro’s beloved brands.

Mr. Hargreaves leads the execution of Hasbro’s branded play strategy globally by overseeing Hasbro’s relationships with retailers, spearheading the Company’s customer strategic marketing efforts, and leading all of Hasbro’s global sales, manufacturing, sourcing, logistics and supply chain planning operations.



Mr. Hargreaves joined Hasbro in 1982 when the company reported \$138 million in revenues and has held several positions within finance and operations, being appointed CFO in 2001 and COO in 2008.

As CFO from 2001 to 2008, Hasbro substantially improved its profitability, strengthened its balance sheet, and undertook several strategic initiatives to expand the reach of the Company’s brands into digital gaming, movies and television. Mr. Hargreaves helped orchestrate the formation of a 50-50 joint venture with Discovery Communications to create The Hub, a new television network for kids and their families that launched on 10-10-10. Mr. Hargreaves serves on the Board of Directors of The Hub.

Prior to joining Hasbro, Mr. Hargreaves worked in the automotive industry with Ford of Europe where he held a number of positions in finance and strategic planning, and in finance with DeLorean Motor Cars Limited.

Mr. Hargreaves sits on the executive committee of the Board of Directors for the Toy Industry Association. He is involved with a number of non-profit organizations and has been a board member of the Kent County YMCA and Capital City Community Centers.

Mr. Hargreaves obtained his BA in Business from the University of East London, and undertook post-graduate business studies at the University of Warwick Business School.

Deborah M. Thomas
Senior Vice President & Chief Financial Officer
Hasbro, Inc.

Deborah Thomas leads Hasbro's global financial operations, including accounting and control, business planning and analysis, internal audit, treasury, tax, investor relations and other key financial disciplines.

Prior to her appointment in 2009 as Hasbro's CFO, Ms. Thomas served as Senior Vice President and Head of Corporate Finance for Hasbro. Ms. Thomas also served as the Company's Corporate Controller and has held positions of increasing responsibility since joining Hasbro's Finance Department in 1998.

Ms. Thomas has participated in the due diligence and acquisition teams for almost every major acquisition Hasbro has made. In addition to her role in corporate finance, Ms. Thomas is an active member of Hasbro's Global Information Systems Steering Committee.

Prior to joining Hasbro, Ms. Thomas held Assurance positions at KPMG Peat Marwick, LLP from 1986 through 1998, in the United States and in the United Kingdom.

Ms. Thomas is a member of the Board of Directors of the Rhode Island Public Expenditure Council, and also serves on the President's Advisory Council of Providence College. She is a member of the AICPA, the Rhode Island Society of CPA's, and has advised on occasion to the Members in Industry sub-committee of the AICPA. She also sits on the Board of the Rhode Island Airport Corporation.

In 2010, Ms. Thomas was named the 2010 Citizen of the Year by the March of Dimes Rhode Island's Board of Directors, in recognition for her work to advance the March of Dimes' mission of improving infant health.

Ms. Thomas has a BS from Providence College, and is a CPA.



John Frascotti
Global Chief Marketing Officer
Hasbro, Inc.

John Frascotti is responsible for leading Hasbro's global marketing and merchandising efforts and growing its vast portfolio of brands through the development of immersive brand experiences. As CMO of Hasbro since 2008, Mr. Frascotti has led the re-imagination, re-invention and re-ignition of Hasbro's world-class brand portfolio including TRANSFORMERS, NERF, MONOPOLY, LITTLEST PET SHOP, and hundreds of other brands in the company's portfolio.



Before joining Hasbro, Mr. Frascotti was Senior Vice President of the Sport Division at Reebok International Ltd., where he managed the company's largest global business segment. He began his career at Reebok in 1989 as an attorney and in 1990 moved to the product and marketing side of business. Mr. Frascotti held several senior executive positions throughout his career at Reebok including Senior Vice President of the Fitness Division, Senior Vice President, Acquisitions and Licensing and Vice President, Global Sports and Entertainment Marketing.

Prior to his tenure at Reebok, Mr. Frascotti began his career in entertainment law working at top law firms including Mitchell, Silberberg & Knupp in Los Angeles and Palmer & Dodge in Boston.

Mr. Frascotti received his BA in Economics from Yale and his law degree from Harvard.

Eric Nyman
Senior Vice President, Global Brand Leader
Toy & Game Portfolio
Hasbro, Inc.



Eric Nyman is a seasoned marketing professional with nearly 15 years of experience in developing and implementing strategic, actionable marketing activities on a global level. He has a proven track record of successfully re-imagining and growing some of Hasbro's most well-known and beloved brands including NERF, FURREAL FRIENDS and BABY ALIVE. Currently he oversees some of the Company's most successful brands, including TRANSFORMERS, G.I. JOE, NERF, BEYBLADE, KRE-O, and its partner brands including STAR WARS, BEYBLADE and MARVEL. In mid-2011, Mr. Nyman also assumed the leadership of Hasbro's Gaming Division.

He joined Hasbro in 2003, as a Director for Boys Marketing, responsible for the licensed Star Wars business. In 2006, he was appointed Vice President of Boys Licensed Marketing. In this role, in addition to Star Wars, he took on the leadership of the Marvel business. In 2008, he was promoted once again to Senior Vice President, Global Brand Leader of the Toy Portfolio, inclusive of brands like NERF, TONKA CHUCK AND FRIENDS, FURREAL FRIENDS, and BABY ALIVE in addition to his Boys licensed brand responsibilities.

Prior to joining Hasbro, Mr. Nyman worked as a Global Brand Manager at Timberland, Co., a global leader in the premium-quality footwear, apparel and accessories for consumers. He also spent three years at Lego Systems.

In addition, Mr Nyman is an active board member on the Rhode Island Zoological Society, and a frequent speaker at his alma mater, the Carrol School of Management at Boston College.

Mr. Nyman holds a BA from VA Wesleyan College and an MBA from the Wallace E. Carroll School of Management at Boston College.

Wiebe Tinga
President, Asia Pacific/Latin America/Mexico
Sales & Marketing
Hasbro, Inc.

A 24-year veteran of Hasbro, Wiebe Tinga is responsible for the leadership, planning, direction and control of all commercial activities of Hasbro Latin America and Asia Pacific in accomplishing the business unit's operational and fiscal objectives. He reports directly to David Hargreaves, Hasbro's Chief Operating Officer.

Under his leadership, Hasbro's market share, profitability and sales volume on its product lines within Hasbro Latin America and Asia Pacific, have steadily improved, including important gains in key strategic markets such as Brazil and China.



Mr. Tinga's career with Hasbro began in 1987, when he joined the marketing department at Hasbro Netherlands. During the next few years, Mr. Tinga assumed several positions of increasing responsibility in the Benelux (Belgium-Netherlands-Luxembourg) region, ultimately culminating in his appointment as General Manager of Hasbro Benelux in 1993. In 1995, he was promoted again to General Manager of Hasbro's Northern and Central European Region.

In 2004, he assumed responsibility of Hasbro Canada, and in 2006 he relocated to the United States, and was appointed President, Asia Pacific and Latin America, Sales & Marketing.

Mr. Tinga received his BS in Marketing and Advertising from the Higher Business School for Economic Studies in Utrecht, Netherlands.

Mark Hoijtink
General Manager Northern Europe
Hasbro, Inc.

With nearly 20 years of international business experience, Mark Hoijtink is responsible for leading Hasbro's Northern European Region, including Hasbro's markets in the United Kingdom, Germany, Russia, as well as Nordic countries (Denmark, Sweden, Norway and Finland), Central Eastern Europe (Poland, Czech Republic/Slovakia, Hungary, Romania and Bulgaria) and Balkan and Baltic countries and South Africa. Under his leadership, the markets in the Northern European Region have become more closely aligned with Hasbro's strategic objectives and portfolio to support growth objectives in these countries.



Mr. Hoijtink also heads Hasbro's steering committee on the establishment of Hasbro in Russia.

In 2007, he joined Hasbro as the General Manager of Iberia, and was subsequently promoted to General Manager of Iberia and Germany/Austria/Switzerland. In January 2011, he assumed the position of General Manager Northern Europe.

Before joining Hasbro, Mr. Hoijtink was Managing Director at Tecnitoys in Spain (2004-2006) and expanded the international business for Tecnitoys by setting up a U.S. subsidiary, as well as launching new product lines.

Mr. Hoijtink has more than 15 years international business experience and held positions with several multinational corporations including Perfetti/Van Melle and Chupa Chups, where he was responsible for establishing new subsidiaries, opening new markets, launching new product lines, building global commercial teams, delivering sales growth and increasing profit.

Mr. Hoijtink obtained his BA in Business Administration from the European University in Antwerp, Belgium and his Master of International Management at AGSIM, Thunderbird, Arizona, USA.