

# WINNING WITH BRANDS



# **CYNTHIA WILLIAMS**

President, Wizards of the Coast &  
Digital Gaming

# **KIM BOYD**

Head of Global Brands &  
Consumer Innovation

# **ADAM BIEHL**

Senior Vice President and  
General Manager, Hasbro Gaming





EVERY SET  
IN 2022\*  
**\$100M+**  
REVENUE



\*As of date of presentation, October 4, 2022



THE  
**LORD OF THE RINGS**  
TALES OF MIDDLE-EARTH

 **MAGIC**  
THE GATHERING  
UNIVERSES BEYOND





# MAGIC

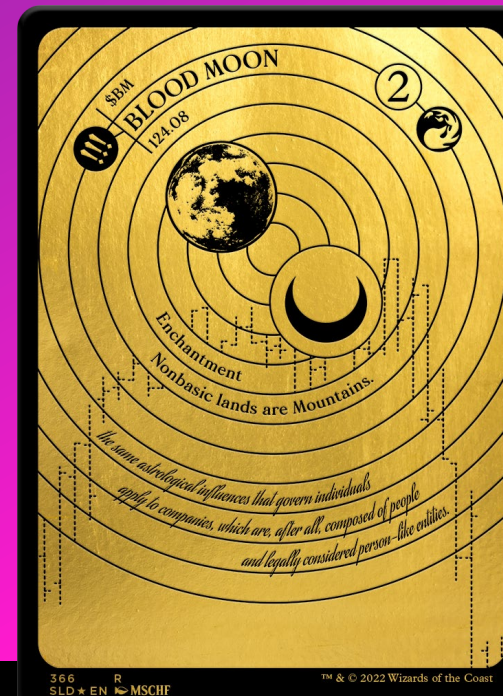
THE GATHERING

## UNIVERSES BEYOND

2024  
RELEASES



ASSASSIN'S  
CREED



# SECRET LAIR

## Direct-to-Consumer Business

- ▶ Highly Collectible
- ▶ Alternate Art Treatments
- ▶ Limited Edition Cards Targeted Toward The Collector





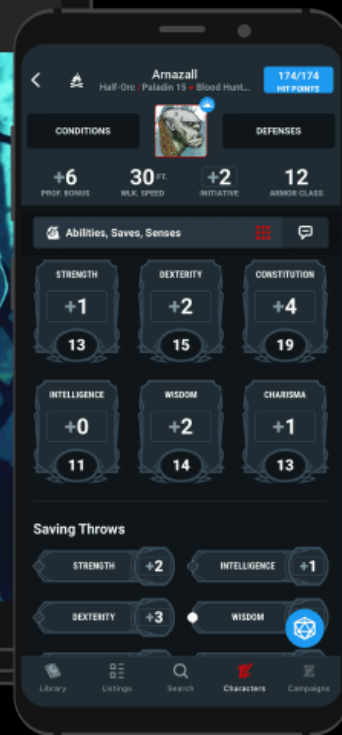
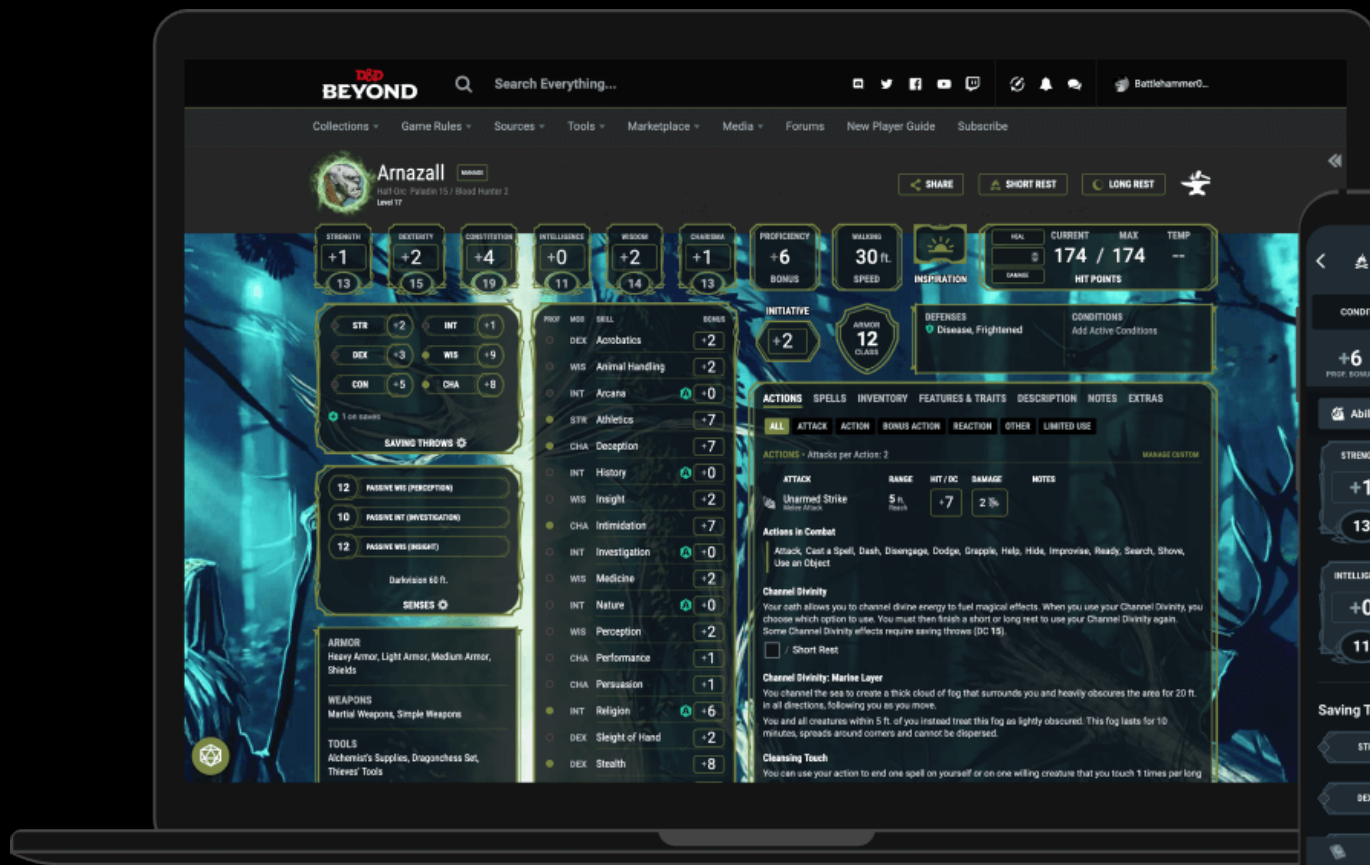
# Expanding **DUNGEONS & DRAGONS**

- ▶ Tabletop and Digital Gaming
- ▶ Entertainment
- ▶ Consumer Products





# BEYOND



20%  
INCREASE IN  
TOTAL REGISTERED  
USERS

80M  
CHARACTERS  
CREATED





# DUNGEONS & DRAGONS<sup>®</sup>

Consumer  
Products Launch  
including Golden  
Archive 6" Action  
Figure Line



ADULT STRATEGY GAMES

# Growth Opportunity



# Expansive Play System



- ▶ Immersive Games
- ▶ Digital-first Content
- ▶ Impactful Community Management



OPPORTUNITY IN

# Arts & Crafts



#1 in the  
Arts & Crafts  
Category





# Play-Doh BRAND

SHAPING  
IMAGINATIONS



# nickelodeon SLIME

Coming  
January  
2023





Play-Doh



3ft  
tall

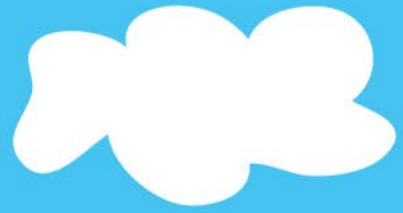


Play-Doh

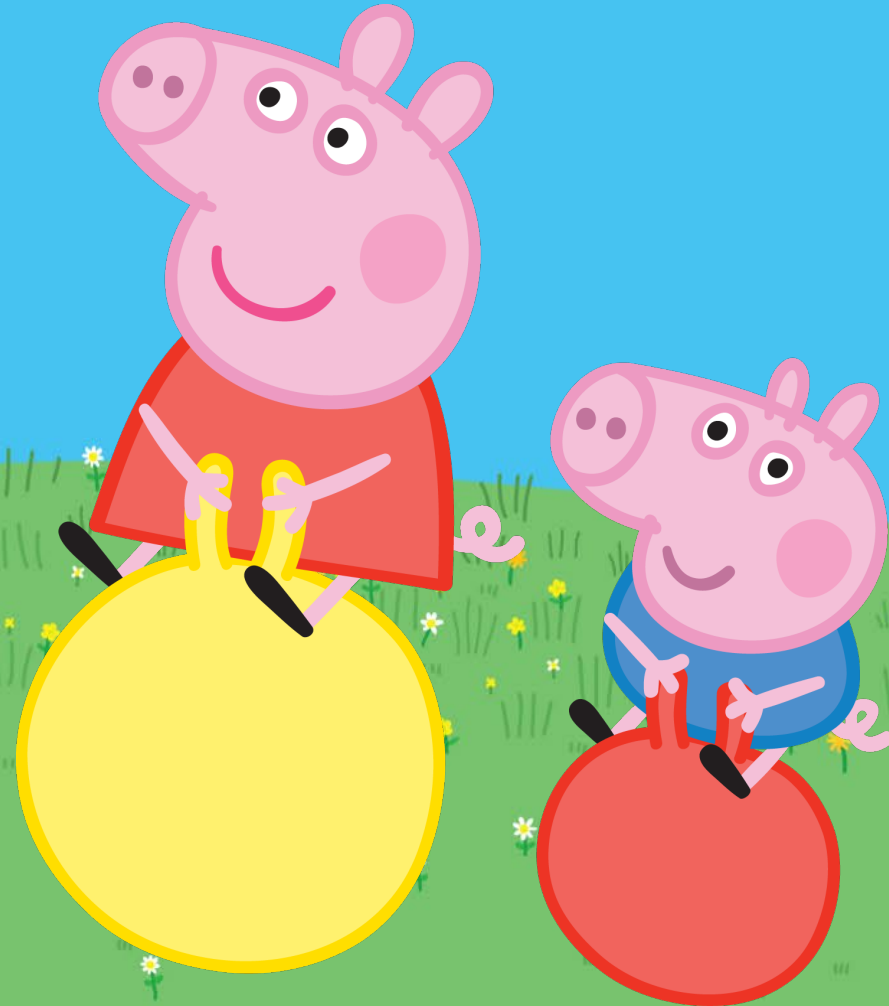


Hasbro

OPPORTUNITY IN



# Preschool





OPPORTUNITY IN

# Preschool

STAR WARS  
**YOUNG  
JEDI  
ADVENTURES**

Disney  
**Junior**

Disney+

Disney  
**Junior**

MARVEL  
**SPIDEY  
and his  
AMAZING FRIENDS**



Hasbro

OPPORTUNITY IN

# Fan Economy



STARTING  
LINEUP



# Holiday 2022 & 2023 Highlights





# MONOPOLY



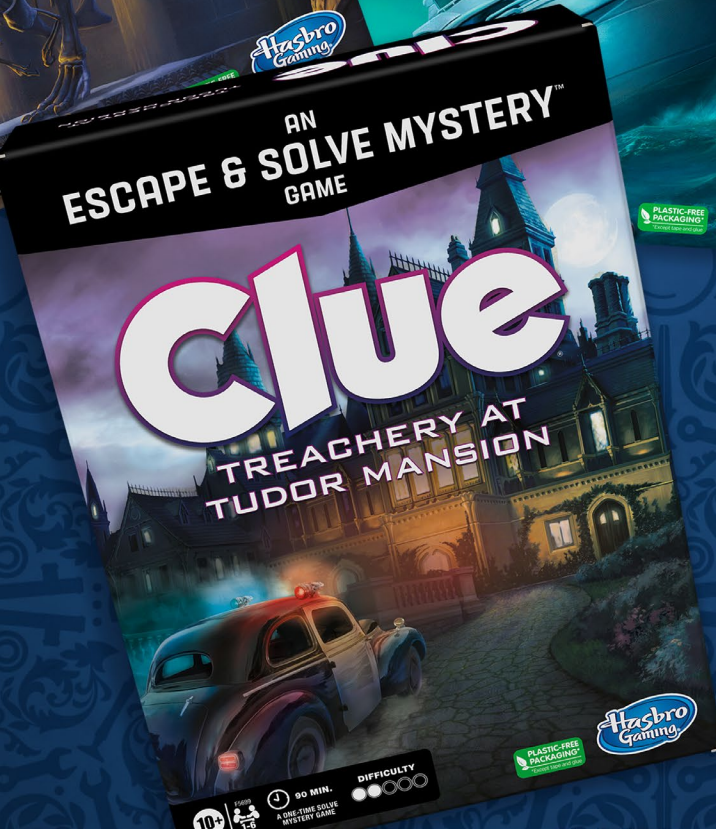
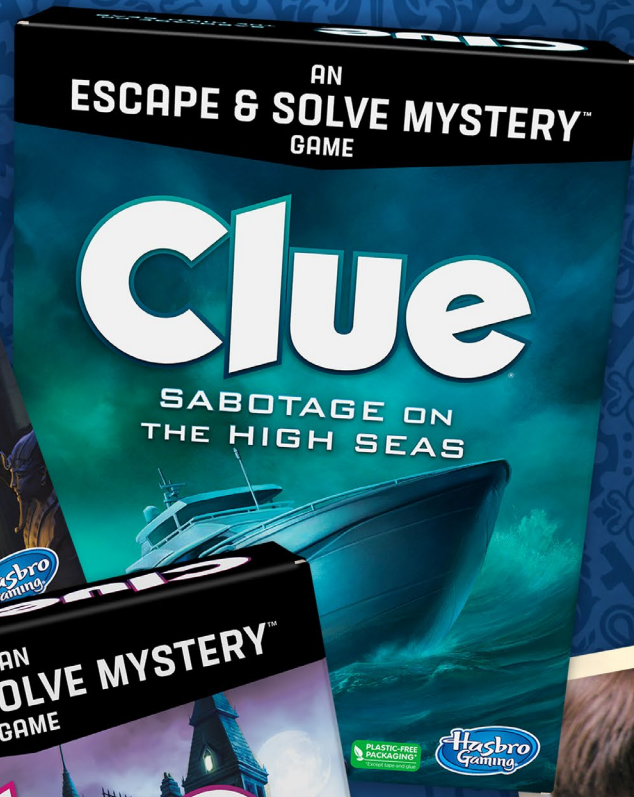




clue







# Clue SOCIAL MURDER MYSTERY



PERSONS  
OF INTEREST



ALIBIS &  
ROOMS

MOTIVES &  
RESOLUTION



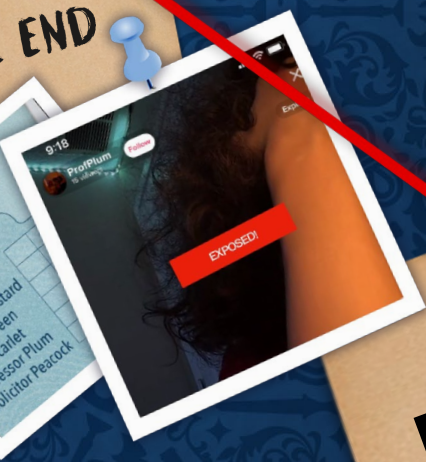
WEAPONS &  
PLOT TWIST



THE END

Clue

Who?  
Chief White  
Colonel Mustard  
Major Green  
Miss Scarlet  
Professor Plum  
Solicitor Peacock



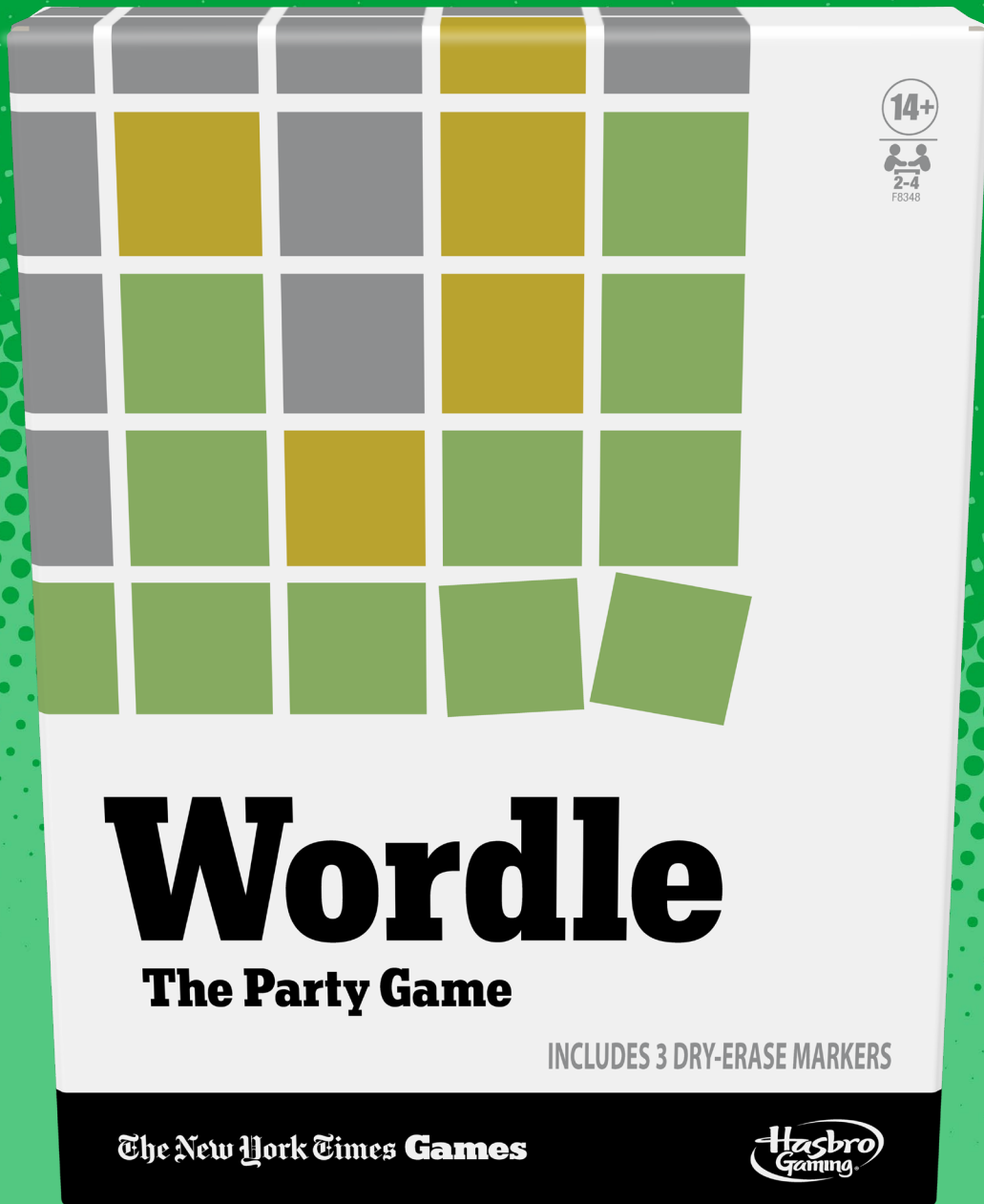
Is Prof Plum as  
innocent as he looks?

YES

NO

Send Message

Clue  
#OUR DEAD  
Boddy



# ACTION BRAND PORTFOLIO

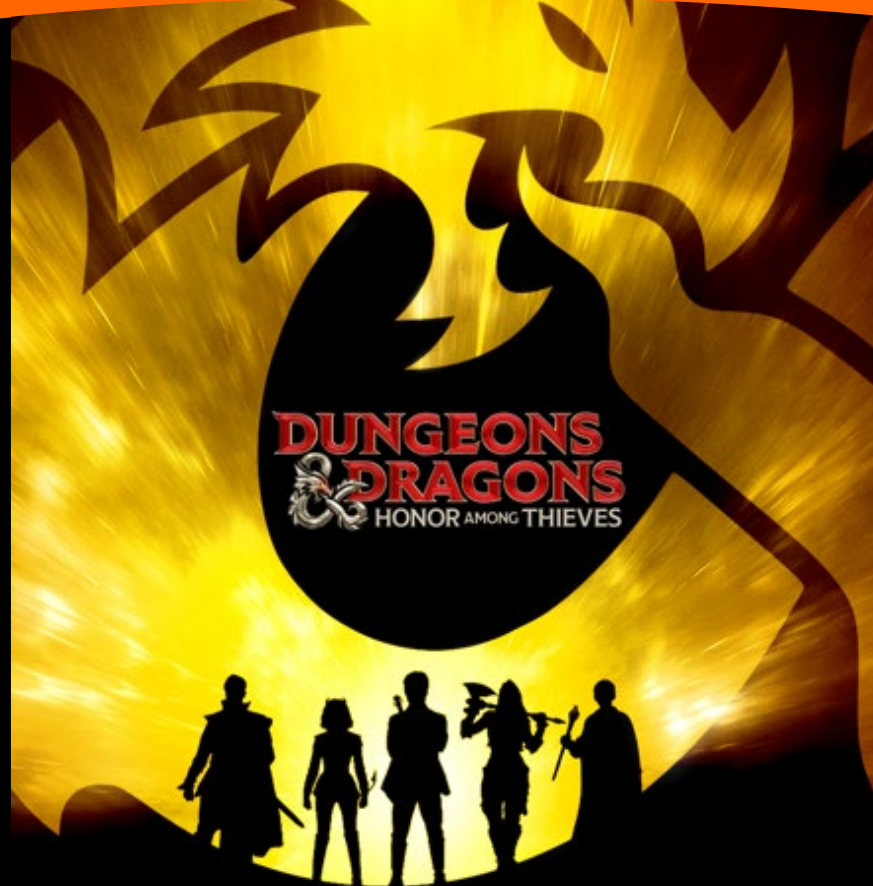
**+14%**

YEAR-TO-DATE



# Robust Entertainment

**TRANSFORMERS**  
RISE OF THE BEASTS



MARVEL STUDIOS

GUARDIANS  
OF THE GALAXY

VOLUME 3

SPIDER-MAN

ACROSS THE SPIDER-VERSE

MARVEL STUDIOS

BLACK PANTHER

WAKANDA  
FOREVER

STAR WARS

THE

MANDALORIAN



# NERF PRO GEL FIRE

MYTHIC





Summer  
2023

**NERFBALL**

THE FUTURE OF SPORT IS HERE





# DIGITAL GAMES

**3B+**

GAMERS  
GLOBALLY

**\$221B+**

GLOBAL ANNUAL  
REVENUE





ATOMIC ARCADE

# First Class Gaming Talent



SKELETON  
KEY





LAUNCHES  
Dec 6





ONE  
D&D





RELEASES  
Oct 19

# SECRET LAIR





Oct 28-30  
LAS VEGAS

MAGIC  
30

