

WINNING WITH CONSUMERS



MATT AUSTIN

Chief Commercial Officer



World-Class Brand Portfolio



Category Leader



IN THE U.S, HASBRO IS THE LEADER IN CATEGORIES THAT REACH **67% OF HOUSEHOLDS**

- ▶ Across The G10 Hasbro is Category Leader in Four Categories
 - Gaming; Outdoor Active Play; Arts & Crafts; Action Figures
- ▶ Total Addressable Market of \$25B
- ▶ Significant Growth Opportunity

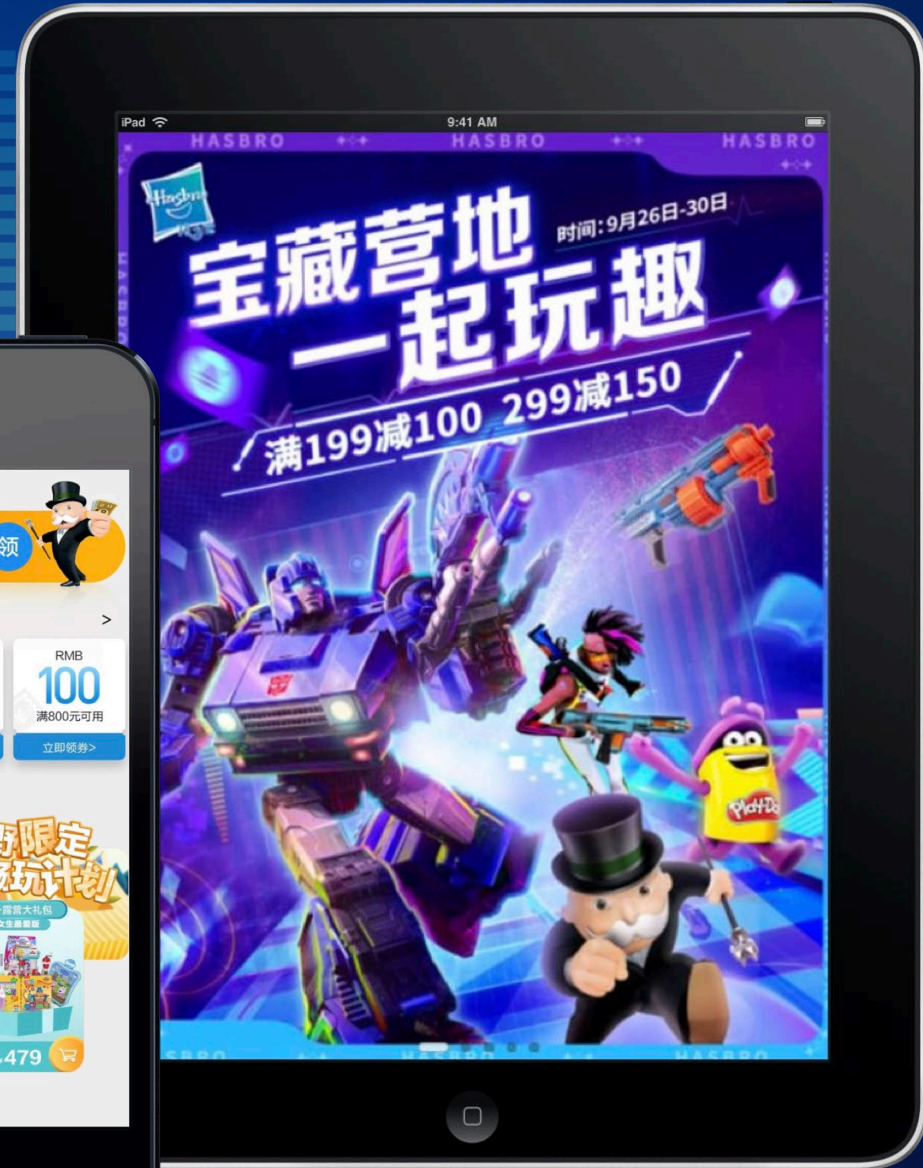
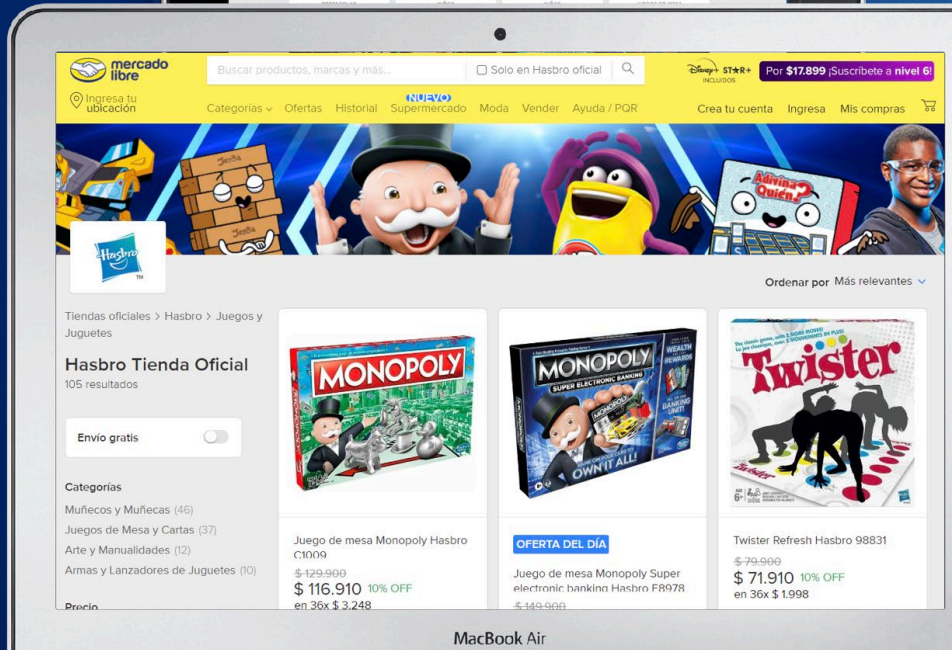
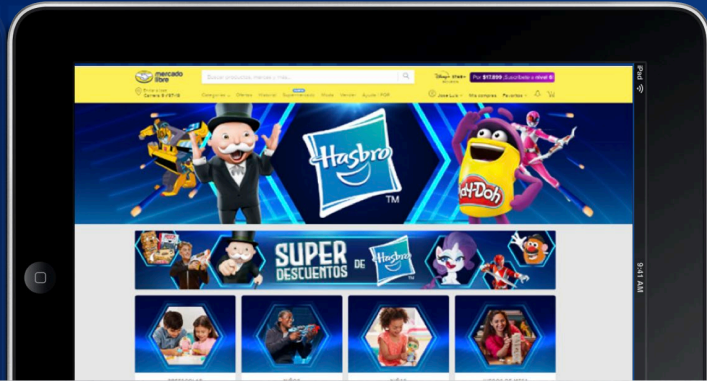


Create Fans All
Over the
WORLD

With a Focus on FEWER,
BIGGER, BETTER BRANDS



1. OPTIMIZE GEOGRAPHIC PORTFOLIO



2. PARTNER OF CHOICE



HASBRO PERFECT STORE

1



Strategic Insights

2



Category Management

3



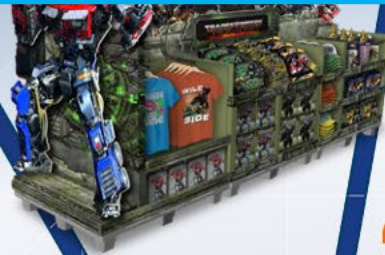
Perfect Store



3. TRUE BRAND EXPERIENCE



PR & PARTNERSHIPS



RETAIL



CONTENT



TOY



LIVE EVENTS

TRANSFORMERS



PUBLISHING



DIGITAL



HARD LINES



SOFT LINES



LINE WEIGHT DETAILS
.25 PT. STANDARD
1.5 PT. MAX THICK

LINE WORK
OO HOLIDAYS
.25 PT. STANDARD
1.5 PT. MAX THICKNESS

LINE WEIGHT
DETAILS
.25 PT. STANDARD
1.5 PT. MAX THICKNESS



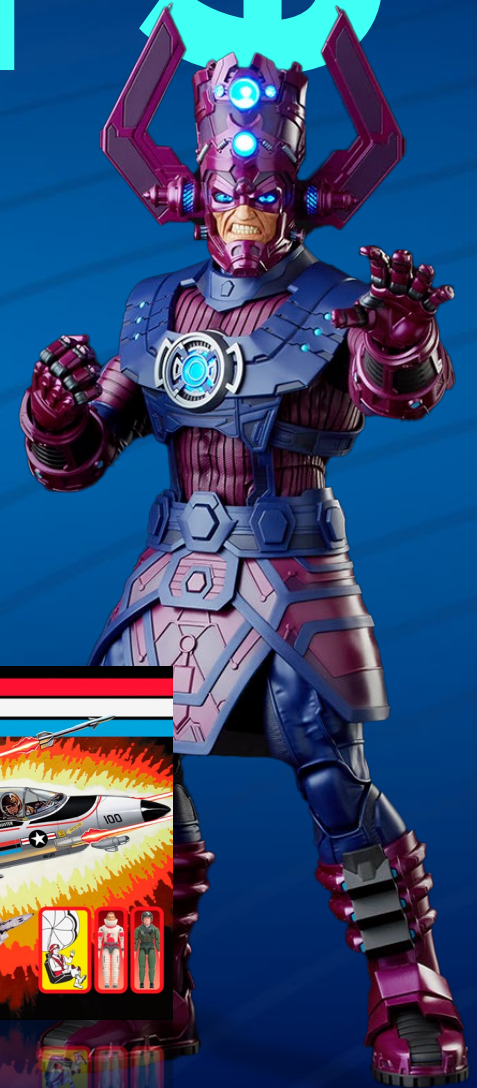
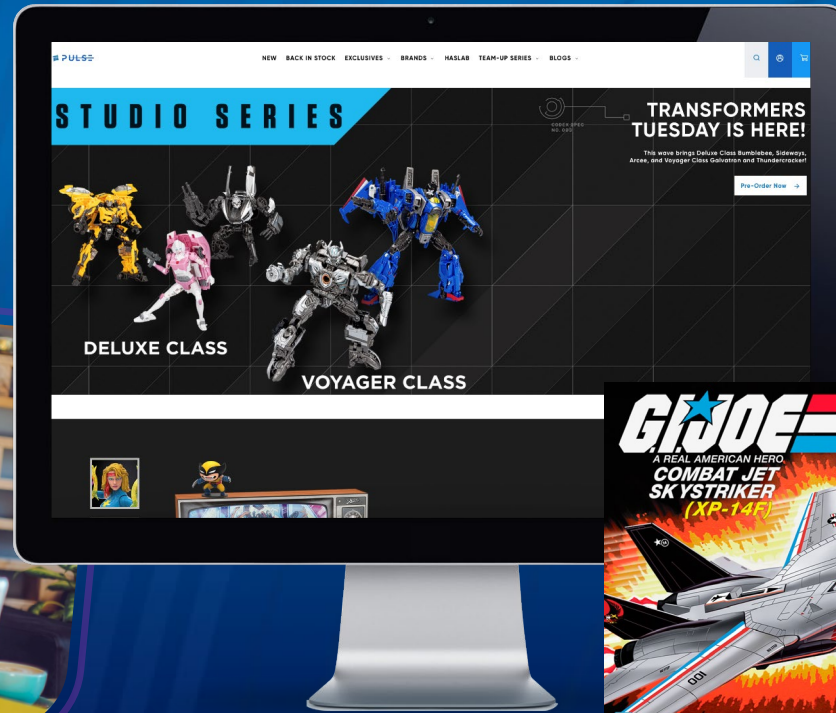
KWAMINA CRANKSON

Senior Vice President and
General Manager, Hasbro Direct



BILLION \$

FAN ECONOMY



H A S B R O
P U L S E
C O N 2 0 2 2

3RD
ANNUAL

SEPTEMBER 30 – OCTOBER 1, 2022



Develop Capacity & Capabilities to Serve Consumers



Using **data** to build one platform and shared unique ID to create scalable efficiency and build a deeper relationship with **OUR** fans across the ecosystem



PULSE



DIRECT-TO-CONSUMER GROWTH PLAN TO
\$1B



Hasbro Pulse Members

Building a Lifelong
Relationship

REPEAT
PURCHASE
12X
A YEAR

CREATE VALUABLE
LIFE-LONG
RELATIONSHIPS

AVERAGE
SPEND
\$1,000+

DELIVER MORE
OF WHAT FANS
WANT DIRECTLY



DESIGNED BY
HASLAB
ESTABLISHED 2018

**Our fan obsessed platform to bring
consumer backed concepts to market.
If they fund it, we make it!**





GI JOE





HASBRO [SELFIE SERIES]



HASBRO
[SELFIE SERIES]



SHANE AZZI

Chief Supply Chain Officer



DEVELOPING A
BEST-IN-CLASS
SUPPLY CHAIN



SUPPLY CHAIN DIAGNOSTIC

**SIGNIFICANT
SAVINGS**

**WORKING
CAPITAL**

**REINVEST
TO GROW**

WINNING WITH CONSUMERS

**RIGHT PRODUCT
AT THE RIGHT TIME
TO SERVE OUR
CONSUMERS**

**LEVERAGE
ANALYTICS TO
STRENGTHEN
RESILIENCY**

**OPTIMIZE
AND REDUCE OUR
INVENTORY**



NETWORK OPTIMIZATION

**ENABLE
ACCURATE PRODUCT
DEPLOYMENT**

**DRIVE EFFICIENCY
IN TRANSPORTATION &
OUR FULFILLMENT
CENTERS**

**STRENGTHEN
DIRECT-TO-
CONSUMER
OPERATIONS**



STRATEGIC SOURCING

Evolve our sourcing footprint to better service our global customers and support our growth but also to minimize risk.



POSITIONED TO MEET
DEMAND
2022



KATHRIN BELLIVEAU

Chief Purpose Officer



OUR PURPOSE

is to create joy and community for
all people around the world,
one game,
one toy,
one story
at a time.





Teams that are inspired to work



2022 **WORLD'S MOST ETHICAL COMPANIES**TM
WWW.ETHISPHERE.COM
11-TIME HONOREE

3BL ME DIA
100 Best Corporate Citizens
2022

NAMED ONE OF THIS YEAR'S
2022 HONOREE 10 YEARS
THE CIVIC 50
POINTS OF LIGHT
MOST COMMUNITY-MINDED BUSINESSES

AMERICA'S MOST
JUST
COMPANIES

#1 IN HOUSEHOLD GOODS & APPAREL

Forbes 2020



Delivering Our Purpose Through ESG

**DRIVES OPERATIONAL
EXCELLENCE AND EFFICIENCIES**

**BENEFITS FOR OUR
COMMUNITIES**

**HIGH EMPLOYEE
ENGAGEMENT**

**LONG-TERM VALUE
CREATION**



Playing with Purpose

ESG Progress Report
2021-2022



COMING
NOV 2022



ESG Focus Areas

- ▶ Product and Content Safety,
- ▶ Climate and the Environment,
- ▶ Human Rights and Ethical Sourcing
- ▶ Human Capital Management (including DE&I)





SUPPLY CHAIN RESPONSIBILITY



**IMPROVED WORKER
PRODUCTIVITY**



**REDUCED TURNOVER &
ABSENTEEISM IN OUR
THIRD-PARTY FACTORIES**



**OVERALL STRENGTHENING
SUPPLY CHAIN
RELATIONSHIPS &
RELIABILITY**

SCIENCE-BASED TARGETS

2

CLIMATE
PLAN

2030
GOAL ▶

42%
Reduction

2050
GOAL ▶

**net
zero**

REDUCTION OF SINGLE-USE PLASTIC

PLASTIC-FREE
PACKAGING



ANNUAL SAVINGS

\$4M

OVER

23,000

METRIC TONS
OF CO2



HASBRO

toy recycling



Winning with Consumers

Engagement, Operational Efficiency & Focus

Execution to the Next Level

Engage and Delight Fans all Over the World

Significantly Lower Cost

Purpose Leadership

