

WINNING WITH STORIES



OLIVIER DUMONT

President, Family Brands,
eOne

STEVE BERTRAM

President, Film & Television,
eOne

CASEY COLLINS

Head of Licensed Consumer
Products & Business Development



eOne

Film & TV

Global
Entertainment
Studio

Film

Scripted &
Unscripted TV





THE ROOKIE



THE ROOKIE FEDS



A close-up, high-contrast photograph of a woman's face. Her eyes are a striking greenish-yellow, and a single tear is visible on her cheek. A yellow and black striped wasp is perched on her cheek, near the tear. Her mouth is slightly open, showing her teeth. The background is dark and textured, possibly her hair.

Yellowjackets

**NOMINATED
FOR 7 EMMYS**

**SECOND SEASON
IN PRODUCTION**





THE
WOMAN KING





TRANSFORMERS
RISE OF THE BEASTS

Unlocking the Value of Hasbro IP

- ▶ Recaptured entertainment rights allowing development across Film, Scripted and Unscripted TV that will fuel our content slates for years to come
- ▶ Collaboration across teams to develop brands and projects that drive the most value for Hasbro
- ▶ Attaching exciting talent, on and off-camera to many of Hasbro's leading properties



**DUNGEONS
& DRAGONS**
HONOR AMONG THIEVES





PJMASKS
POWER HEROES





MAGIC

THE GATHERING





Play-Doh

SQUISHED





EASY- BAKE BATTLE



HASBRO ENTERTAINMENT PIPELINE

35

Hasbro Brands
with Projects in
Development

10+

TV Properties
Sold into
Development

6

Projects
in Production /
Pre-Release



GROWING ENTERTAINMENT VALUE BASED ON HASBRO IP



DUNGEONS & DRAGONS[®]

SCRIPTED SERIES UNDER
DEVELOPMENT

WRITER & DIRECTOR RAWSON THURBER

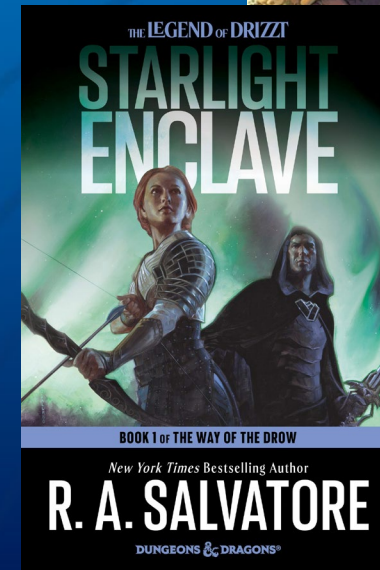
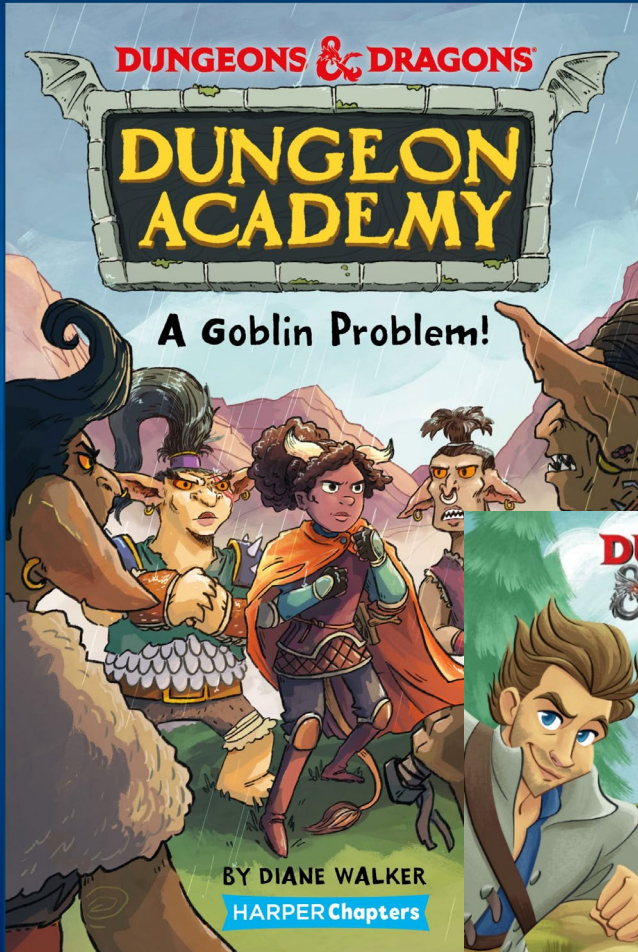


Dungeons & Dragons Brand Expansion

CONSUMER PRODUCTS LICENSING



PUBLISHING



Dungeons & Dragons Brand Expansion

LICENSED DIGITAL GAMING OPPORTUNITIES

WIZARDS
OF THE COAST

**DUNGEONS
& DRAGONS**



Dungeons & Dragons Brand Expansion

LOCATION BASED ENTERTAINMENT



Brand Management Strategy

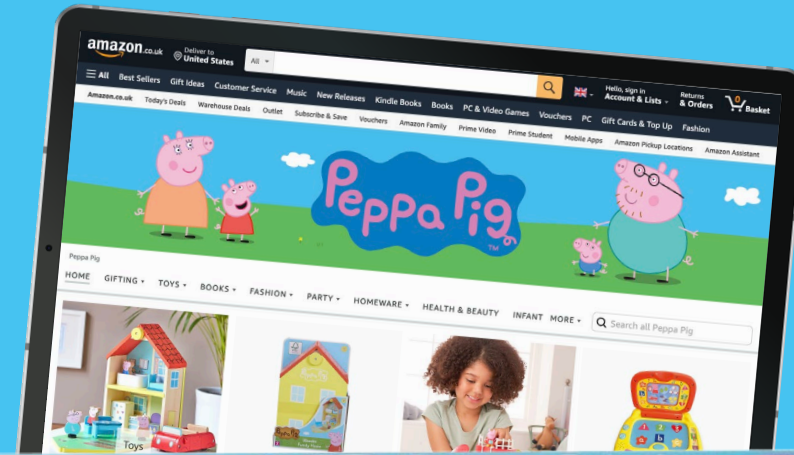
STARTS & ENDS WITH THE FAN



PEPPA'S
20TH
ANNIVERSARY
IN 2024



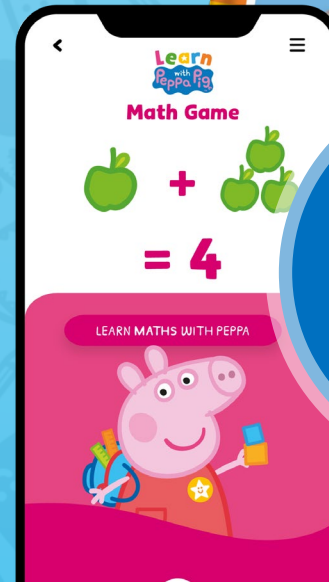
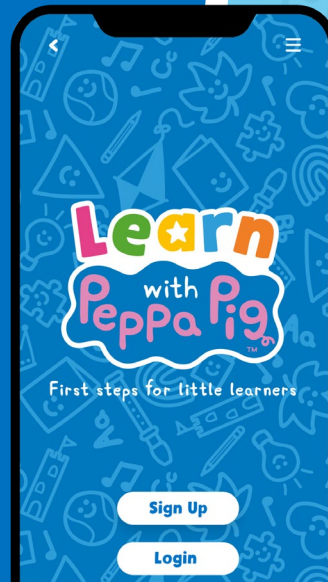
CONSUMER PRODUCTS LICENSING



Expand Licensed Digital Opportunities



Learn
with
Peppa Pig
TM



**LAUNCHING
JANUARY
2023**



Peppa Pig Brand Expansion

LOCATION BASED ENTERTAINMENT



Peppa
Play Café
CHINA



TRANSFORMERS

MORE THAN MEETS THE EYE



nickelodeonTM

TRANSFORMERS

EARTHSPARK

LAUNCHING
NOVEMBER 2022

PARAMOUNT+ &
NICKELODEON



TRANSFORMERS

R I S E O F T H E B E A S T S

IN THEATERS JUNE 9, 2023



TRANSFORMERS

UNTITLED ANIMATED FEATURE

EXPECTED RELEASE DATE

JULY 19, 2024

DIRECTED BY JOSH COOLEY



A ViacomCBS Company



Transformers Brand Expansion

CONSUMER PRODUCTS LICENSING

TRANSFORMERS EARTHSPARK

APPAREL

ACCESSORIES

FOOTWEAR

BTS

HOME

DOMESTICS

FOOD &
BEVERAGE

PARTY

SPORTING
GOODS





TRANSFORMERS™



54M+

**MEDIA
IMPRESSIONS
IN UNDER
24 HOURS**



Transformers Brand Expansion

DIGITAL GAMING



Transformers Brand Expansion

LOCATION BASED ENTERTAINMENT

TRANSFORMERS
METROBASE
AT UNIVERSAL
STUDIOS
BEIJING



Franchise First

- ▶ Aligned Priorities & Resources
- ▶ Consumer & Shopper Insights that Activate the Blueprint in More Innovative & Scalable Ways
- ▶ Drive Innovation & Category Disruption



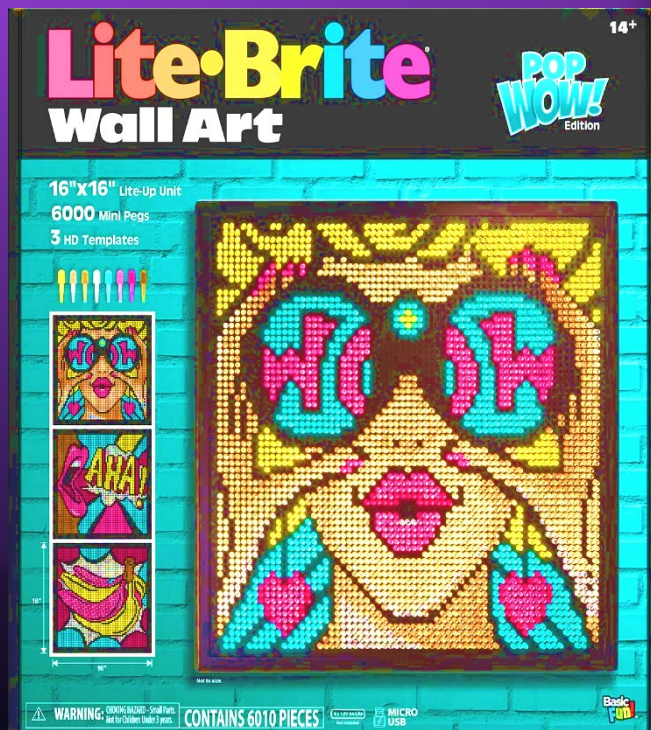
Unlocking Value in Hasbro's Vast IP Vault Through Licensing





LET'S GO PLAY!





Littlest PET SHOP®

the original
spirograph

Tonka

Lite·Brite

Weebles

Weebles wobble, but they don't fall down!™

**Pound
Puppies**
Lovable, Huggable

PLAYSKOOL

THE ORIGINAL
LINCOLN LOGS
AMERICA'S NATIONAL TOY™

THE ORIGINAL
MicroMachines
SCALE MINIATURES

Stick
BRICKS

OUIJA

TINKERTOY

Popples

MY PET
MONSTER

ORIGINAL
KOOSH

MO
FOSTY

THE ORIGINAL
**STRETCH
ARMSTRONG**

Subbuteo

GLOW FRIENDS
GLOWORMS

Hasbro

Reenergize Existing Brands



Launched
9.22 on
NETFLIX

**MY
LITTLE
PONY**
MAKE YOUR MARK



SEASON 2
ON NETFLIX (US)
SEPTEMBER 2022



POWER RANGERS



Kiyo & THE KIMOJA HEROES

LAUNCHES ON DISNEY+ AND
YOUTUBE GLOBALLY STARTING
SPRING/SUMMER 2023





Spring
2024



RANDOM HOUSE

CHILDREN'S BOOKS

