

Brief Overview of Hasbro's History

Throughout its 90-year history, Hasbro has constantly evolved. That success continues today. As a leading, global-branded play and entertainment company, our history is rich and deep and can be told in a variety of ways – from key milestones and new brand innovation – to the experiences and memories of millions of consumers worldwide. Mention any of our brands – whether it's classic toys and games like TONKA, MONOPOLY or CANDY LAND, or one of our new product lines, such as KRE-O or FURREAL FRIENDS – and you'll see smiles on people's faces as they recall many fond memories or create new ones. This deep emotional connection is one of our greatest strengths as a company.

1923



Founding: Hassenfeld Brothers was founded in Providence, Rhode Island, by Henry and Hillel Hassenfeld. The company first sold textile remnants and then expanded to pencil boxes and school supplies.

1940s

First Toys: Henry Hassenfeld's son, Merrill, became president of the company and expanded the product line to include its first toys - doctor and nurse kits.



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1952



MR. POTATO HEAD: A Spud is Born! Hasbro introduces MR. POTATO HEAD, the first toy ever to be advertised on television.

1960s

G.I. JOE & Romper Room: Hasbro launched the world's first action figure with the introduction of G.I. JOE and continued to evolve with the licensing of Romper Room.



1970s



STAR WARS: In a decade of transition, the next major revolution in the toy and entertainment industry came with the rise of STAR WARS and the widespread success of Kenner's STAR WARS line in 1977.

1980s

The Modern Toy Company: This was a decade of tremendous growth for Hasbro, with new legendary introductions, including MY LITTLE PONY and TRANSFORMERS: Hasbro also became the biggest toy company in 1984 with the purchase of Milton Bradley and PLAYSKOOL, which paired the world's hottest toy company with the strength and stability of one of the world's most respected game companies.



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1983



Giving Back: The Hasbro Charitable Trust and the Hasbro Children's Foundation (which were later combined to form the current Hasbro Children's Fund) were established in order to do its philanthropic grantmaking, which supports millions of children in need around the world. Since its formation, more than \$100 million in financial support has been provided to organizations worldwide. The company has also donated more than 25 million toys and games since this time. Team Hasbro, the company's employee volunteer program, was established in 1999. Employees are given four hours of paid time off each month to volunteer with organizations or program that help children. Together, employees have volunteered more than more than 150,000 hours of their time and considerable talent to make a difference for children.

Hasbro
Children's Fund

1990s

TONKA, FURBY, Corporate Social Responsibility and Team Hasbro: These years were marked by innovation and excitement as the company made significant acquisitions to solidify its leadership position and greatly expanded its vast brand portfolio, including the TONKA Corporation, Kenner, PARKER BROTHERS, the Larami Company (which gave us SUPER SOAKER) and WIZARDS OF THE COAST (with brands such as MAGIC: THE GATHERING and DUNGEONS & DRAGONS). And of course, no one can forget TIGER ELECTRONICS, who's tremendously popular and bestselling FURBY toys sold more than 40 million units in three years.

We also led the way in corporate social responsibility and workplace safety, helping to pioneer many industry standards. For example, we developed the industry's first fire safety manual aimed at increasing worker protection at our owned factories in the U.S. and Ireland, and our third-party factories, primarily in Asia. We also implemented our comprehensive Hasbro Global Business Ethics Principles before manufacturing ethics principles were a common practice for business.

Hasbro closed out the decade and century by launching the Team Hasbro employee volunteer program. Each full-time employee qualifies for four hours of paid time-off each month to volunteer for child-focused programs.



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2000s

Immersive Brand Experiences: The beginning of the 21st century marked significant progress for Hasbro. The decade began with a renewed commitment and focus on the company's expansive and deep brand portfolio. Through partnerships with LucasFilm, Marvel Studios, DreamWorks Pictures, Electronic Arts, Inc., Paramount Pictures and Universal Pictures, Hasbro evolved into a branded play and entertainment company.

We demonstrated Hasbro's leadership position in toy safety to the world and strengthened our commitment to designing and developing safe products when our products were unaffected by the massive toy industry recalls in 2007 due to lead paint and faulty magnet design.



2010s

Hasbro continues to innovate and lead the way, not only in product safety, but also in environmental sustainability. In 2010, we were the first major toy company to set goals to eliminate wire ties and derive packaging from recycled paper or sources that practice sustainable forest management. We have set a goal to eliminate polyvinyl chloride (PVC) from all new core toy and game packaging beginning in 2013.



Hasbro Today

*Innovation and continued global expansion.
Commitment to Corporate Social Responsibility and giving back.*

Hasbro is focusing on the development of our world-class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. In addition, we've teamed up with SESAME STREET, MARVEL and STAR WARS to develop a wide range of toys and co-branded games based on their beloved characters - including ELMO, BIG BIRD, ABBY CADABBY, THE AVENGERS, SPIDERMAN, STAR WARS, and more.



The Hub Network, launched in 2010, is an award-winning, multi-platform joint venture between Hasbro, Inc., and Discovery Communications that brings Hasbro into the television business in the U.S. It features content drawn from Hasbro's rich portfolio of entertainment and educational properties, including original animation, live-action series and specials from Hasbro Studios, who develops and produces television programming for more than 170 markets around the world. The Hub TV network and HubWorld.com feature extensive programming from leading third-party producers and distributors worldwide designed to entertain, enlighten, empower and educate kids and families.



Hasbro Today



This last year saw that the “Iron was out and the Cat was in” for MONOPOLY – with an overwhelming response from fans in more than 185 countries around the world; the launch of TWISTER DANCE with Britney Spears and the invasion of FURBY, the interactive friend with a mind of its own who learns, responds and changes personality the more you play.

This year also saw the releases of BATTLESHIP and GI JOE: Retaliation.



Team Hasbro

As a global company, we embrace both the responsibilities and opportunities that come with entertaining and bringing smiles to millions of children and families and employing thousands of people. We focus our corporate social responsibility initiatives on three key areas: product safety, environmental sustainability, and manufacturing ethics. These are more than our priorities. They are commitments that we renew in the choices we make every day.

Hasbro’s commitment to giving back continues through the Hasbro Children’s Fund. One example is a multi-year commitment of \$5 million to generationOn, the youth division of Points of Light. This fund is helping young people develop into healthy, empowered, creative problem-solvers and global leaders who are experiencing their power and potential through service, service learning and giving back.

