

diversity, equity & inclusion report

2021-2022



About Hasbro

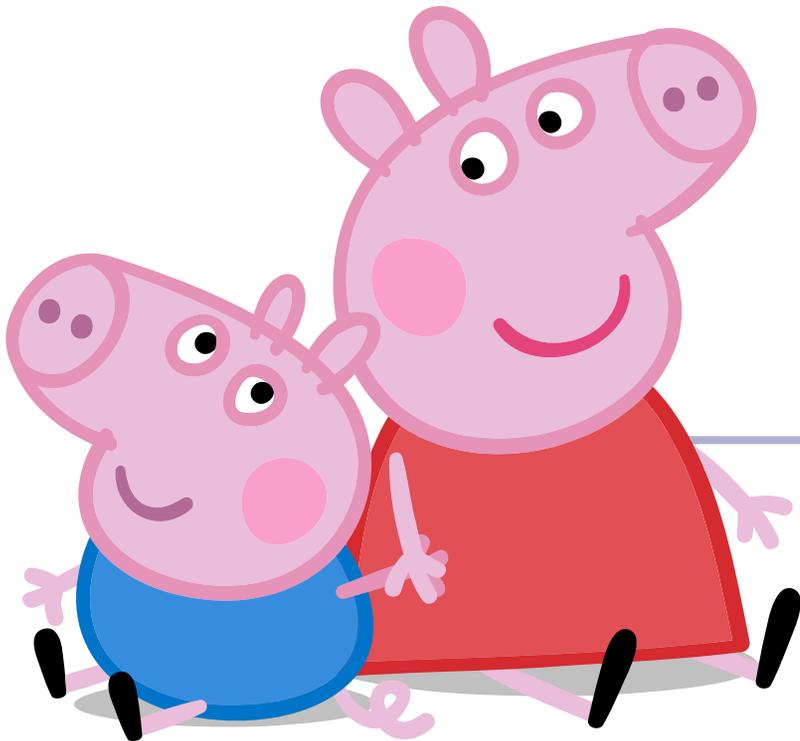
Hasbro is a global branded entertainment leader whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through gaming, consumer products and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, Hasbro Gaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit corporate.hasbro.com.



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About this Report

Our Diversity, Equity and Inclusion Report 2021-2022 outlines our commitments, strategies and progress in fostering Diversity, Equity and Inclusion (DE&I) at Hasbro and within the communities and industries in which we operate. Please see **“Playing with Purpose: ESG Progress Report 2021-2022”** for full reporting across Hasbro’s ESG progress and goals for the calendar year 2021 (January 1, 2021-December 31, 2021) and highlights of work underway during 2022.



DE&I leadership remarks from our Senior Vice President, Diversity, Equity and Inclusion and Multicultural Strategy



At Hasbro, we're committed to fostering a culture where our team members are valued, respected and empowered to bring their most authentic selves to work every single day. DE&I is not just an ESG strategy or a team within the HR department; it is part of an integrated approach that spans across our entire business and adjusts and grows as we listen carefully to the needs of our company and stakeholders.

In addition to building an inclusive culture, our goal is to ensure our consumers and fans see themselves reflected and included in our products and experiences. In the past few years, we've taken concrete steps to drive DE&I progress, including setting 2025 goals for growing female representation and increasing racial and ethnic diversity in our workforce with underlying KPIs. By 2025, we aim to achieve:

- > **50% female representation in leadership roles** globally
- > **25% racial and ethnic diversity** in our U.S. workforce

Goal-setting focuses our efforts and drives progress across our workforce, operations, and brands and play experiences. We also believe leadership has a critical role to play in DE&I.

We are proud to share that as of May 2022, our Board of Directors is **54% female** (compared to national average in 2021 of 27% for Boards of companies in the Russell 3000 stock index as reported by ISS Corporate Solutions) and **15% racially and ethnically diverse**, and on our Executive Leadership team, we have **44% female representation**.

We hold our leaders accountable for driving DE&I progress. In 2021, we were one of the first public companies in the U.S. to begin including DE&I objectives in our executive individual annual incentive plan modifiers. We believe rewarding for performance goes beyond just business performance.

After 24 years in marketing and licensed consumer products at the company, I have had the privilege to lead DE&I at Hasbro for the last four years. Our commitment to progress is unwavering and we continue to put in the work. We are proud to share this report and look forward to providing updates regarding our progress and opportunities. We are on a journey of listening, learning and growing – our greatest days lie ahead.

A handwritten signature in black ink, appearing to read 'Bryony Bouyer', with a horizontal line extending to the right.

Bryony Bouyer



DE&I: The Magic in Our Strategy

At Hasbro, we are passionate about our fans and put the consumer at the center of everything we do. We tell stories and create experiences that inspire and empower our diverse consumers.

Telling the stories that shape the next generation is a great privilege. **We believe in the power of brands to do good.** We want our work to move beyond traditional gender and demographic stereotypes to celebrate people of all backgrounds and lived experiences.

We know this work begins with our people, and we are building a diverse workforce that reflects the consumers and communities we serve globally. We foster a culture of inclusion where all employees are welcome and empowered to be themselves and create impact. **Our commitment to progress is unwavering.** We are energized by the progress we have made to increase diversity in our workforce, but we must keep going. We are proud to have the leadership, the team and the accountability mechanisms in place to champion a diverse and inclusive work environment and ensure consumers can see themselves in our games, consumer products and entertainment.

Our Commitment is Solid

Five years ago, we set public-facing priorities and goals to drive a more diverse and inclusive leadership team, workforce and culture.

Our Priorities Include:

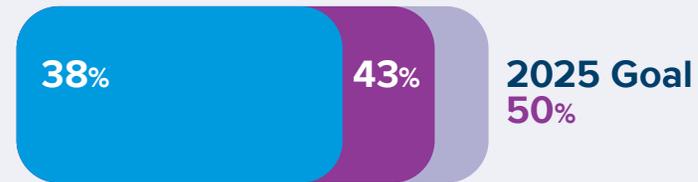
- 1** Fostering a culture of inclusion where all employees are welcome and empowered to be themselves and make their most significant contribution, unified in the shared joy of storytelling and play
- 2** Building a diverse workforce that reflects the consumers and communities we serve
- 3** Supporting employees in our workplace, including women, with an ongoing commitment to gender balance in leadership positions and pay equity

We employ many strategies to help us achieve our goals. Outlined in this report, you will see how we acquire and retain diverse talent, how we offer tools to help employees mitigate bias in the workplace and how we create products and content that are inclusive and diverse by design.

We're proud of our progress to date and continue to drive toward the following goals:

GROW WOMEN IN LEADERSHIP ROLES* GLOBALLY ACROSS ALL BUSINESS AREAS TO 50% BY 2025.

- 2017 Baseline
- 2021 Progress



GROW RACIALLY AND ETHNICALLY DIVERSE EMPLOYEE REPRESENTATION IN THE U.S. TO 25% BY 2025.

- 2017 Baseline
- 2021 Progress



We are on track to meet our 2025 objectives, but the work is ongoing. We have established a cross-functional team led by our Senior Vice President of Diversity, Equity and Inclusion and Multicultural Strategy to identify the next phase of goal-setting for 2030. As part of this effort, we are exploring additional KPIs such as gender identity, sexual orientation and regionally-specific demographics.

* Leaders are defined as director level and above.



Inclusion is Vital

At Hasbro, our goal is to foster a workplace where employees feel valued and have the tools, support and resources they need to succeed. To reach this goal, we continuously evaluate and adapt our programs, processes, systems and norms. We are intentionally growing our workforce to better represent a diversity of backgrounds, ideas and lived experiences.

Without a doubt, inclusion is good for business and good for society. An inclusive culture must have dynamic employee engagement opportunities and learning and development programs. We employ various tools to ensure we capture and act on employee feedback, while engaging team members in our strategy. Learn more about our full Human Capital Management strategy in **Playing with Purpose: ESG Progress Report 2021-2022**.

Our Culture

We aim to cultivate an employee experience that reflects our values and aligns with our purpose. Our goal for our employees is to enable them to do work they love, with people they enjoy and on brands they believe in, all for a company driven by greater purpose. We recently asked some of our employees the following question:

What makes the Hasbro culture so special?



LORA
SENIOR TALENT ACQUISITION ADVISOR, HASBRO U.S.
1 YEAR, TEAM MEMBER SINCE 2021

“At Hasbro, the joy we create is not just external for customers, but also internal for employees. There’s an invisible energy of inclusion. As a woman of color, it’s the first place I’ve worked where I feel like I can show up wholly, as my full self. That feeling of self-confidence directly translates to my work every day.”



VAN ANH
SENIOR GLOBAL SUPPLY PLANNER, HASBRO VIETNAM
2 YEARS, TEAM MEMBER SINCE 2020

“One of the things that makes working at Hasbro special is the human connection. I feel listened to, respected and supported by management and my colleagues. I have a chance to contribute to our community by joining meaningful company-sponsored charity events. ‘Do what you love, and you’ll never work another day in your life’. That’s what I feel at Hasbro.”



AARON
SENIOR PROJECT ENGINEER, HASBRO U.S.
7 YEARS, TEAM MEMBER SINCE 2015

“One of the things that makes Hasbro special is the flexibility it affords me to spend quality time with my family. I feel genuinely supported whenever I need to balance my time between home and office. It’s not just something that’s accepted, it’s encouraged.”





We pride ourselves on our inclusive culture where current and prospective employees see Hasbro as a great place to work. For the past several years, Hasbro has been recognized as one of America's top corporations for LGBTQ+ workplace equality by earning a high score on the Human Rights Campaign (HRC) Corporate Equality Index Survey. The HRC is America's largest civil rights organization working to achieve LGBTQ+ equality. The HRC Corporate Equality Index (CEI) is the national benchmark for LGBTQ+-related policies and practices in America's top corporations. Hasbro is a five-time perfect score recipient of 100 points on the HRC Index. We have received continuous recognition for our sexual orientation and gender identity workforce protections across all operations and our inclusive benefits and culture.

Acquiring and Retaining Diverse Talent

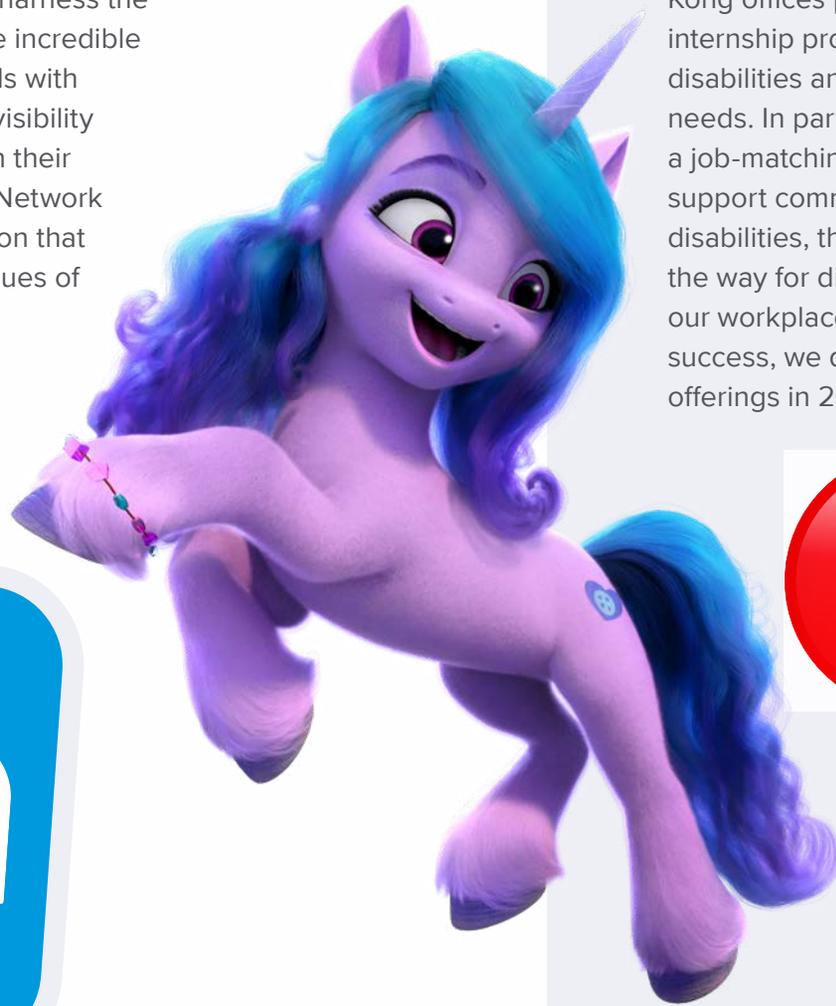
As a company with the consumer as our north star it is critical to have a workforce that reflects the community and fans in which we serve. We believe having a diverse workforce drives innovation, sparks creativity and helps us deliver on our business results. From our executives and people managers to our interns and co-ops, our teams work hard

to recruit and retain candidates from a myriad of experiences and backgrounds. One way we do this is through our interview applicant pool. In 2019 we established a 50% diverse slate requirement for all open positions in the U.S. Diversity in this context includes but is not limited to race, ethnicity, gender identity, sexual orientation, veteran status and abilities. In recruiting, we leverage an augmented writing platform fueled by AI and machine learning to ensure our job descriptions are unbiased and objective. This tool assists with writing job descriptions that appeal to a wider range of potential candidates. We have made strides to employ diverse recruiters and evolve our candidate recruitment marketing strategy to be more inclusive and expansive. By implementing these and other strategies, we have seen an increase in hiring rates of racially and ethnically diverse employees from 25% in 2017 to 34% in 2021 in the U.S. For our internship program, we are proud to report that the talented group of individuals who joined team Hasbro in the summer 2022 were both 50% gender and racially diverse.

Our People Organization drives a culture of learning by providing development opportunities for team members that fulfill individual curiosity and growth. We take action to promote a sense of belonging for our employees through speaker series, ongoing unconscious bias and allyship training and through our employee networks. In 2022, we are assessing and redesigning our approach to talent development and performance to better reflect the connection between individual growth and company success. We empower our employees and their managers to take ownership of their learning and career development. We are actively exploring new learning platforms to engage our teams in their development journeys and accelerate our business growth. Our goal is to attract, retain and develop diverse talent with the right capabilities.

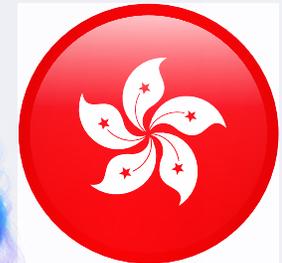
eOne and Black Young Professionals Network Partnership

In 2022, the team at eOne joined BYP (Black Young Professionals Network), an organization that empowers Black professionals around the world to connect with each other and global corporations. Founded in 2016 and based in the UK, the BYP Network was created to harness the power of the Black community. We are thrilled to support the incredible work the BYP Network does to (1) present Black professionals with the best career opportunities, (2) improve Black role model visibility and (3) work with a network of corporations to reduce bias in their hiring processes. One of the key drivers for joining the BYP Network was to strengthen eOne's position as an inclusive organization that champions Black talent and works proactively to address issues of underrepresentation within our industry.



“Talent, No Boundaries” Internships

Diversity at Hasbro goes beyond race, ethnicity and gender to focus on ability. In 2021, our Hong Kong offices piloted an inclusive internship program for persons with disabilities and special educational needs. In partnership with CareER, a job-matching platform and peer support community for persons with disabilities, this program is paving the way for disability inclusion in our workplace. Due to the pilot's success, we doubled our internship offerings in 2022.



Employee Listening

We believe a culture of listening and continuous feedback drives continuous improvement. We regularly collect feedback from our team members through a variety of different channels. One example of this is our employee listening tours where our senior leaders meet with team members in small groups. The tours are designed to foster an environment of mutual trust where leaders are transparent and team members can share aspirations and challenges. These forums also provide our leaders an opportunity to provide timely and ongoing strategy updates with global team members. New in 2022, we launched the “Unscripted” series, a global forum with senior leaders. In this series, senior leaders answer employee questions in real time and share progress against our company-wide priorities. Supporting a culture of listening helps create a safe, engaging and inclusive environment, where team members want to work and where they can be their authentic selves.

Another vehicle for feedback gathering is through employee surveys. We use Microsoft tools and leverage the Glint platform to gather regular input and feedback from our global team members. In 2021, we initiated annual global employee engagement surveys across all of our business units. Survey results help us identify ways to improve employee engagement as a whole but also by key demographics (gender, age, race, tenure, job level, etc.). This level of granularity provides more precise insights to better understand how underrepresented groups feel and what actions can be taken to move us forward. It also serves as a helpful tool in gathering feedback on priorities, performance and growth to ensure employees feel valued and empowered to deliver their best every day.



Learn, Grow, Repeat

We believe everyone at Hasbro plays an integral role in fostering a culture of inclusion where team members feel a strong sense of belonging. One way we do this is by offering interactive and engaging unconscious bias training. These trainings provide our team members with a deeper understanding of why unconscious bias exists and how it impacts our organization. Our team members come away from these trainings equipped with tips and tools to engage in meaningful conversations in order to mitigate bias. Since launching our unconscious bias training in 2019, we have trained a majority of our global workforce.

Employee Networks

Our greatest asset at Hasbro is our people. We actively lean on the expertise and experience of our people to foster equity and inclusivity. Our Hasbro Employee Networks – groups of employees who come together voluntarily based on shared identities, common interests and/or lived experiences – are designed to give employees a voice, allow for leadership at all levels and support employee engagement. Our Employee Networks promote a more inclusive culture and work environment and have advocated for changes in company policy, including adoption of flexible working hours and gender-neutral bathrooms. These groups also help Hasbro recognize and celebrate cultural trends and moments important to our employees, our consumers and our community.

Our Employee Networks with nearly 1,000 members include **Career Parents, Celebrations, Green Team, Military Families, Mosaic, Music Matters, PRIDE, Quarter Century Club, Wellness** and **Women's Leadership**.

Each network runs programming, events and volunteer opportunities throughout the year specific to its group. They sponsor programming cornerstone events such as, Black History Month, International Women's Day/Month, Earth Day/Month, Pride Month and Heritage Months.



Pay Equity

At Hasbro, we align rewards to incentivize the right behaviors of our team members. We provide our employees with a set of rewards and benefits in line with the performance, skills and experiences they bring to Hasbro. Our benefits* include a **comprehensive total rewards package**, paid vacations, holidays and parental leave, equity awards based on job-level, annual incentives, product discounts and volunteer opportunities. Our goal is to deliver effective, globally relevant and individually valued rewards that maximize our ability to motivate and retain key talent.

Competitive compensation is the cornerstone of our total rewards program. We have a firm and long-standing commitment to pay equity for our global team, across all three business segments. As the needs of our company and the expectations of our employees evolve, we take action to ensure the pay we provide is equitable. This work requires continuous evaluation. To that end, we review market and industry data at least every year and, if needed, revise our salary and incentive programs to remain competitive. We routinely conduct pay equity audits and review salaries of employees across the globe to help achieve internal equity. We also conduct a global pay-equity market review annually as part of our compensation planning cycle to ensure we compensate employees appropriately and equitably across the organization. When conducting our global pay equity market review, we analyze salary information by a variety of factors, including gender, globally, and ethnicity, in the U.S.

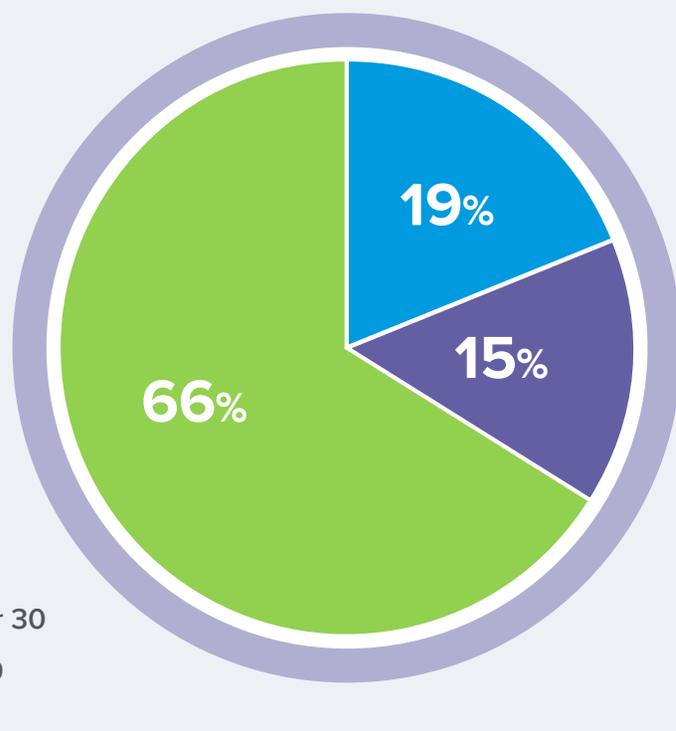


* The benefits summarized on this page are intended to give an overview of the types of benefits Hasbro offers, not a promise of what will be offered to any individual employee or candidate. Benefits vary by location.

Our People – By the Numbers

Here you will find a snapshot of Hasbro’s workforce demographics. This reflects progress against our DE&I commitments and highlights where we have opportunities to grow. We believe consistent, high-quality and transparent reporting builds trust with our stakeholders and drives positive impact. Our full workforce reporting can be found in **Playing with Purpose: ESG Progress Report 2021-2022**.

Percent of Global Employees by Age – 2021



- Under 30
- 30-50
- 51+

Total Number of Employees by Region – 2021

Global Total Employees	6,420
> U.S. Employees	2,803
> International Employees	3,617
Total International Employees by Region	3,617
> Canada	504
> Asia Pacific	1,194
> Europe	1,465
> Latin America	125
> Mexico	329

For more information on our U.S. workforce, see Hasbro’s EEO-1 disclosure, **page 126** in our Playing with Purpose: ESG Progress Report 2021-2022.

Women in Our Workforce

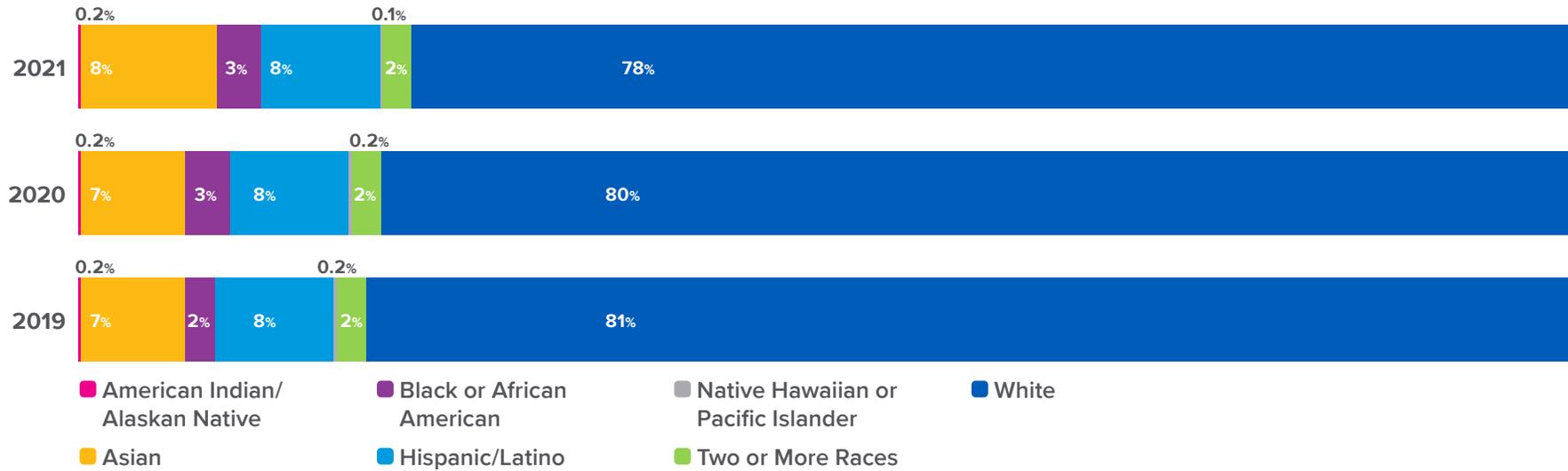
	2019	2020	2021
Female Board Members*	5 (38%)	6 (55%)	7 (54%)
Female Senior Management**	—	2	3
Female Leaders/Managers***	42%	43%	46%
Female Employees	55%	54%	55%

* 2021 Board demographics based on Board makeup as of April 2022.

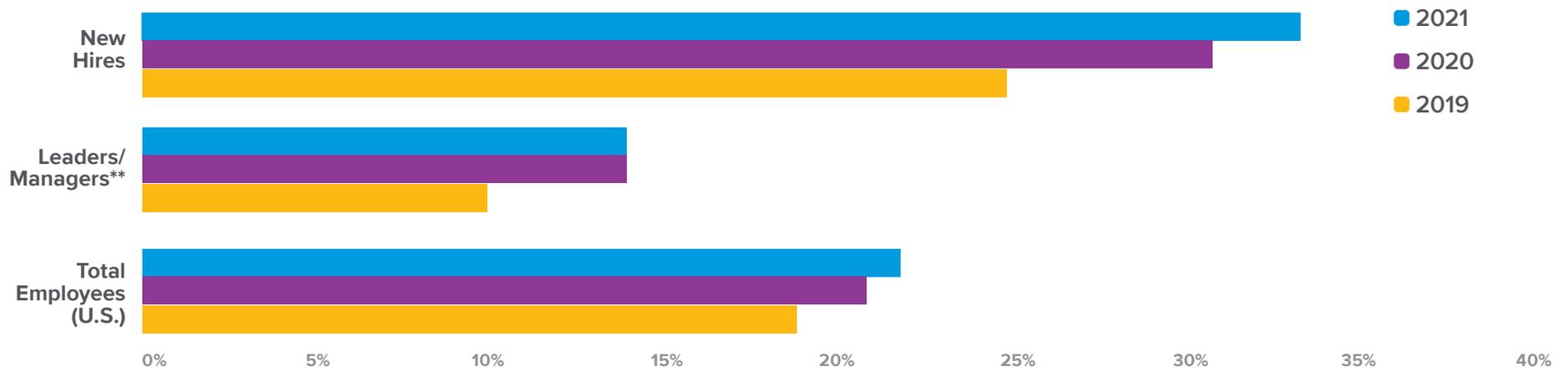
** Numbers represent members of our executive leadership team.

*** Leaders are defined as director level and above.

Employees by Racial and Ethnic Diversity (U.S.)



Racial and Ethnic Diversity in Our Workforce (U.S.)*



* This data represents U.S. employees in the following ethnic groups: American Indian/Alaskan Native, Asian, Black or African American, Hispanic/Latino, Native Hawaiian or Pacific Islander and Two or More Races.
 ** Leaders are defined as director level and above.

Hasbro Board of Directors



Board demographics based on board makeup as of April 25, 2022

Hasbro is honored to be the recipient of DirectWomen's inaugural Ruth Bader Ginsburg Board Diversity Award 2022. This award honors a corporation that has served as a leader in the effort to achieve board diversity.

Read our [press release](#) to learn more.

Mary Beth West, member of Hasbro's Board of Directors, speaking at the DirectWomen award luncheon, October 2022





It Takes a (Corporate) Village

Governance, Committees, Councils and Employee Networks

DE&I is not just a function within our People team – it is a strategic business priority that our entire company is responsible for driving forward. We take an interlinked approach to promoting DE&I throughout our entire business by giving our team members the tools to consider DE&I impacts when problem-solving and making decisions. The efficacy of our DE&I priorities and initiatives intentionally depends on the entire workforce playing an active role in this work. We have the teams, structures and accountability partners in place to achieve our DE&I priorities because it takes all of Team Hasbro to make it happen.

DE&I Governance and Accountability

At Hasbro, our Purpose is to create joy and community for all people around the world, one game, one toy, one story at a time. ESG at Hasbro is the framework for translating our Purpose into action — getting from “why” we exist to “how” we deliver sustainable long-term value to our business and our stakeholders. The Hasbro Board of Directors oversees our Purpose and ESG activities through the Nominating, Governance and Social Responsibility Committee of the Board (“Governance Committee”). ESG topics, including DE&I, are regular agenda items for the Governance Committee, which analyzes these issues and related corporate conduct and makes recommendations to the Board. In addition, the Audit Committee of the Board oversees SEC and public disclosures in specific areas including DE&I. Through our Compensation Committee, the Board considers ESG performance and priorities when determining the plan design for compensation. The Board receives regular updates and quarterly reports regarding our overall ESG progress. The Board members are uniquely qualified for oversight given their diverse set of skills, viewpoints, expertise and backgrounds.

Our Chief People Officer, who reports to the CEO and is a member of our Executive Leadership Team (ELT), is responsible for developing and executing key aspects of our human capital strategy, including the attraction, acquisition, development and engagement of talent to deliver on the company’s strategy, the design of competitive compensation and employee benefits programs. Our Chief Purpose Officer, who also reports to the CEO and is a member of the ELT, is responsible for setting the strategic direction for our ESG strategy and performance and ensures the integration of ESG throughout the global organization and supply chain.

DE&I Steering Committee

Our CEO and Chief People Officer chair our internal DE&I Steering Committee that is responsible for setting and reviewing the company’s DE&I strategy and performance and identifying any gaps and opportunities. This Steering Committee was first established in 2016 and meets at least three times a year. In recognition of the importance of diverse points of view to our success, the committee is globally representative and includes team members from across our businesses and corporate levels. Our Senior Vice President of Diversity, Equity and Inclusion and Multicultural Strategy is responsible for executing the DE&I strategy and presents our DE&I progress to the Board twice yearly.



DE&I Councils

We lean on our people to operationalize DE&I accountability and oversight. Our team members are often our biggest brand ambassadors and our strongest accountability partners. We empower our team members throughout Hasbro to help inform decisions, share ideas and flag potential issues. For example, we have launched DE&I Councils made up of team members from all levels of the organization in Asia, Europe, Latin America and in all three of our business segments, to help us accelerate our DE&I work on the ground. These councils create regionally specific DE&I goals while also contributing to the progress towards our global goals around women in leadership and race and ethnicity representation in key geographies. By involving team members from around the world, we approach DE&I in a comprehensive and dynamic way. Depending on where you live in the world, diversity and inclusion can look and feel different. At Hasbro, we take note of these nuances and differences to ensure we act in culturally and regionally sensitive ways.

In 2022, we expanded our DE&I Steering Committee to include representatives from each of our DE&I Councils. We believe this move will help increase communication and alignment between our corporate and regional offices.

Executive Compensation and ESG Performance

As part of our 2021-2022 shareholder engagement, we discussed consideration of ESG measures in compensation decisions. Through these conversations, we determined shareholders were supportive of incorporating ESG measures into annual executive incentive plans in 2022, as we did in FY2021. This feedback was shared with the Board and its committees. As a result, we believe our current compensation program reflects the views of our shareholders and strongly drives our pay for performance objectives. This important action shows the level of importance ESG performance, including DE&I, is to our business, our shareholders, our Board of Directors and our ELT. For more information, please see our **2022 Proxy statement on pg. vii**.



Employee Networks and Business Resource Group

Employee Networks are an important accountability partner in the execution of our DE&I strategy. Through their engagement efforts, they support onboarding, create a sense of belonging for our team members and advance retention. They also provide key insights and feedback on our products and experiences.

A cross section of our Employee Network Groups make up Hasbro's Business Resource Group (BRG). The purpose of our BRG is to provide

the business with input, guidance and perspective on key strategic, brand development and marketing initiatives early in the creation process related to race, ethnicity, gender identity, sexual orientation, veteran status and ability. The BRG works through our Employee Networks to identify employees from across the business from varying geographic locations, functions and levels of seniority to offer advice and feedback. We encourage our teams to actively participate in driving our business results – that includes ensuring diverse perspectives in the creation process.

Pride Across the Multiverse

Our Employee Networks have helped establish Hasbro as a leader in diversity through employee activations and by regularly advising our brand teams on content, product launches and advertising campaigns.

For example, each June our LGBTQ+ employee network groups around the world come together to celebrate Pride Month. Each year, they organize a speaker series, an inclusivity training (i.e., Get Real's Trans 101 workshop) and a fundraiser benefitting a LGBTQ+ youth nonprofit. In 2022 we took the celebration a step further with Pride Across the Multiverse, a Magic the Gathering Secret Lair drop in collaboration with The Trevor Project. Pride Across the Multiverse is a celebration of the LGBTQ+ community's relentless creativity. Each card was illustrated by an LGBTQIA2S+ artist, bringing their own unique creative styles and lived experiences. Read our **digital zine** to learn more about the process of creating this drop, hear from the art director and read interviews with the artists.

Through this effort, we raised more than \$1 million for the Trevor Project, the world's largest suicide prevention and mental health organization for LGBTQ+ young people. Through support from partners like us, trained counselors at the Trevor Project served more than 25,000 contacts via TrevorLifeline, TrevorChat and TrevorText in June 2022. Pride Across the Multiverse sent a beautiful message of inclusivity, belonging and support to LGBTQ+ Magic players around the world.

“Pride Across the Multiverse is a celebration and reflection of how far we've come, what it took to get here and what still lies ahead. From the start, we wanted this Secret Lair to celebrate the LGBTQ+ community's relentless creativity. There was no way this collection of eight cards could represent EVERY aspect of the community, but we wanted to honor the hope and joy found in our multifaceted identities. It is our hope that people find some part of their own unique selves reflected in these cards.”

—Stephanie, Art Director, Wizards of the Coast





Building Diverse and Inclusive Brands

We believe in the power of brands to do good. We generate content and celebrate products that move beyond traditional gender and demographic stereotypes. We aspire to provide play and experiences that encourage people to be who they are and all they can be. Building inclusive brands is a team effort, and we give our employees the tools and resources they need to make decisions to ensure the inclusivity of our products, content and experiences.

Inclusive by Design

Inclusivity is a component of our design process. We encourage our Design, Development and Marketing teams to prioritize inclusion by creating experiences and marketing that appeal to and reflect the diversity of our broad consumer base.

We offer access to experts with diverse perspectives to help our teams make decisions. Hasbro's internal analytics and insights team, AIM, is essential in our approach to inclusive brand building. Through consumer insights and market research and analysis, AIM provides the decision-making information our teams need to make informed choices about products and experiences before they go to market.

Our teams also have access to an internal group of experts to meet our goal of creating diverse and inclusive content and products. The Center of Excellence (COE) is comprised of a group of experts from across the business from DE&I, Corporate Social Responsibility/ESG, Communications and Legal functions. This group offers expertise and credibility on a variety of social topics, therefore leading to the development of more meaningful and impactful products, content, experiences and marketing. It also mitigates risk by identifying potential issues and gaps before the product goes to market. Often, the COE will engage our BRG and our Employee Networks to ensure we consider diverse and different perspectives.

While everyone at Hasbro is responsible for safeguarding and advancing our DE&I priorities, in 2022, we created a new position to further accelerate DE&I within our brands and content. The position of Vice President, Design – Inclusion & Consumer Innovation ensures inclusivity is embedded in our product design process from the beginning.



**baby
alive**

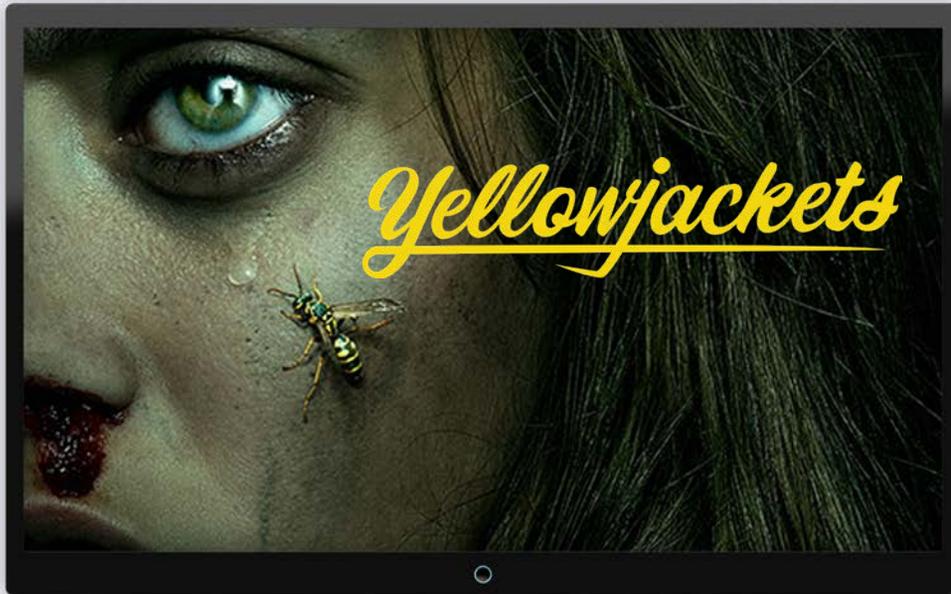


Hasbro's Baby Alive Turns 50, Representation Defines and Drives Iconic Toy Brand

BABY ALIVE turns 50 in 2023 and championing inclusive representation has been part of the brand's DNA since inception. The inaugural line of life-like dolls in 1973 included an African American BABY ALIVE doll. To meet the expectations of our consumers, the BABY ALIVE brand team committed to a broader, more inclusive vision for BABY ALIVE with 70 distinct dolls currently available. This vision meant more skin tones, hair styles and eye colors, as well as ability and life circumstances. It also meant a commitment to authentic marketing and advertising. The brand team partners with HumanKind Casting to ensure authentic and diverse casting that represents a wide variety of people. The team is as excited that representation will drive and define the BABY ALIVE brand for the next 50 years.

Inclusive Storytelling

Our multicultural strategy goes beyond product development. We want everyone to see themselves authentically in the content we create. We recognize the importance of hiring, retaining and celebrating our diverse talent on and off the screen. In a newly created position, our Vice President of Diversity, Equity & Inclusion, Film & Television at our entertainment production studio, eOne, helps ensure diversity and inclusion are prioritized not only in front of the cameras, but also behind them. Intentional casting and hiring of writers, directors, camera operators, hair and makeup stylists and other production roles are critical to the production of authentic and inclusive entertainment. From talent pipelines and mentorship programs to data analytics reflecting our hiring statistics, we have processes and tools in place to develop authentically inclusive story lines and content brought to life by a diverse team.



Cruel Summer
Producer
on set



One example of this purpose in practice is through our Emmy®-nominated and critically acclaimed drama series, *Yellowjackets*, which has had an incredibly positive critical response for its representation of LGBTQ+ characters through Dorian TV Awards by the Society of LGBTQ+ Entertainment Critics and nominations for GLAAD Media and Peabody awards. *Yellowjackets* was also awarded The ReFrame Stamp of approval, a distinction given to TV productions that have achieved gender-balanced hiring. More importantly, the success of the series can be seen in the fans' unbridled passion for the characters and their storylines. This is a testament to the authentic and conscious inclusion of LGBTQ+ storylines, writers and cast members.

Another way we have brought our approach to inclusive storytelling to life is with a new brand, *Kiya & the Kimoja Heroes*. In 2021 and 2022, the Family Brands team at eOne was hard at work collaborating closely with one of the largest animation studios on the African continent to bring a new brand to life, in the hopes of addressing a need for more Black female protagonists as strong role models for pre-school girls. *Kiya & the Kimoja Heroes*, launching on Disney+, Disney Junior and YouTube in 2023, follows the high-action adventures of Kiya and her best friends Motsie and Jay, who use their superpowers to restore joy and harmony to their community. The fictional Kimoja City is named after the Swahili word meaning “one” and is inspired by the people, cultures, and landscapes of countries across Africa’s southern region.

Accurately portraying the diversity of southern African life and culture was of greatest importance. Everything from ensuring we captured local greetings to family life to the types of food eaten was considered. The team worked closely with pre-school experts and talent across Africa, Europe, and the United States to ensure Kiya’s storylines and characters offered the most authentic representation. *“Thanks to a thoughtful and intentional approach in front of the cameras and behind, pre-school aged children around the globe will be able to watch Kiya & the Kimoja Heroes and see themselves reflected,”* explains Esra Cafer (SVP, Global Brand Strategy & Management, Family Brands). *“There is a real sense of purpose and it’s been very rewarding for all of us to work on Kiya & the Kimoja Heroes.”*





Driving Impact in Our Communities

Fostering inclusion and celebrating DE&I is part of how we approach our global philanthropy and social impact work. At Hasbro, we are proud to leverage our business assets, including employee time and talent, toy and game donations, financial support and our brands, to make the greatest possible impact. Throughout 2021 and 2022, Hasbro launched several new initiatives to accelerate our impact through strategic philanthropic and non-profit partnerships.

< Students participating in a film program with our partners at Ghetto Film School

Philanthropy and Social Impact

Hasbro takes a multi-pronged approach to philanthropy and social impact. We leverage nonprofit partnerships, grants, philanthropic brand engagement, product donations and employee volunteerism to make the greatest possible impact. Our social impact strategy drives our DE&I objectives in the communities in which we operate. In this section, we share highlights of our DE&I focused social impact work. For a full overview of Hasbro's Global Philanthropy and Social Impact, view our [Playing with Purpose ESG Progress Report 2021-2022](#).

Equitable Access to Education

We believe every child and young adult deserves access to safe, inclusive education where they can learn, grow and be successful. Hasbro is proud to promote equitable access to education through non-profit partnerships, such as Special Olympics Unified Schools, Save the Children and Girl Up.

Empowering Generations Through Skills Development

The importance of skills development for underrepresented youth and young adults seeking to enter the workforce is part of our DE&I strategy. One way we hope to positively impact underserved youth and young adults is through investment in skills development for talented young artists and storytellers in diverse communities. We hope to build an equitable access pipeline to the multi-faceted components of our business: STEM, game development, design, storytelling, business acumen and leadership. Through partnerships with organizations such as Black Girls CODE, Games for Change, Ghetto Film School, Girl Up and Year Up, we aim to empower the next generation of innovators, creators, storytellers and leaders.

Inspiring the Next Generation of Girl Leaders

Girl Up is an initiative of the United Nations Foundation dedicated to girls' leadership development, focusing on equity for girls and women in spaces where they are unheard or underrepresented. In 2021, Hasbro partnered with Girl Up by investing in the organization's Storytelling for Social Change curriculum. This curriculum equips girl leaders with the resources and skills to tell their stories and be a force for gender equity and social change.

Black is Magic

In 2021, our MAGIC: THE GATHERING brand leveraged the passion of its fans to make a difference through its Black is Magic Secret Lair product and benefit Black Girls CODE. The product honored Blackness in its beautiful, global entirety, celebrated Black history and culture and was curated, developed and designed by Black artists. The nearly \$1 million donation from Wizards of the Coast, as a result of the Black is Magic campaign, helped support the training of 3,200 students through more than 100 Black Girls CODE programs, including game design and digital arts workshops, summer camps and enrichment activities. This initiative earned MAGIC: THE GATHERING a place on Fast Company's 2022 Brands That Matter list. It is recognized for "giving fans what they want" and for how the brand elevates underrepresented voices. Through the Hasbro Foundation, we are excited to expand our partnership with Black Girls CODE, to fund "CODE Clubs" in Seattle and Rhode Island.



Team Hasbro

Giving back to the community is core to our purpose and culture, and we offer all Hasbro employees four hours per month paid time off to volunteer.

Team Hasbro is our best-in-class employee volunteer program that provides year-round, company-sponsored opportunities for employees to give back. Through volunteer opportunities with Girl Up, Rhode Island School of Design's Project Open Door, Urban Arts Partnership and Film2Future, Hasbro team members work to elevate inclusivity in our local and global communities.

Project Open Door

For several years now, Hasbro's Design & Development team has volunteered its time to host summer workshops with Project Open Door, the Rhode Island School of Design (RISD) college access program for talented teens from Rhode Island's urban public high schools. Through this program, Hasbro's talented designers encourage students to envision imaginative and ambitious concepts. Employees share their education and path to Hasbro, their roles and provide an intro to various elements of the design process. In 2021, the focus was on IP creation and Toy and Game design, encouraging students to think and create like designers. This program is just one example of our commitment to encouraging young people to pursue an education in creative fields and ultimately a career at Hasbro.

"I cannot over-stress the importance to Project Open Door in having Hasbro as a partner in our mission to (1) encourage urban teens to graduate from public high school and (2) either enroll at college or start on a gainful career path. I know of no other program like it across the nation where a company with the stature of Hasbro is committing not just funds but also the expertise of their employees."

—Dr. Paul Sproll, Professor Emeritus and Founder of Project Open Door

In 2021, 92% of Hasbro's global employees participated in virtual and in-person volunteer projects — more than five times the corporate average for employee volunteering.¹



¹ According to the Chief Executives for Corporate Purpose (CECP) annual benchmarking report Giving in Numbers, the average participation for corporate volunteer programs was 17% in 2021.



Enhancing Worker Well-being in Our Supply Chain

As a company with a vast supply chain that partners closely with factories and suppliers around the world to create our games and toys, Hasbro makes worker well-being investments that promote inclusivity and equity. In 2018, we launched several worker well-being programs to support our workers and their families. In collaboration with our long-term non-profit partner, Business for Social Responsibility (BSR), we support two equity programs: HERFinance and HERHealth in China. These programs provide women workers with financial literacy skills they would not typically have access to. Through 2021, the program has impacted 2,300 women workers and trained more than 65 managers to lead the program in coming years. We continue to support Gap Inc.'s Personal Advancement & Career Enhancement (P.A.C.E.) program in partnership with a supplier in India. Through 2021, 120 women workers have taken courses and the program is set-up to continue long-term through the train-the-trainer approach.

In addition to our Worker Well-Being Program, we fund educational programming for the local communities in which our suppliers are located. In partnership with Save the Children, we provide employability skills training for young people and parenting seminars for migrant workers.



A Look Ahead

At Hasbro, we are taking this dynamic company with a beloved collection of iconic brands to new heights. We have a bold DE&I vision that requires us to work purposefully and diligently to position our company as a place that fosters inclusion, prioritizes equity and celebrates diversity – a place where all employees from different backgrounds and lived experiences can grow, thrive and excel. As we look to the future and get closer to reaching our 2025 DE&I goals, we are excited to expand upon and broaden these targets. We know that progress requires continuous reflection and improvement, and we remain focused on moving our work forward with compassion, diligence and transparency.



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