

Letter From Hasbro SVP of CSR



As I celebrate my 20th year with Hasbro, I'm in awe now more than ever of our opportunity—and responsibility—to drive profound, positive change in the world. Many of the same forces that have fundamentally reshaped our industry over the past two decades—from an explosion of online games and digital entertainment experiences to the emergence of an always-connected, global consumer base and world—are also amplifying the power and reach of Hasbro's brands as a catalyst for good.

As a result, the influence of our corporate social responsibility (CSR) practice has never been greater. Powered by the belief that every day is a chance to do better, we are helping build a safer and more sustainable world through actions that also make Hasbro more nimble, efficient and worthy of our customers' and consumers' trust.

We refreshed our CSR strategy in 2016 through a materiality assessment that drew input from senior executives, business unit leaders and external stakeholders. This process confirmed that product safety, human rights and ethical sourcing, and environmental sustainability remain key priorities for Hasbro. It also helped us recognize the growing importance of diversity and inclusion to our business, employees and consumers.

In response, we're broadening Hasbro's longtime efforts to build greater inclusiveness across our

business and society, particularly in how we empower women and challenge gender stereotypes. For example, our Human Resources team is working hard to attract, source and develop a skilled and diverse workforce as well as taking steps to grow leaders in our workplace, including women, through thoughtful and innovative programs. We are also evolving our ethical sourcing program to include greater professional and personal training opportunities in our third-party factories, where the majority of factory floor workers are women.

As a mother of two teenage girls, I am deeply passionate about advancing not only gender equality and diversity, but all of Hasbro's other CSR initiatives that contribute to making the world a better place for children and their families. We're making steady progress, but we also recognize that there will always be more to achieve.

It's an honor to be leading our team which is among the most talented, passionate and dedicated group of CSR and sustainability professionals in the business world. Our work is driving measurable results across the company while also strengthening Hasbro's impact within our industry and our world.

I'm proud of the dedication that all Hasbro employees bring to advancing our CSR goals and building a safer, more sustainable world for future generations. We will continue to push ahead boldly and share our progress, as well as the lessons we're learning along the way.

A handwritten signature in black ink that reads "Kathrin Belliveau".

KATHRIN BELLIVEAU

**Senior Vice President
Global Government, Regulatory Affairs and
Corporate Social Responsibility**