



HASBRO LAUNCHES UK RECYCLING SOLUTION FOR TOYS AND GAMES

Hasbro announces expansion of Toy Recycling programme to UK

PAWTUCKET, R.I.—[Hasbro, Inc.](#) (NASDAQ: HAS) announced today that it has expanded its industry-leading toy and games recycling programme to the UK, having partnered with TerraCycle, the leaders in recycling hard-to-recycle waste, to offer a free, nationwide recycling programme for all Hasbro toys and games.

The new UK based programme will mean consumers can collect and drop-off their well-loved Hasbro toys and games at locations around the UK. TerraCycle will then recycle them into reusable raw materials, which can be used to make new products such as outdoor furniture, planters and similar items.

"At Hasbro, we know kids and families everywhere share our passion for protecting our planet," said Kay Green, Country Manager at Hasbro UK and Ireland. "Since launching the Hasbro Recycling Programme in the U.S. in 2018, we've successfully expanded to additional markets throughout the world, to offer more consumers a sustainable solution for giving new life to their well-loved toys and games and we're proud to further extend the programme, in partnership with TerraCycle, to the UK".

Consumers in the UK can drop off their Hasbro toys and games easily at a public drop-off location or by setting up their own public drop off location. Click [here](#) for more details of the programme.

Accepted items include board games, dolls, action figures and plush toys, for a full list of popular Hasbro Brands visit <https://products.hasbro.com/en-gb/brands>.

Hasbro currently offers recycling solutions, in partnership with TerraCycle, across the U.S., Canada, France, Germany and Brazil.

"We are proud to partner with Hasbro to launch this national recycling programme in the UK, given its popularity in other countries around the world. The aim of the programme is to encourage new generations to recycle their well-loved toys and games, and have a positive impact on the environment", said Laure Cucuron, General Manager, TerraCycle Europe.

Building Upon Hasbro's Sustainability Legacy

This programme builds upon Hasbro's longstanding commitment to environmental sustainability. Through Hasbro's Sustainability Center of Excellence, the Company strives to reduce its carbon footprint and continuously improve its environmental performance across every aspect of its business. Hasbro focuses its environmental efforts in three key areas: reducing the environmental impacts of products and packaging, partnering with vendors to source and distribute Hasbro products in an environmentally conscious way, and minimizing the environmental footprint of operations.



Hasbro eliminated wire ties in 2010, added How2Recycle® labeling in 2016, and began using plant-based bioPET in 2018. Beginning this year, Hasbro is phasing out plastic from new product packaging, including plastic elements like polybags, elastic bands, shrink wrap, window sheets and blister packs. Our ambition is to eliminate virtually all plastic in packaging for new products by the end of 2022.

To learn more about Hasbro's CSR and sustainability efforts, visit www.hasbro.com/csr and read our CSR Report, *Playing with Purpose*.

About Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play and Entertainment Experiences*. From toys, games and consumer products to television, movies, digital gaming, live action, music, and virtual reality experiences, Hasbro connects to global audiences by bringing to life great innovations, stories and brands across established and inventive platforms. Hasbro's iconic brands include NERF, MAGIC: THE GATHERING, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, POWER RANGERS, PEPPA PIG and PJ MASKS, as well as premier partner brands. Through its global entertainment studio eOne, Hasbro is building its brands globally through great storytelling and content on all screens. Hasbro is committed to making the world a better place for children and their families through corporate social responsibility and philanthropy. Hasbro ranked No. 13 on the 2019 100 Best Corporate Citizens list by CR Magazine and has been named one of the World's Most Ethical Companies® by Ethisphere Institute for the past nine years. We routinely share important business and brand updates on our [Investor Relations website, Newsroom and social channels \(@Hasbro on Twitter and Instagram.\)](#)

About TerraCycle

Founded in 2001, TerraCycle (www.terracycle.com) is the world's leader in the collection and reuse of non-recyclable post-consumer waste. TerraCycle works with over one hundred major brands in twenty-one countries across the globe to collect used packaging and products that would otherwise be destined for landfills. It repurposes that waste into new eco-friendly materials and products that are available online and through major retailers. The waste is collected through TerraCycle's National recycling programmes, which are free fundraisers that pay schools, charities and non-profits for every piece of waste they collect and return.

TerraCycle launched in the UK (www.terracycle.co.uk) in September 2009 (its first market in Europe) and today operates in 12 European markets (UK, ROI, France, Germany, Netherlands, Belgium, Spain, Switzerland, Austria, Norway, Sweden and Denmark). In the UK TerraCycle currently runs collection programmes for over 30 types of waste which can't be accepted by local council run recycling systems. Currently more than 5,164,357 individuals and organisations across the UK have signed up to collect, which to date has diverted over 99 million items of packaging waste from landfill while earning over £1,100,827 for schools, charities and non-profit organisations.