

Hasbro

Minimum Advertised Price (MAP) Policy:

Effective January 1, 2025

This Minimum Advertised Price (“MAP”) policy establishes standards for all applicable advertisements of certain of the Hasbro, Inc. (“Hasbro”) products specified on Schedule A hereto, as updated from time to time (the “Product” or “Products”). Hasbro is providing this MAP policy in order to reinforce the high-quality image and value of the Products in the marketplace. Any advertisement that pictures, references or otherwise describes a Product is subject to this MAP policy.

As of the effective date above, all customers of Hasbro in the United States are required to comply with this MAP policy with respect to the Products and may not advertise such Products at a price lower than the MAP specified on Schedule A. **Customers are always free, in their absolute and sole discretion, to sell the Products, or any of Hasbro’s products, at any price. This MAP policy does not apply to any advertisement outside the United States.**

This MAP policy applies equally to the entire customer organization that resells the Products. Each customer is responsible for compliance with this MAP policy by all segments of its organization (online and offline retail). If any one segment within a customer’s organization violates any component of this MAP policy, the consequences will apply to the entire organization at the discretion of Hasbro.

This MAP policy applies to all forms of advertising, including, but not limited to, online and print.

Hasbro will enforce this MAP policy. Should a customer fail to comply with this MAP policy, Hasbro specifically reserves the right to take appropriate action which may include, without limitation, the suspension of all promotional funding planned for the relevant Products and/or the decision to no longer ship the relevant Products, or any other product or products within the Hasbro portfolio, to the customer for the duration of the time period that the customer is in violation of this MAP policy.

All decisions will be made by Hasbro’s North America Sales and Marketing management team and communicated in writing.

This is a unilateral policy. Hasbro reserves the right to revoke this MAP policy at any time at its sole discretion. Hasbro will not communicate with any customer regarding any other customer’s advertising practices for MAP products, nor discuss its decisions regarding MAP issues.

This MAP policy supersedes and replaces any previous MAP policies issued by Hasbro for the Products.

Advertising Covered by MAP Policy

Hasbro’s MAP policy applies to all forms of advertising, including but not limited to the following categories:

- A. Print advertising such as newspapers, magazines, and single-/multi-page inserts or any in-store signage visible from outside the store.
- B. Outdoor advertising such as on billboards, bus shelters, taxi signage, subway advertising and any outdoor digital signage.
- C. Cinema advertising, including advertising in cinemas and/or before a feature film.
- D. Broadcast advertising, such as advertising on FCC radio and TV stations, public or cable television sponsorships, including OTT (over the top) stations and content providers (e.g. Netflix, Hulu, Amazon Video, Sling TV) and connected TV (e.g. through devices such as Roku, Amazon Firestick and Apple TV).
- E. Direct mail advertising, such as catalogues, flyers, newsletters, and broadcast faxes.

F. Online and/or mobile application advertising, including:

1. Internet and/or mobile application advertising in all areas of a website or application above the “shopping cart” level, including the Product “buy box” and any pages or websites that follow upon “click-through”, including:
 - i. Websites and/or mobile applications of online-only retailers that offer the Products;
 - ii. Websites and/or mobile applications of traditional retailers, distributors and mail-order businesses that offer any of the Products, including membership clubs;
 - iii. Online services, portal sites and/or mobile applications that advertise the Products (such as aol.com, yahoo.com);
 - iv. Shopping sites, mobile applications and pricing search engines that advertise prices offered for the Products (such as google.com, mysimon.com, dealtime.com, bottomdollar.com, pricegrabber.com, froogle.com, bizrate.com);
 - v. Auction sites with a minimum or starting bid (such as ebay.com, ubid.com); and/or
 - vi. Online and/or in-app advertising for a Product placed on any website (including a retailer’s own website) and pages that follow banner ads upon “click-through”.
2. Posts on any social media sites or mobile applications, including Facebook, Snapchat, Twitter or Instagram. This includes any posts on official, company-sponsored pages or accounts maintained by any customer and also those pages or accounts maintained by employees, representatives or agents of the customer, including social media influencers.
3. Any promotional email either originating from the customer or otherwise. Any web pages or mobile applications that link from an email are considered part of the same advertisement.

MAP Guidelines

Except as specifically allowed elsewhere in this MAP policy, advertisements featuring a Product may not offer a Product at a price less than MAP.

To meet a pricing convention, a MAP deviation of \$0.99 is permitted on all Products except games Products for which a MAP deviation of \$0.15 only is permitted.

Products cannot be offered in conjunction with any other product or gift card which reflects or suggests a discounted price on the Products where such discounted price is lower than the applicable MAP.

Products cannot be subject to any advertised discounts, including coupons or giveaways, where the price of the Product after the application of such discount is lower than the applicable MAP. Disclaimers such as “Selected vendor restrictions apply” which appear in connection with such advertised discounts are not acceptable qualifiers. Such disclaimers must specify that the Products are excluded from such offers. For the avoidance of doubt, rewards programs, whereby the consumer is able to earn points or similar benefits which may be redeemed only against future purchases of other products do not violate this policy.

Hasbro reserves the right to change MAP prices, add or delete covered Products, or change MAP policy guidelines.

If you wish to be notified when changes have been made, or if you have any questions, please send us a written request to: mapcomm@na.hasbro.com

Schedule A

Segment	SKU	Product	Minimum Advertised Price (MAP)
Games	F4541	Betrayal at the House on the Hill	<ul style="list-style-type: none"> \$55.99 USD from 1/1/2025-12/31/2025
Games	G0166	BETRAYAL ATNH THE EVIL OF PENNYWISE	<ul style="list-style-type: none"> \$24.99 USD from 6/1/2025-12/31/2025
Games	F5812	BETRAYAL THE YULETIDE TALE	<ul style="list-style-type: none"> \$21.99 USD from 1/1/2025-12/31/2025
Games	G1506	COSMOLANCER	<ul style="list-style-type: none"> \$29.99 USD from 6/1/2025-12/31/2025
Games	F2847	HeroQuest	<ul style="list-style-type: none"> \$134.99 USD from 1/1/2025-12/31/2025
Games	F4543	HEROQUEST EXPANSION KELLARS KEEP	<ul style="list-style-type: none"> \$33.99 USD from 1/1/2025-12/31/2025
Games	F5815	HEROQUEST FROZEN HORROR	<ul style="list-style-type: none"> \$44.99 USD from 1/1/2025-12/31/2025
Games	F9907	HEROQUEST JUNGLES OF DELTHRAK	<ul style="list-style-type: none"> \$44.99 USD from 1/1/2025-12/31/2025
Games	F9528	Heroquest Ogre Horde Quest Pack	<ul style="list-style-type: none"> \$44.99 USD from 1/1/2025 - 12/31/2025
Games	F9527	Heroquest Path of the Wandering Monk	<ul style="list-style-type: none"> \$14.99 USD from 1/1/2025 - 12/31/2025
Games	G0052	Heroquest Prophecy of Telor	<ul style="list-style-type: none"> \$33.99 USD from 1/1/2025 - 12/31/2025
Games	G0053	Heroquest Spirit Queens Torment	<ul style="list-style-type: none"> \$33.99 USD from 1/1/2025 -12/31/2025
Games	G1798	HeroQuest: Crypt of Perpetual Darkness	<ul style="list-style-type: none"> \$34.99 USD from 6/1/2025-12/31/2025
Games	F6646	RISE OF THE DREAD MOON	<ul style="list-style-type: none"> \$44.99 USD from 1/1/2025-12/31/2025

Segment	SKU	Product	Minimum Advertised Price (MAP)
Games	B7404	Risk	<ul style="list-style-type: none"> \$33.99 USD from 1/1/2025-12/31/2025
Games	F6648	TALISMAN ALLIANCES	<ul style="list-style-type: none"> \$33.99 USD from 1/1/2025-12/31/2025
Games	F6652	TALISMAN CORE	<ul style="list-style-type: none"> \$59.99 USD from 1/1/2025-12/31/2025
Games	G1505	Talisman Nemesis	<ul style="list-style-type: none"> \$34.99 USD from 6/1/2025-12/31/2025
Games	F7539	THE MAGE OF THE MIRROR QUEST PACK	<ul style="list-style-type: none"> \$44.99 USD from 1/1/2025-12/31/2025
Games	F6647	The Yawning Portal	<ul style="list-style-type: none"> \$55.99 USD from 1/1/2025-12/31/2025
Play-Doh	F8803	PD Pizza Delivery Scooter	<ul style="list-style-type: none"> \$94.99 USD from 5/1/2025-12/31/2025 No MAP 11/15/2025 -11/31/2025 \$74.99 USD from 12/1/2025-12/31/2025
Play-Doh	G0500	PD Sizzlin' Grill	<ul style="list-style-type: none"> \$59.99 USD from 4/1/2025-12/31/2025 No MAP 11/15/2025 -11/31/2025 \$49.99 USD from 12/1/2025-12/31/2025
Furby	G0668	FUR DJ Furby	<ul style="list-style-type: none"> \$54.99 USD from 6/1/2025-12/31/2025
Baby Alive	G1444	BA Baby Grows Up	<ul style="list-style-type: none"> \$39.99 USD from 6/1/2025-12/31/2025
Baby Alive	G1445	BA Baby Grows Up	<ul style="list-style-type: none"> \$39.99 USD from 6/1/2025-12/31/2025
Baby Alive	G1446	BA Baby Grows Up	<ul style="list-style-type: none"> \$39.99 USD from 6/1/2025-12/31/2025