

Hasbro and Yodo1 Announce Digital Licensing Agreement in Greater China

Beijing January 21, 2020 — Global play and entertainment company Hasbro Inc. and Beijing-based global game service platform Yodo1 Ltd. have formally reached an exclusive agency agreement for licensing of digital IP in the Greater China region. Via a new streamlined process, this collaboration will allow for broader use of Hasbro's IP in game developers' titles and bring brands such as TRANSFORMERS, MY LITTLE PONY, MONOPOLY, PLAY-DOH, BLYTHE, and more, to digital games.



TRANSFORMERS

MONOPOLY



Blythe



Keren Cheung, Country Manager, Hasbro China

“Hasbro attaches great importance to the Greater China market, and we hope to expand our brand footprint significantly in this region,” says Keren Cheung, Country Manager of Hasbro China. “For licensing of digital IP, we have chosen Yodo1 as our exclusive partner in the region. Yodo1 has a wealth of experience in the game industry, having successfully worked with more than 300 developers worldwide. Using their unique platform and services, they have helped many of these developers succeed in the Chinese market. Furthermore, Yodo1 is extremely familiar with the Hasbro brand, having cooperated with us for many years. As such, they have a thorough understanding of how to help developers integrate Hasbro IP into their games and promote them to our many fans.”



Yodo1 CEO Henry Fong

“Hasbro is one of the world's largest play and entertainment companies, and the future of their global market is linking toys and entertainment with mobile games”, says Henry Fong, CEO of Yodo1. “As Greater China is the focus of Hasbro's expansion, we will work with them to bring several key brands to game developers in the region. This will enable developers to use the best IP to create better games and expand their ability to promote and monetize.”

“Hasbro has a wide range of exciting and valuable brands with enormous potential in Greater China. Considering Yodo1's many years of experience in the game industry, our collaboration will bring better content and lead to greater opportunities for many developers' titles.”

For more information about licensing of Hasbro’s digital IP in Greater China, please contact BIG@yodo1.com.

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, as well as its entertainment labels, Allspark Pictures and Allspark Animation, 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 eight years. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro)) and Instagram ([@Hasbro](https://www.instagram.com/Hasbro)).

About Yodo1

Beijing-based Yodo1, with more than a billion users of their games, helps over 300 developers worldwide monetize and market mobile games from a unique product suite and industry-leading AI-powered platform. If you want your game to hit new levels of success, visit them at www.Yodo1.com to find out about the optimization products and connect with a team member who can support you all the way.