

HASBRO INC
Form FWP
May 09, 2014

Relating to Preliminary Prospectus Supplement

Free Writing Prospectus

dated May 8, 2014 to Prospectus dated May 8, 2014

Filed Pursuant to Rule 433

Registration Statement No. 333-195789

May 8, 2014

Hasbro, Inc.

\$600,000,000

\$300,000,000 3.150% Notes due 2021

\$300,000,000 5.100% Notes due 2044

Pricing Term Sheet

May 8, 2014

Issuer: Hasbro, Inc.
Expected Ratings:* Baa2 (Stable) by Moody's

BBB (Stable) by S&P

BBB+ (Stable) by Fitch

Trade Date: May 8, 2014
Settlement Date: May 13, 2014 (T+3)

| Title: | 2021 Notes | 2044 Notes |
|--|---|---|
| Principal Amount: | \$300,000,000 | \$300,000,000 |
| Maturity Date: | May 15, 2021 | May 15, 2044 |
| Coupon (Interest Rate): | 3.150% | 5.100% |
| Interest Payment Dates: | Semi-annually on May 15 and November 15, beginning on November 15, 2014 | Semi-annually on May 15 and November 15, beginning on November 15, 2014 |
| Yield to Maturity: | 3.165% | 5.112% |
| Spread to Benchmark Treasury: | + 100 basis points | + 170 basis points |
| Benchmark Treasury: | UST 2.250% due April 30, 2021 | UST 3.750% due November 15, 2043 |
| Benchmark Treasury Price/Yield: | 100-17+/2.165% | 106-08/3.412% |
| Make-Whole Call: | T + 15 basis points (prior to March 15, 2021) | T + 25 basis points (prior to November 15, 2043) |
| Par Call: | On or after March 15, 2021 | On or after November 15, 2043 |
| Price to Public: | 99.906% | 99.817% |
| CUSIP/ISIN: | 418056 AT4/US418056AT46 | 418056 AU1/US418056AU19 |
| Joint Book-Runners: | Citigroup Global Markets Inc. | Citigroup Global Markets Inc. |

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|----------------------|---------------------------------------|---------------------------------------|
| | Merrill Lynch, Pierce, Fenner & Smith | Merrill Lynch, Pierce, Fenner & Smith |
| | Incorporated | Incorporated |
| | Morgan Stanley & Co. LLC | Morgan Stanley & Co. LLC |
| Lead Manager: | RBS Securities Inc. | RBS Securities Inc. |
| Co-Managers: | SunTrust Robinson Humphrey, Inc. | SunTrust Robinson Humphrey, Inc. |
| | ANZ Securities, Inc. | ANZ Securities, Inc. |
| | BBVA Securities Inc. | BBVA Securities Inc. |
| | BNY Mellon Capital Markets, LLC | BNY Mellon Capital Markets, LLC |
| | The Huntington Investment Company | The Huntington Investment Company |
| | Scotia Capital (USA) Inc. | Scotia Capital (USA) Inc. |
| | SMBC Nikko Capital Markets Limited | SMBC Nikko Capital Markets Limited |

* Note: A securities rating is not a recommendation to buy, sell or hold securities and may be subject to revision or withdrawal at any time.

The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the Securities and Exchange Commission Web site at www.sec.gov. Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling Citigroup Global Markets Inc. toll-free at (800) 831-9146 or calling or e-mailing Merrill Lynch, Pierce, Fenner & Smith Incorporated toll-free at (800) 294-1322 or dg.prospectus_distribution@baml.com.