Goliath announces its new collaboration with industry heavyweight, Hasbro

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Wahu x Hasbro Collaboration Launch

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Toy and game maker, Goliath, is thrilled to announce its newest licensing deal with global power player, Hasbro. Under these new licenses Goliath Australia & New Zealand will be showcasing some of the world's most popular kids brands in their own well-loved toys and products.

The licencing collaboration with such a major industry name is a fantastic fit for Wahu and Goliath is thrilled to be offering more of the brands that consumers want in the high-quality toys they deserve.

Andrew Lee, General Manager of Goliath Australia/New Zealand says, '*From the start Goliath has always wanted to bring fun to families. Starting with one game and one country, we now help families all over the world by producing high-quality and well-loved games and toys. Our collaboration with Hasbro allows us to do more of that'.*

Hasbro has been creating some of the world's most popular toys and games since the company's inception in 1955.

As part of the licensing deal, Goliath have developed a wide range of junior swim, backyard play and outdoor toys in collaboration with Wahu and some of Hasbro's most popular properties including;

- Nerf
- My Little Pony
- Transformers
- Peppa Pig
- PJ Masks
- Connect 4
- Twister

Sarah Young, Licensing Director of Hasbro Pacific says, '*Collaborating with Goliath is a fantastic opportunity for us to become part of the Goliath family, and for our popular brands to expand their reach into outdoor toys and water games that Goliath produce'*.

Mr Lee continues, 'We're so excited to expand the Goliath range and bring more joy to kids and families worldwide by working with companies that have built such well-loved brands over the years. We love getting kids outdoors, playing games and sparking imagination. And working with Hasbro means we can do even more of that', says Mr Lee.

The new Hasbro x Wahu product range will be available at leading retailers from late October 2021 including Kmart, BIG W, Target, Rebel, Catch, Toymate, Mr Toys and Toyworld.

About Goliath

Goliath was founded in 1980 by Adi Golad. Goliath is one of the few remaining family-owned global toy and game companies. Goliath is now a global manufacturer and distributor of a broad range of products including Wahu®, Rocket Fishing Rod®, Rummikub®, Triominos®, Sequence®, Pop the Pig®, Doggie Doo™, Gator Golf®,

Let's Go Fishin® and Phlat Ball® .The company has continued to see substantial growth with the acquisitions of Pressman Toy® and JAX® in the US, Crown & Andrews® and Britz 'n Pieces/Wahu in Australia, Modelco® in France, Elephanta® in New Zealand, and Vivid® in the UK. Goliath is a market leader in TV-promoted games and is active in many other toy categories, such as puzzles, arts & crafts, outdoor, activity, and novelties. Goliath products now sell in more than 75 countries worldwide and the company has offices in the Netherlands, Belgium, France, Spain, Portugal, Denmark, Germany, Poland, Hong Kong, Italy, the United Kingdom, Australia, New Zealand, USA and Canada. For more information, please visit http://www.goliathgames.com.

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About Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to making the world a better place for all children, fans and families. Hasbro delivers immersive brand experiences for global audiences through consumer products, including toys and games; entertainment through **eOne**, its independent studio; and gaming, led by the team at **Wizards of the Coast**, an award-winning developer of tabletop and digital games best known for fantasy franchises MAGIC: THE GATHERING and DUNGEONS & DRAGONS.

The company's unparalleled portfolio of approximately 1,500 brands includes MAGIC: THE GATHERING, NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, BABY ALIVE, DUNGEONS & DRAGONS, POWER RANGERS, PEPPA PIG and PJ MASKS, as well as premier partner brands. For the past decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the **100 Best Corporate Citizens** by 3BL Media and one of the **World's Most Ethical Companies**
by Ethisphere Institute. Important business and brand updates are routinely shared on our Investor Relations
website, Newsroom
and social channels (@Hasbro on Twitter, Instagram, Facebook and LinkedIn.)

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