

Hasbro Toys (M) Sdn Bhd in Toys and Games (Malaysia)

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Abstracts

Hasbro manufactures licensed toys to secure share worldwide, in partnership agreements with producers of popular films and cartoons. Star Wars, Marvel, and Transformers licensed toys boosted Hasbro's sales in 2014.

A wholly-owned subsidiary of Hasbro Inc in the US, Hasbro Toys (M) Sdn Bhd was established to market and distribute Hasbro-owned toys across Malaysia.

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