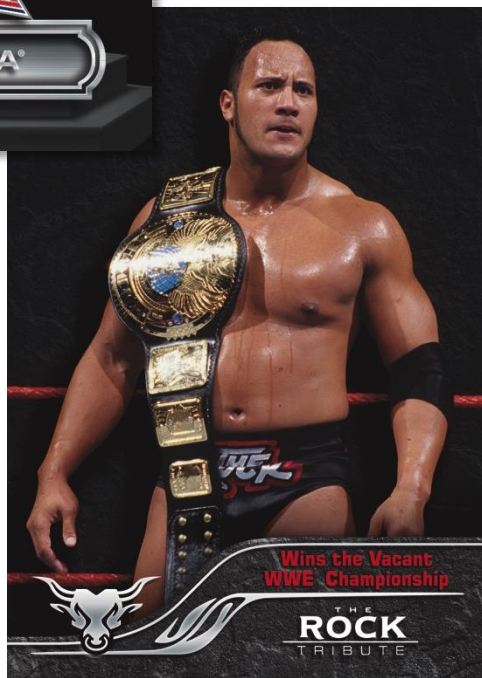




Product Release Sales Plan



September 15, 2015

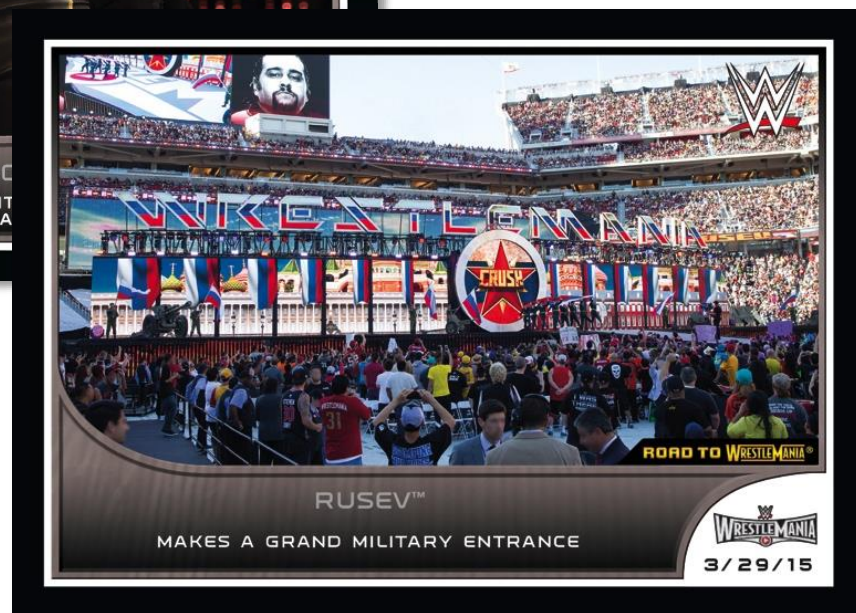
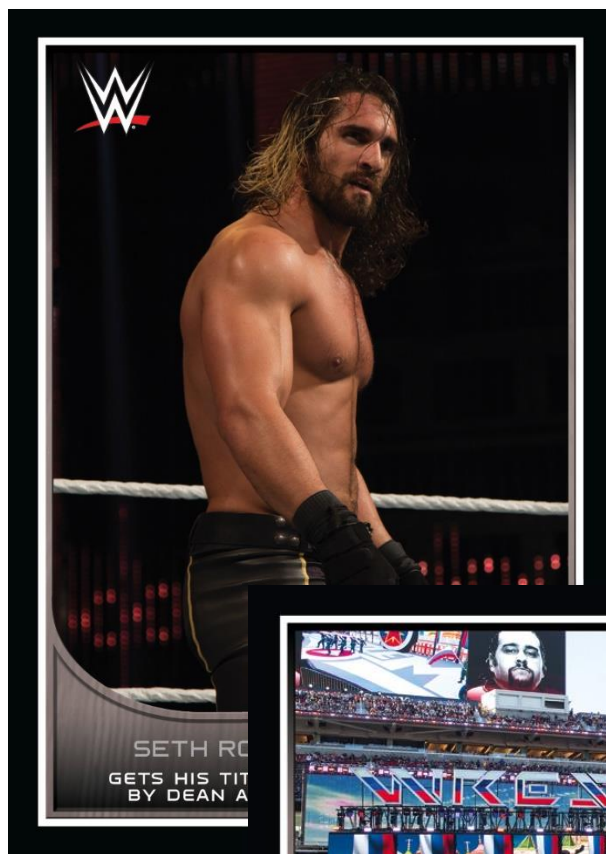


Solicitation subject to change



Agenda

- **Product**
- Launch Details
- About the Property
- Consumer



WWE Road to WrestleMania will celebrate the Journey from WrestleMania 31 to 32

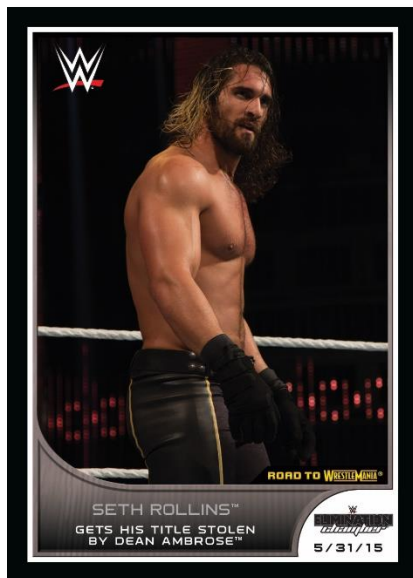


Goals

- Leverage WWE partnership to drive Topps Trading Card sales
- Excite fans with the year's greatest matches and moments in WWE

Strategies

- The February launch will tie-in with *WrestleMania* for the first time (4/3/16) for high fan engagement
- Highlight the year's WWE storylines and matches
- Include new and first time ever exciting hits and parallels to drive value for collectors



Solicitation subject to change



WWE Road to WrestleMania will celebrate the Journey from WrestleMania 31 to 32



Extensive 180 card set

- (110) **Storyline Base Cards:**
 - (85) **WWE subset** shows the year's greatest matches and moments in WWE
 - (25) **FIRST-EVER NXT subset** that shows the year's greatest matches and moments in NXT
- (30) **WrestleMania 32 Roster Cards NEW!**
- (10) **FIRST-EVER WWE Immortals** from the hit mobile game
- (10) **The Rock Tribute** part 1 of 4 of a continuity program **NEW!**
- (10) **FIRST-EVER Rowdy Roddy Piper Tribute**
- (10) **FIRST-EVER "The American Dream" Dusty Rhodes Tribute**

4 levels of chase add depth to the base set

- WWE Tag Team Championship Bronze Parallel (1:2)
- Divas Championship Silver Parallel (1:24) **HOBBY EXCLUSIVE!**
- Intercontinental Championship Gold Parallel (numbered to 10)
- United States Championship Red Parallel (numbered 1 per subject)

Hits add value for collectors and fans who want to own a piece of the action!

- **FIRST-EVER** NXT Divas Kiss Cards, including Autographs
- **FIRST-EVER** WWE Hall of Fame Commemorative Ring Cards
- Triple Threat Autographed Dual Relic Cards **NEW!**
- On-Card Autographs including NXT Autographs **NEW!**, with Silver Parallels **HOBBY EXCLUSIVE!**
- Dual Autographs
- Shirt Relics, including NXT Shirt Relics
- **Battleground 2015 Ring Canvas Mat Relics NEW!**
- **Battleground 2015 Ring Turnbuckle Pad Relics NEW!**
- Printing Plates: Base, Inserts, Autographs, Autographed Kiss Cards, Swatch and Mat Relics!



NXT Autographed
Divas Kiss Card

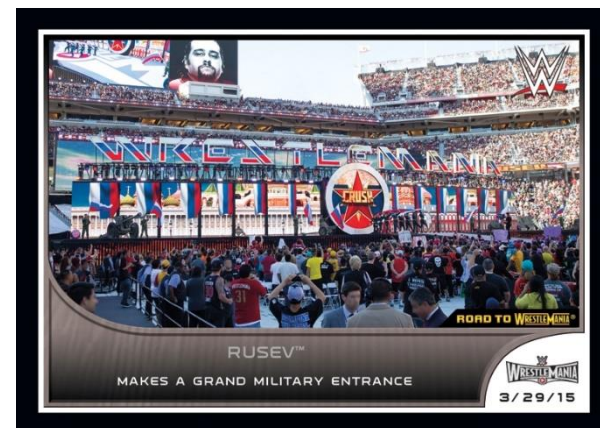
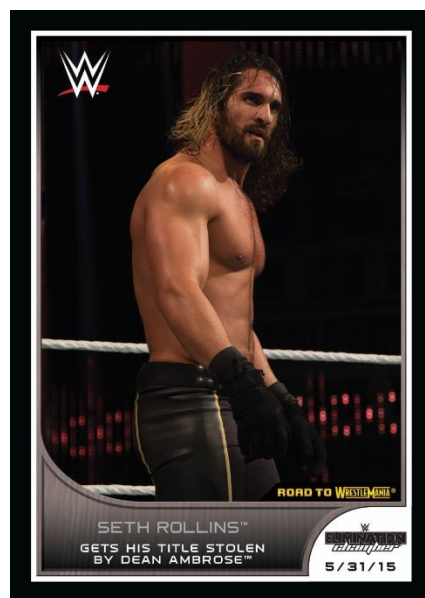


Base cards highlight the year's greatest matches and moments in WWE

WWE subset: 85 of the greatest matches and moments, including *WrestleMania 31* moments not covered in *Topps WWE Road to WrestleMania 2015*

NEW! NXT subset: *First-ever NXT storyline cards!* 25 of the greatest matches and moments in NXT, the WWE developmental system, from *WrestleMania 31 Axxess* through *NXT TakeOver: Brooklyn 2015!*

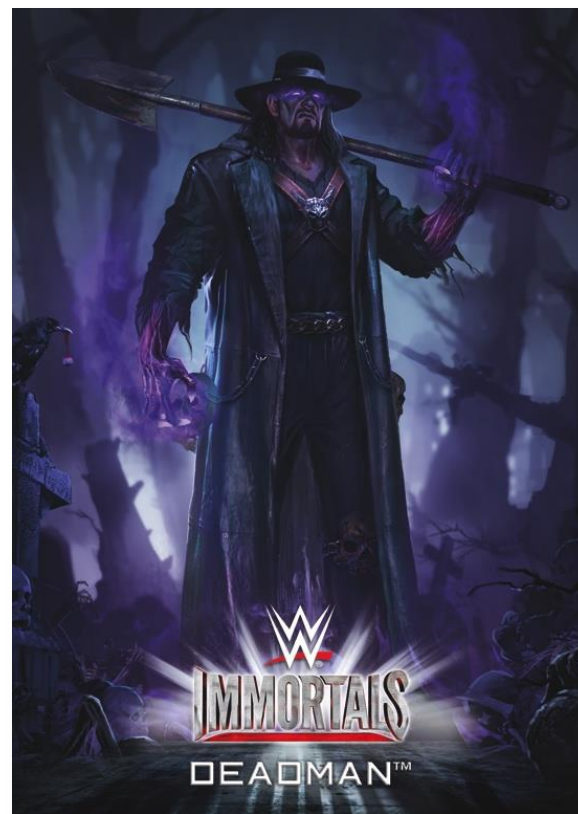
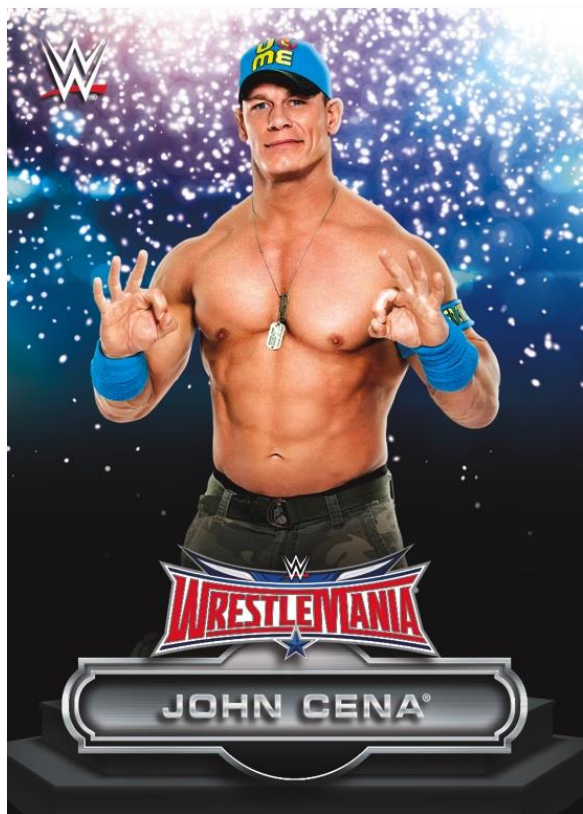
This new format allows us to release *Road to WrestleMania* before *WrestleMania* for the first time ever, in order to capitalize on the fan frenzy leading up to WWE's biggest event of the year!



Insert cards take a look forward to *WrestleMania 32*

WrestleMania 32 Roster Cards (1 per pack): 30 of the greatest Superstars and Divas who competed at *WrestleMania 31*, looking forward to what role they may play in *WrestleMania 32*!

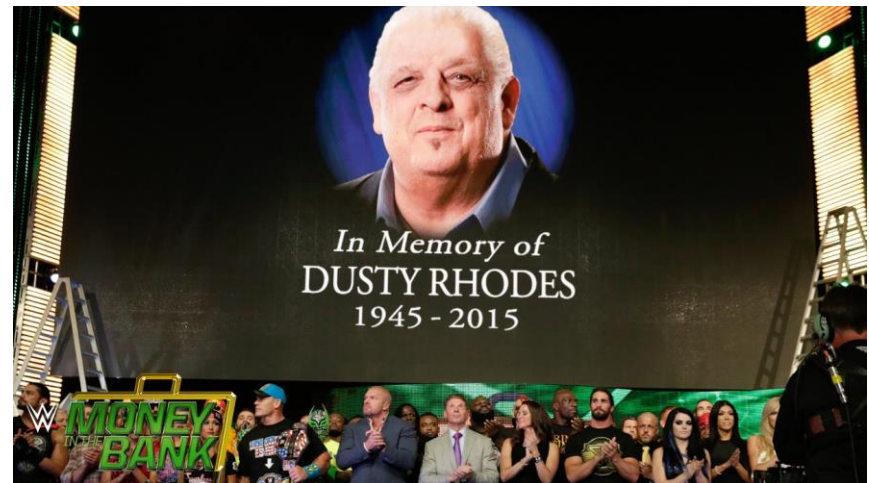
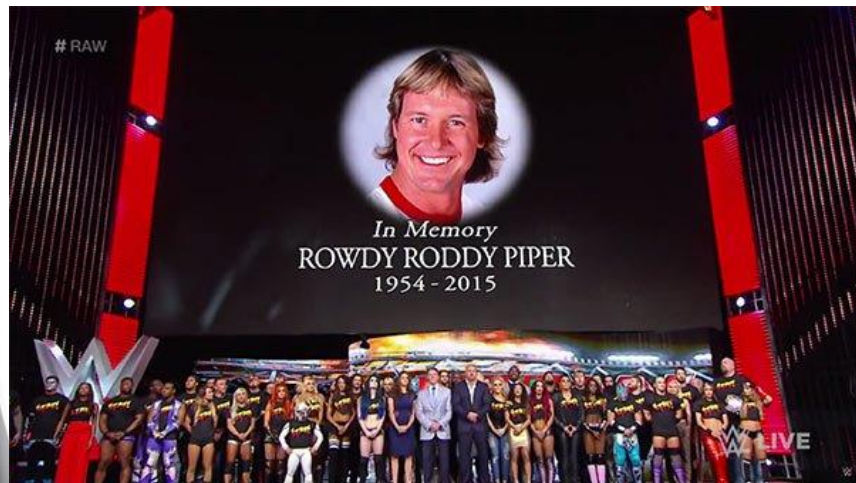
WWE Immortals (1:6): 10 of the best characters from *WWE Immortals*, the hit mobile fighting game!



Inserts pay tribute to late legendary WWE Hall of Famers Rowdy Roddy Piper and Dusty Rhodes!

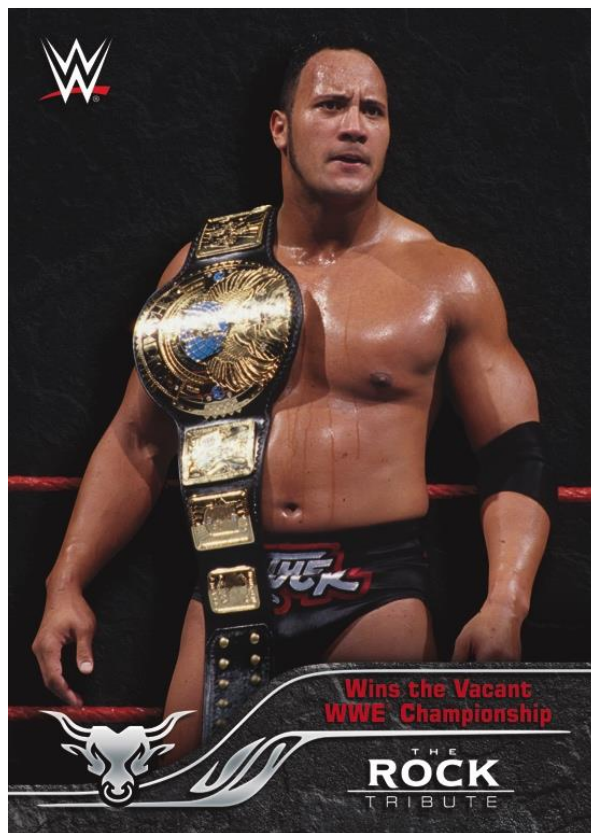
Rowdy Roddy Piper Tribute (1:6): 10 cards paying homage to one of the greatest WWE antagonists of all time, spanning his entire WWE and WCW career!

"The American Dream" Dusty Rhodes Tribute (1:6): A 10 card retrospective of the legendary WCW and WWE working man's hero, Dusty Rhodes!



Topps WWE trading card sets throughout 2016 pay tribute to **The Rock**, one of the greatest entertainment icons and WWE Champions in history!

The Rock Tribute (1:6): 10 cards celebrating 10-time World Champion The Rock, with the remaining 30 spread over the three other Topps WWE trading card sets in 2016!



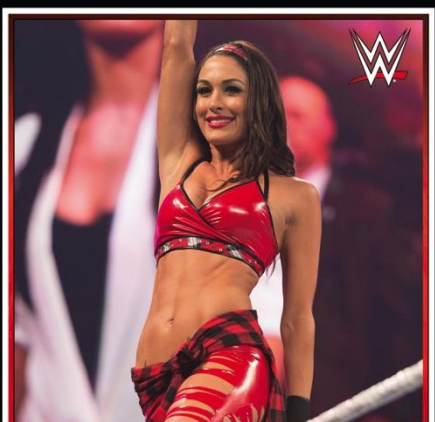
Solicitation subject to change

Road to WrestleMania will feature On-Card Autographs of the hottest Superstars, Divas, Legends & NXT Talent!

On-Card Autographs: Sequentially numbered on-card autographs with parallels, including NXT! **New!**

Dual Autographs (numbered to 11): Autograph cards showcasing two separate signers!

Autographed Printing Plates: Printing plates used to create the autograph cards, with signed autograph stickers!



AUTHENTIC
AUTOGRAPH



SAMOA JOE™

AUTHENTIC
AUTOGRAPH



Road to WrestleMania will feature the **FIRST-EVER** NXT Divas Kiss Card!

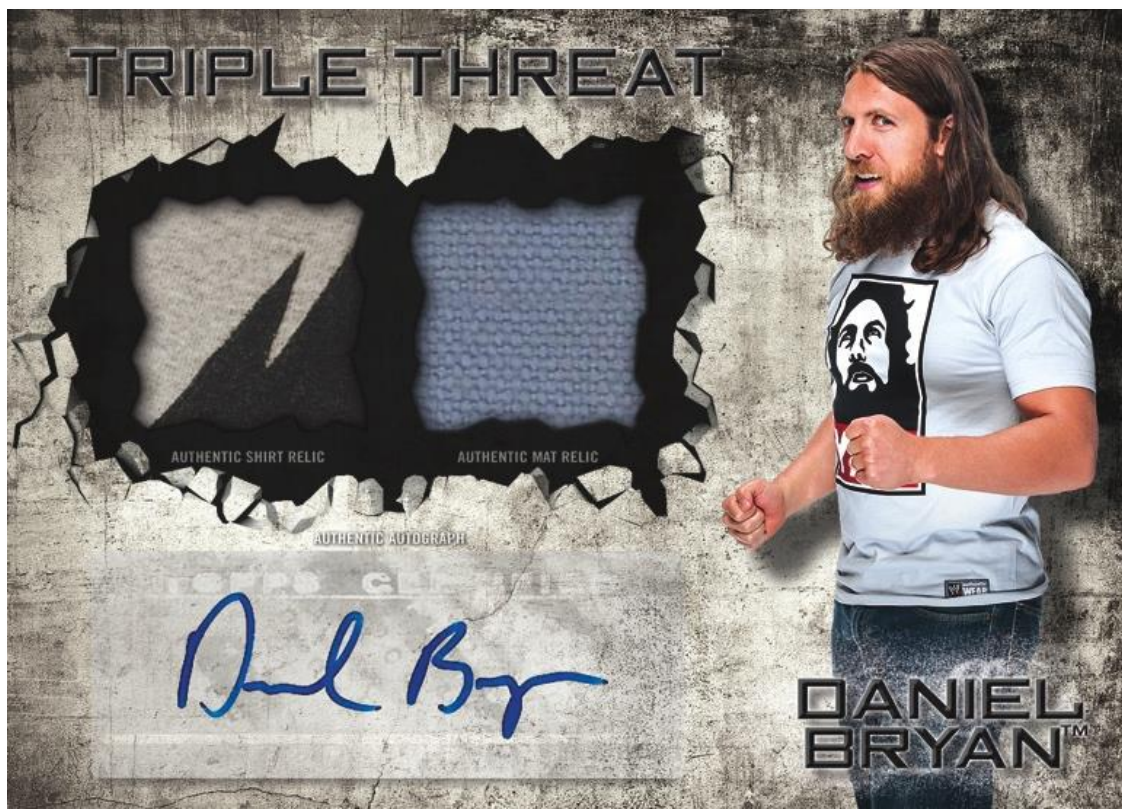
NXT Diva Kiss Cards: Cards featuring lipstick kisses from the most popular NXT Divas, sequentially numbered with parallels! **New!**

Autographed NXT Diva Kiss Cards: Diva Kiss Cards with on-relic signatures, sequentially numbered with parallels and printing plates! **New!**



WWE Road to WrestleMania includes Triple Threat Autographed Dual Relic Cards!

Triple Threat Autographed Dual Relic Cards (numbered to 11): Pieces of Superstars' & Divas' shirts and *WrestleMania* mats embedded in cards featuring the talent's autograph! **New!**



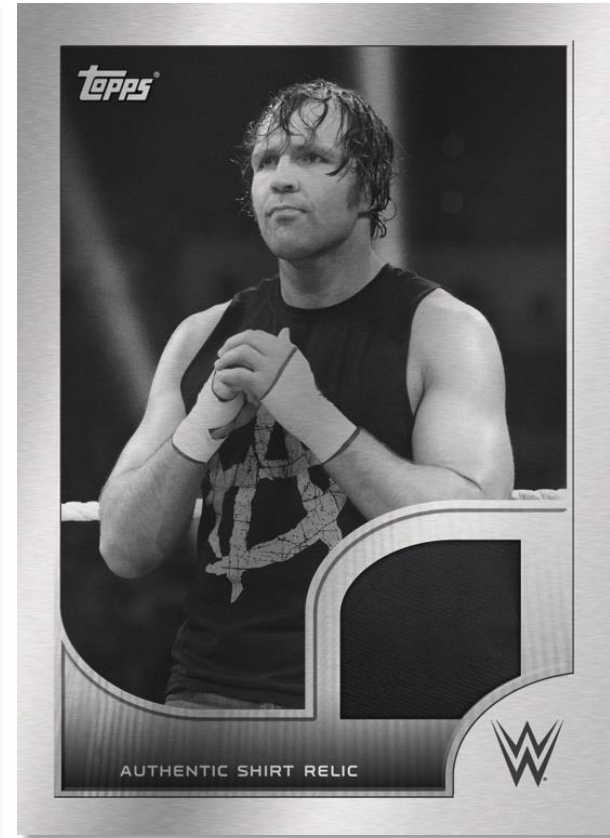
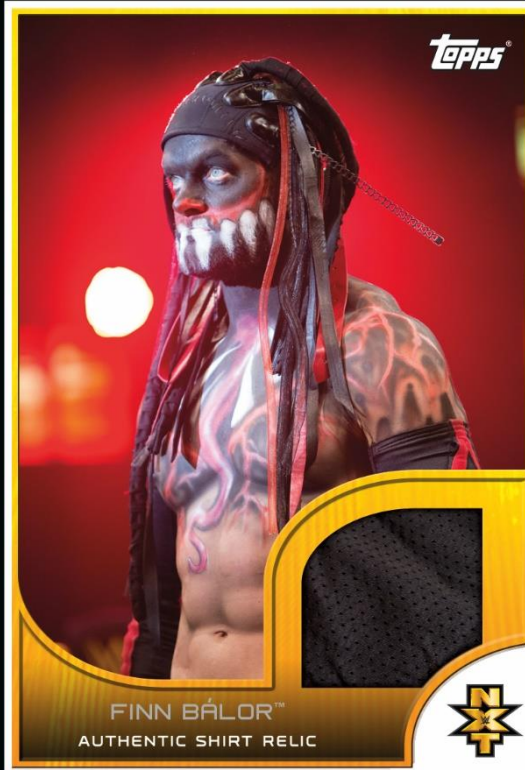
WWE Road to WrestleMania includes **FIRST-EVER** WWE Hall of Fame Commemorative Ring Cards!

WWE Hall of Fame Commemorative Ring Cards: Manufactured WWE Hall of Fame Rings embedded in cards, sequentially numbered with parallels! **New!**



WWE Relics give fans a chance to own a part of the WWE action!

Shirt Relics: Sequentially numbered, featuring Superstars, Divas & NXT talent, with parallels & printing plates!

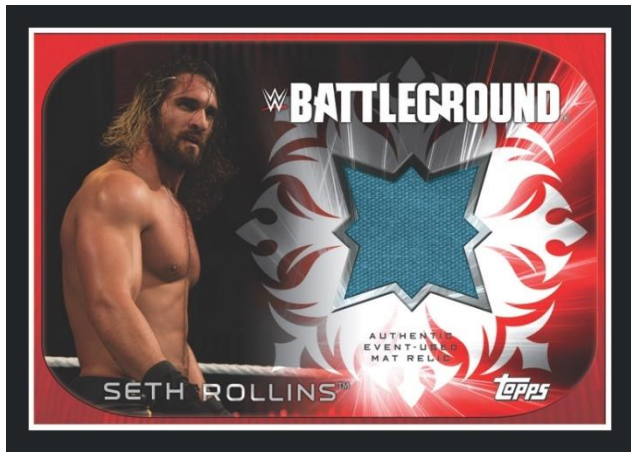


WWE Relics give fans a chance to own a part of the WWE action!

Battleground 2015 Mat Relics: Pieces of the ring canvas mat embedded in cards!

Sequentially numbered with parallels & printing plates! **New!**

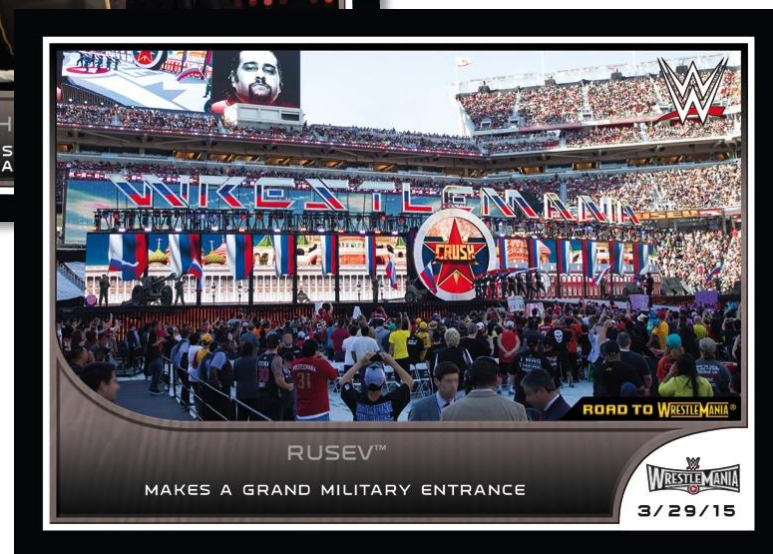
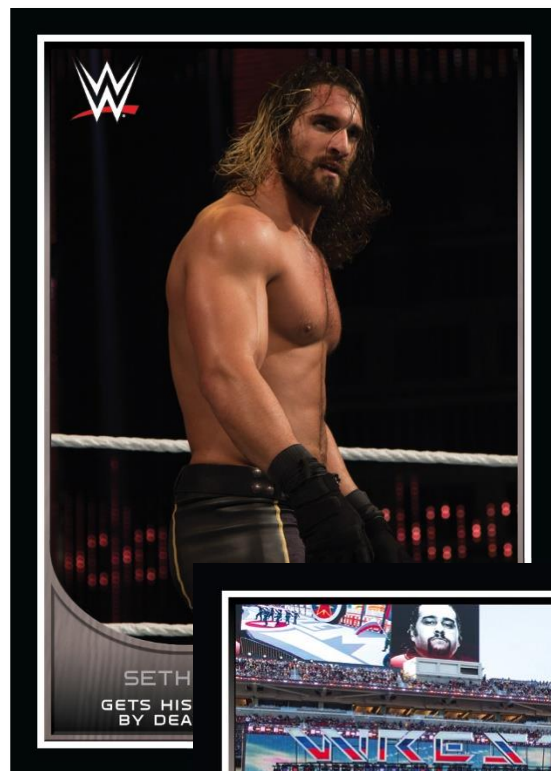
Battleground 2015 Turnbuckle Pad Relics (numbered to 25): Pieces of the turnbuckle pads embedded in cards! **New!**



Solicitation subject to change

Agenda

- Product
- **Launch Details**
- About the Property
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Product Content: HOBBY CHANNEL



- **First Ship:** 01/20/2016
- **In Store:** 02/03/2016

Product Mix

SKU	SRP
Single Pack (7 Cards)	\$2.49
Retail Box (24 Packs)	\$59.99

Base Parallels

Parallel Color	Insert Rate
WWE Tag Team Bronze	1:2
Divas Silver	1:24 Hobby Only!
Intercontinental Gold	10 per subject
WWE World Heavyweight Red	1 per subject

Hits

Hit	Per Subject Rate
Autographs	99 per subject
Dual Autographs	11 per subject
Triple Threat Autographed Dual Relics	11 per subject
NXT Divas Kiss Cards	99 per subject
Autographed NXT Divas Kiss Cards	25 per subject
WWE Hall of Fame Ring Cards	299 per subject
Shirt Relics	350 per subject
<i>Battleground 2015</i> Mat Relics	199 per subject
<i>Battleground 2015</i> Turnbuckle Relics	25 per subject

**Plus multiple levels of parallels, including
Printing Plates and **Hobby Exclusive Silver
Autograph Parallels!****

Inserts

Insert	Insert Rate
WrestleMania 32 Roster	1 per pack
WWE Immortals	1:6
The Rock Tribute	1:6
Rowdy Roddy Piper Tribute	1:6
Dusty Rhodes Tribute	1:6

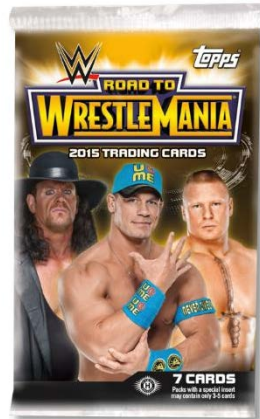




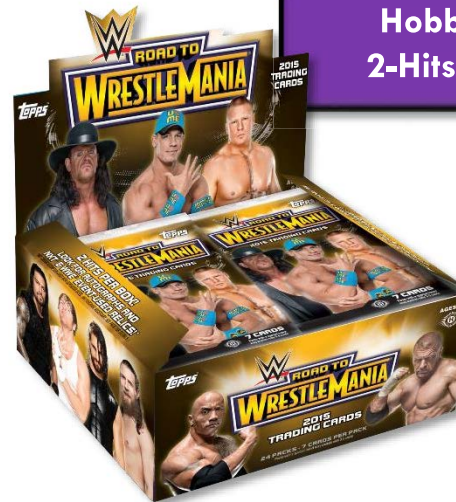
Product Images: HOBBY CHANNEL

WWE Road to WrestleMania

Product Line¹ In Stores February 3, 2016



Hobby Pack
(7 cards per pack)
\$2.49 SRP



Hobby Box
(24 7-card packs)
\$59.99 SRP

Hobby Only
2-Hits Per Box

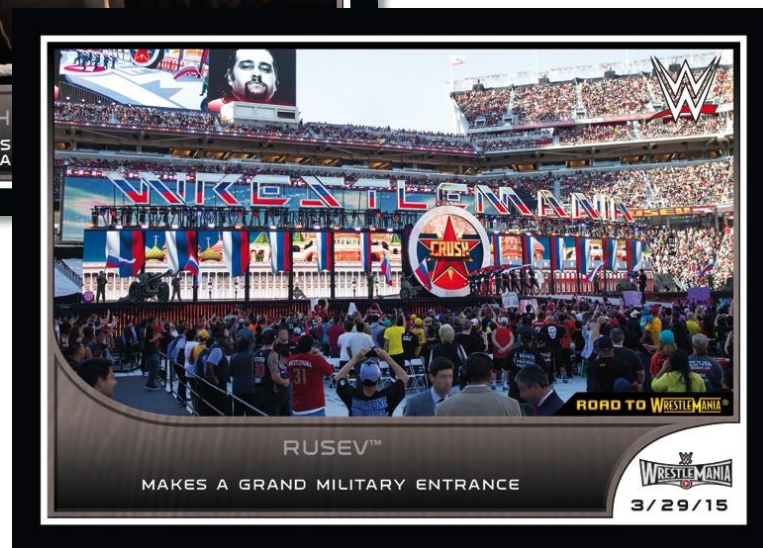
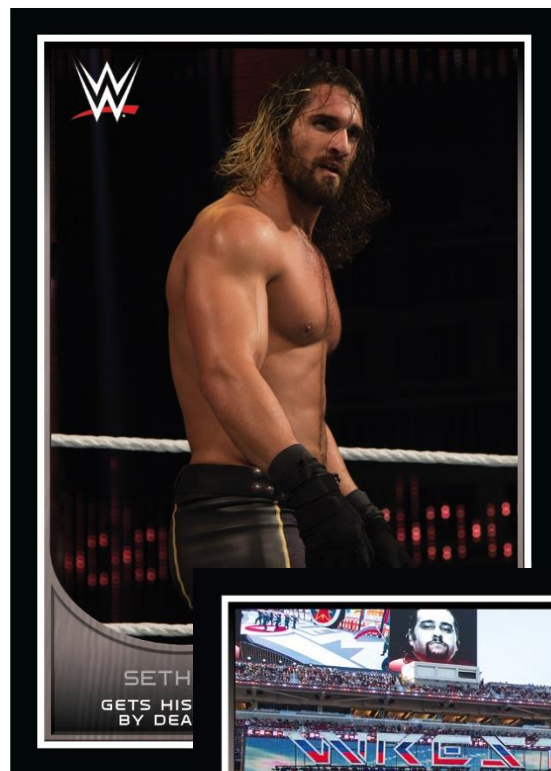
Artwork Not Final

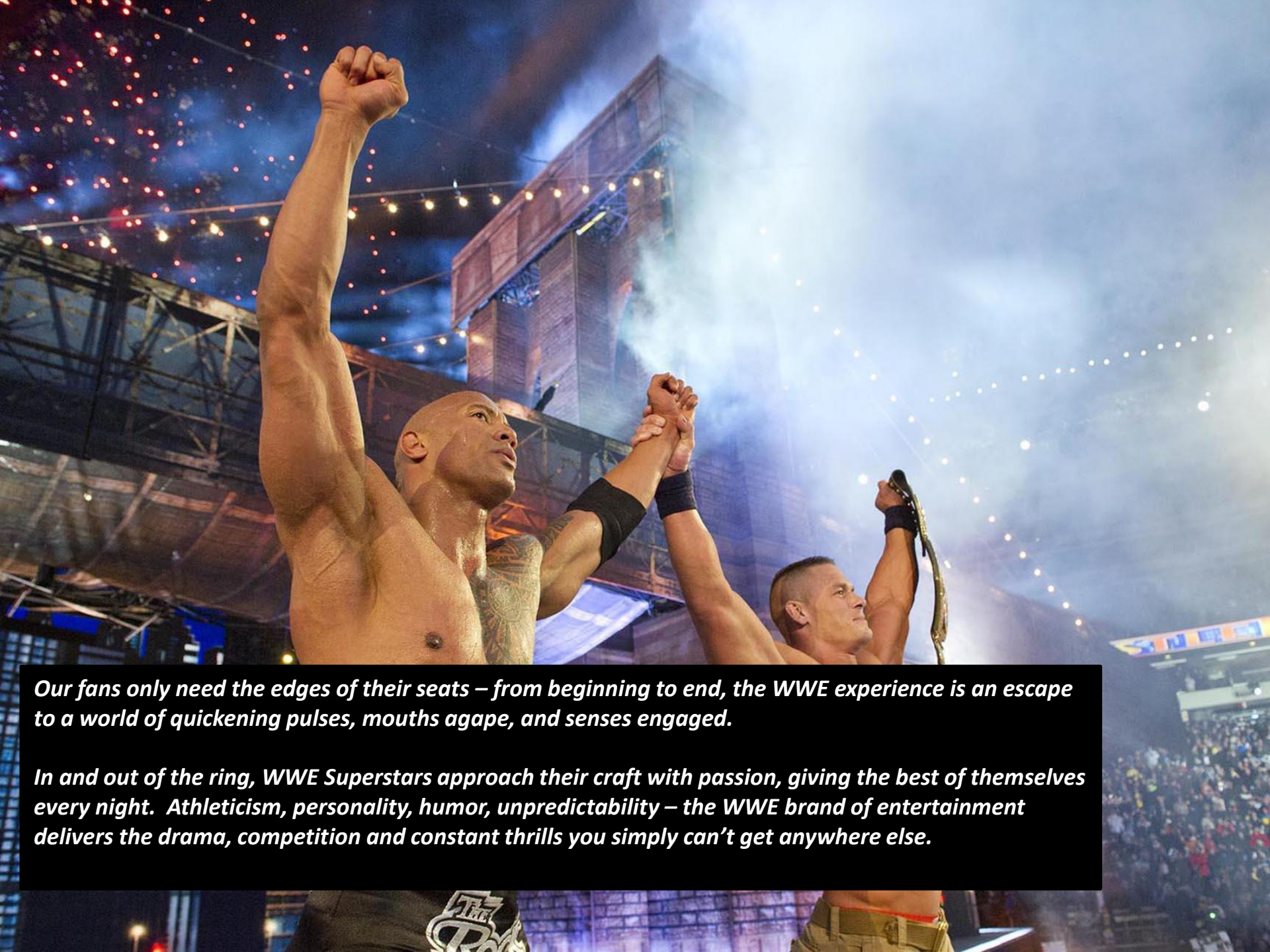
(1) See Price & Packs for Item Numbers and UPC Codes



Agenda

- Product
- Launch Details
- **About the Property**
- Consumer





Our fans only need the edges of their seats – from beginning to end, the WWE experience is an escape to a world of quickening pulses, mouths agape, and senses engaged.

In and out of the ring, WWE Superstars approach their craft with passion, giving the best of themselves every night. Athleticism, personality, humor, unpredictability – the WWE brand of entertainment delivers the drama, competition and constant thrills you simply can't get anywhere else.

WWE has a long track record of success



Property Overview

- For over 25 years, WWE has been a recognized leader in global entertainment
- The company creates and delivers original, family friendly content that is broadcast in more than 35 languages to more than 600 million homes in more than 177 countries around the world
- WWE leading brands in sports entertainment are Raw, SmackDown and Total Divas
- WWE holds 320 live events annually, with 6 shows per week, entertaining 2 million fans
- John Cena is the 3rd most popular American athlete behind Michael Jordan and Kobe Bryant

Viewing Audience

- WWE Network is the fastest growing digital subscription service, which has over 1 million subscribers
- WWE.com attracts more than 13 million unique visitors per month
- WWE and Superstar Facebook pages have a combined total of over 446 million fans
- 33% of the audience is female
- 13 million Raw & SmackDown viewers per week in the United States
- 79% of television audience is age 18 or over
- Raw and SmackDown have a strong appeal to African American and Hispanic consumers respectively
- 13 million "passionate" and 21 million "casual" fan households in the United States
- Over 16 million downloads of WWE Active app

Consumer Products

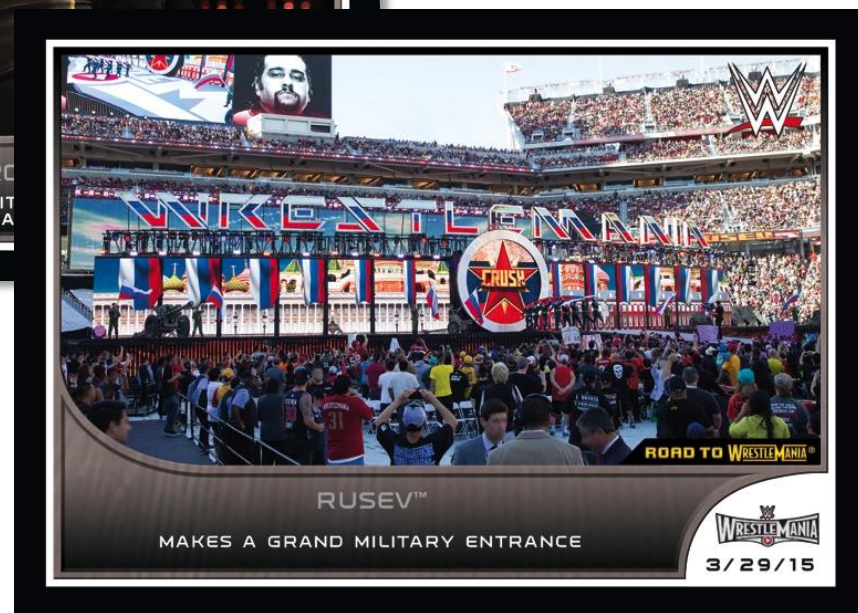
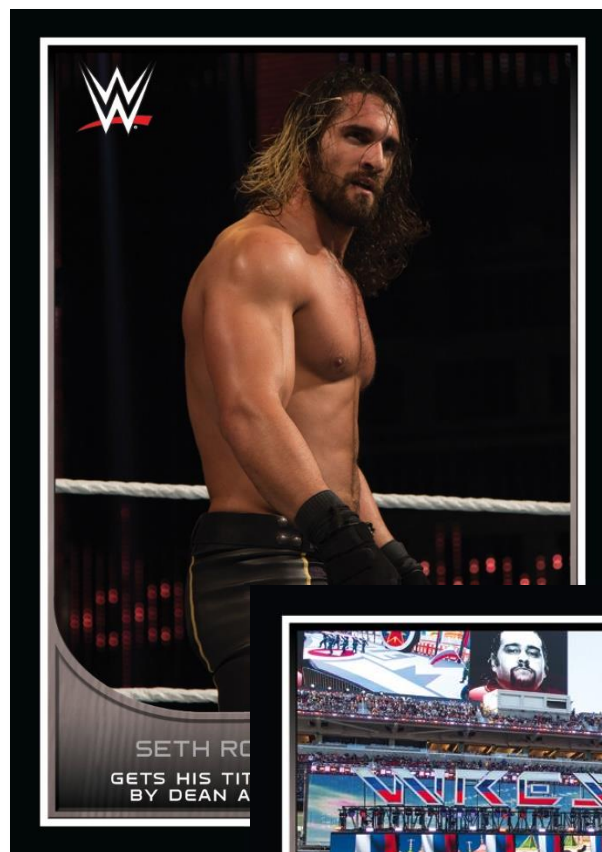
- Licensing generates more than 50% of revenue for WWE's Consumer Products Division.
- WWE maintains the second highest selling action figure property in the U.S.
- The Consumer Product Division generates 20% of total company revenue.
- WWE held 7 of the top 10 highest selling Sports DVD titles in 2014
- WWE toys outsold Star Wars, Spider-Man and Batman in 2014

Sources: WWE.com; WWE 2015 Brand Overview



Agenda

- Product
- Launch Details
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- **Consumer**



WWE Road to WrestleMania offers something for all WWE fans



Set Collectors Want:

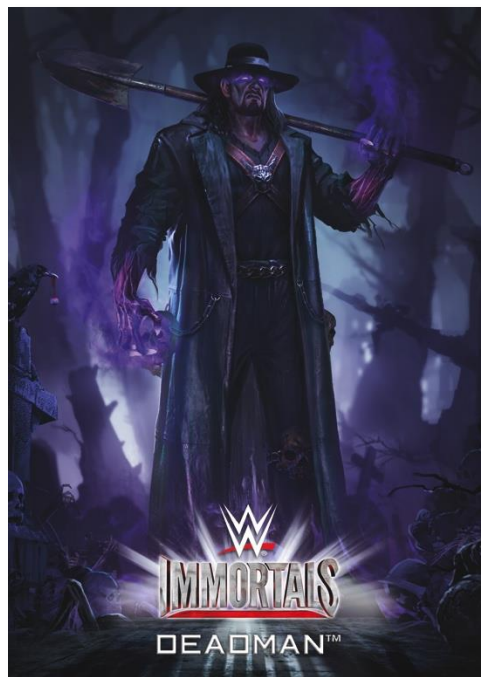
In-Depth Storylines



Base Card

Set Collectors & Hit Seekers:

New Content &
Images



WWE Immortals
Insert Card

Hit Seekers Want:

Valuable Hits



NXT Autograph Card

