



Product Release Sales Plan

STAR WARS THE FORCE AWAKENS SERIES 1 Trading Cards



JULY 2015



Agenda

- **Product**
- Support Plan
- Launch Details



Star Wars 'The Force Awakens' Series will introduce characters and content from the 7th film of the Star Wars saga.

Star Wars: The Force Awakens Series 1 (154 total cards)

- (100) **Base Cards** exploring key characters and plot points from 'Star Wars: The Force Awakens.'
- (54) **Insert Cards** including:
 - (18) **Character Stickers (1 per pack)**
 - (9) **Character Montages**
 - (9) **Aliens & Creatures**
 - (9) **The First Order**
 - (9) **Blueprints – Hobby Exclusive**

5 Parallels add chase and depth to the base set

- Lightsaber Green (1 per pack)
- Lightsaber Blue (1:2 packs)
- Lightsaber Purple (1:4 packs)
- Gold (numbered to 100) [HOBBY ONLY]
- Platinum (numbered to 1) [HOBBY ONLY]



Star Wars 'The Force Awakens' Series 1 will include great hits for the engaged collector.

Star Wars 'Journey To The Force Awakens' is loaded with Hits!

Hits add value for collectors

- Autographs
 - Base Autograph
 - Lightsaber Purple Parallel (25) [HOBBY ONLY]
 - Gold Parallel (10) [HOBBY ONLY]
 - Red Imperial Guard Parallel (1) [HOBBY ONLY]
- Dual Autographs [HOBBY ONLY]
 - 3 Combinations x 3 each
- Triple Autographs [HOBBY ONLY]
 - 2 Combinations x 3 each
- Sketch Cards
- Medallion Cards – 2 medallions: The Resistance and The First Order.
 - Gold, Silver and Bronze
 - 8 characters across each medallion
- Printing Plates
 - Base Printing Plates (154 cards x 4 plates for a total of 616)
 - Signed Printing Plates (4 per subject)



100 Base Cards feature characters and storylines from 'Star Wars: The Force Awakens' on full bleed designs.

100 Base Cards + 5 Parallels

**Image
embargoed
until release**

There are 5 parallels in Topps Star Wars The Force Awakens Series 1:

- Lightsaber Green (1 per pack)
- Lightsaber Blue (1:2 packs)
- Lightsaber Purple (1:4 packs)
- Gold (# to 50) (Hobby Only)
- Platinum (# to 1) (Hobby Only)

**STAR
WARS**

CARD TITLE GOES HERE

Each card features a look at the next card in the series

**STAR
WARS**

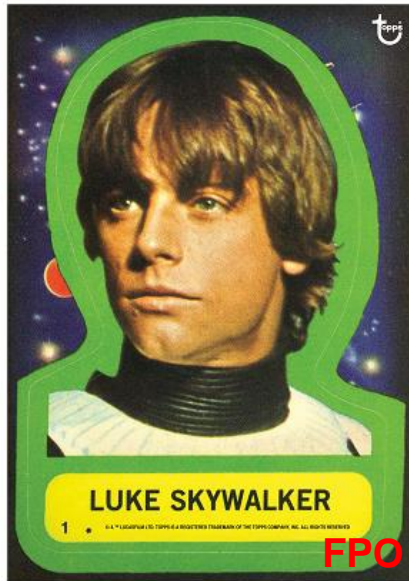
Product subject to change

TOPPS

Star Wars: The Force Awakens Series 1 has 5 different insert sets for collectors to chase.

Character Stickers (1 per pack): featuring characters from Star Wars: The Force Awakens
Character Montages: featuring characters from Star Wars: The Force Awakens

Character Stickers



Character Montages



FPO. Inserts will feature characters from Star Wars: The Force Awakens



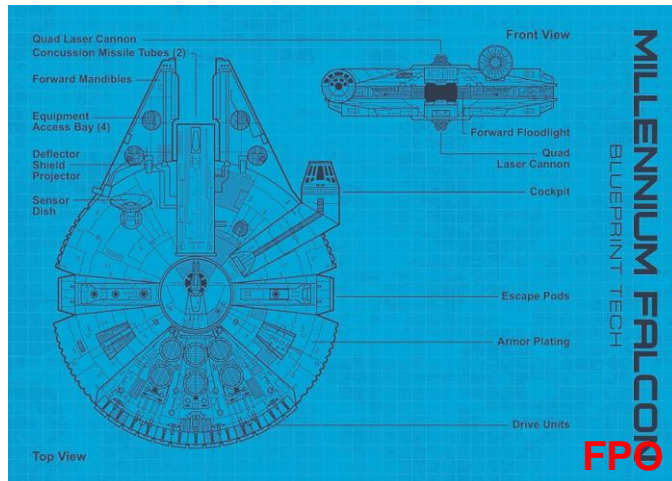
Star Wars: The Force Awakens Series 1 has 5 different insert sets for collectors to chase.

Aliens & Creatures: An introduction to the new aliens and creatures from Star Wars: The Force Awakens

The First Order: A profile of the villains including their weapons and ships

Blueprints: Blueprints of ships and droids from Star Wars: The Force Awakens [HOBBY ONLY]

Blueprints (Hobby Only)

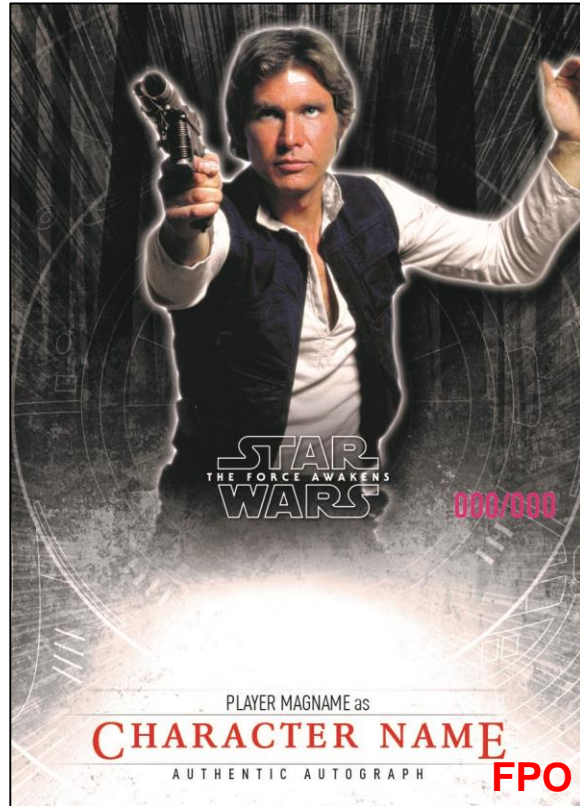


“Aliens & Creatures” and “The First Order” insert sets cannot be revealed yet.

FPO. Inserts will feature characters from Star Wars: The Force Awakens



Star Wars: The Force Awakens Series 1 will contain autographs from stars of the film and 3 parallels!



Base Autographs:

from the stars of the film

Lightsaber Purple Autograph Parallels:

autograph parallel numbered to 25
[HOBBY ONLY]

Gold Autograph Parallels:

autograph parallel numbered to 10
[HOBBY ONLY]

Imperial Guard Red Autograph Parallels:

1:1 actor autographs
[HOBBY ONLY]

FPO. Autographs will feature actors from Star Wars: The Force Awakens



*Autograph subjects not final

Product subject to change



Dual and Triple Autographs drive chase and value for collectors, offering unique combinations.

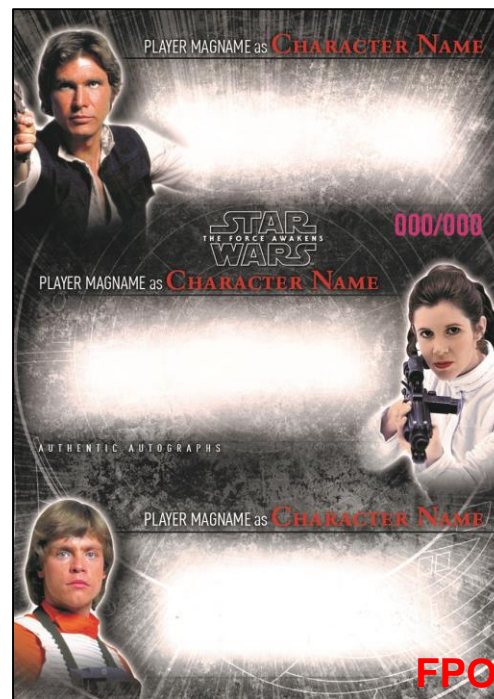
Dual Autographs: Featuring key pairings from Star Wars: The Force Awakens [HOBBY ONLY]

Triple Autographs: Featuring the stars of Star Wars: The Force Awakens. [HOBBY ONLY]

Dual Autographs



Triple Autograph



FPO. Autographs will feature actors from Star Wars: The Force Awakens

*Autograph subjects not final

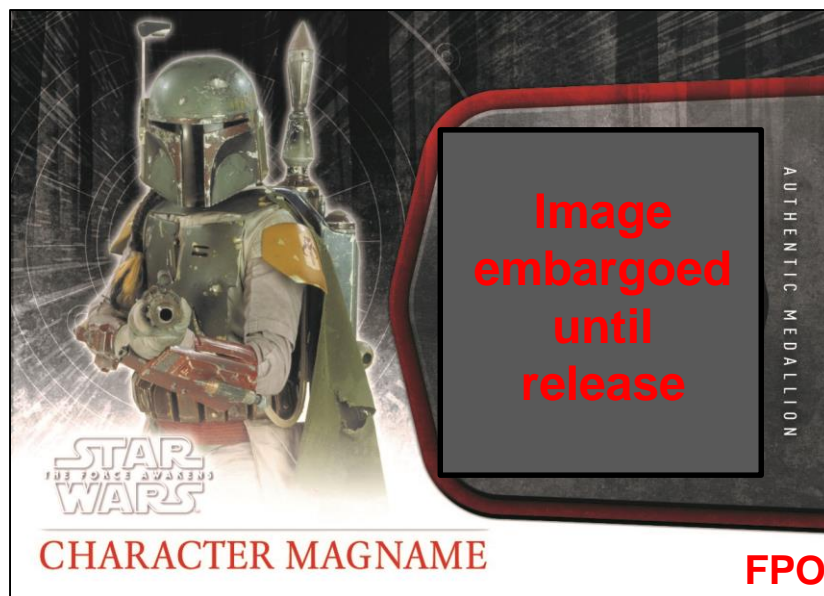
Product subject to change



Medallion Cards feature heroes of The Resistance and villains of The First Order.

Medallion Cards: Featuring heroes and villains from Star Wars: The Force Awakens.
Two Medallions – The Resistance and The First Order.
8 characters across each medallion.
Gold Silver and Bronze versions of each.

Medallion Cards



FPO. Medallions will feature actors from Star Wars: The Force Awakens

**Autograph subjects not final*

Product subject to change



Sketch Cards and Printing Plates add value for Star Wars collectors

Sketch Cards: Sketch cards by Topps artists

Printing Plates: Printing Plates used in the production of Star Wars: The Force Awakens

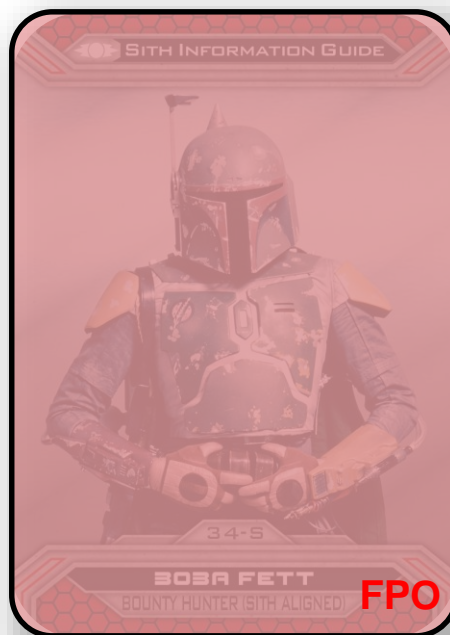
Autographed Printing Plates: Autographed plates from the production of the autograph cards

Sketch Cards

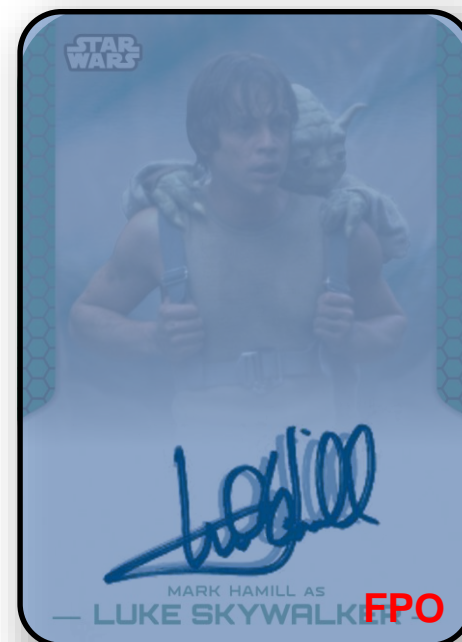


Topps Star Wars Masterwork Sketch Card

Printing Plates



Autographed Printing Plates



FPO. Content will feature actors from Star Wars: The Force Awakens

Product subject to change



Agenda

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- **Support Plan**
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“Star Wars: Force Awakens” will have strong awareness driving plans across Print, Digital, Social Media, Contests and fan site partnerships.

- **Full Page Print Advertising**

- Star Wars Insider (Dec)

- **Digital Drive**

- Official blog and article on StarWars.com (December)
- Feature articles on popular Star Wars websites such as Jedi Temple Archives, Yoda’s News and TheForce.net (December)
- Online coverage across the fandom (December)
- Giveaways on various fan sites (December)

- **Social Media**

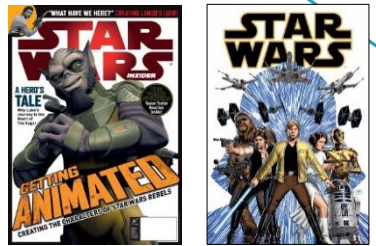
- Facebook updates and giveaways (December)
- Facebook, Twitter and Instagram coverage and contests, reaching over 200k collectors (December)
- Case Break & Giveaway on Topps Youtube Channel (Dec)



Topps Star Wars has extensive marketing to drive awareness and keep fans engaged throughout 2015.



Print Advertising
Marvel Comic, Star Wars Insider



StarWars.com
Feature Articles

Digital Advertising
Marvel.com, Key Blog Sites



Trade Marketing
Hobby Posters & Promo Cards



Social Media & Website
Facebook, Twitter, Email Blasts



Influencer Sampling
Reviews on Blogs & Youtube



Promotional Events
Comic Cons & SW Events



Fan Site Coverage
Major Star Wars News Sites



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Product Content

- In Store: 12/18/2015



Skus

SKU	SRP
Hobby Single Pack (8 cards per pack)	\$3.99
Hobby Box (24 packs per box)	\$95.99

Hit Rates

Hit	Insertion Rate
Bronze Medallions	399 per subject
Silver Medallions	250 per subject
Gold Medallions	99 per subject
Sketch Cards	3,500 total
Base Autographs	Approx 100 per subject
Purple Autograph Parallel	25 per subject
Gold Autograph Parallels	10 per subject
Imperial Red Autograph Parallels	1 per subject
Double Autograph	3 subjects x 3 each
Triple Autograph	2 subjects x 3 each
Printing Plates	650 total
Autographed Printing Plates	4 per subject

Parallel Rates

Parallel	Insertion Rate
Lightsaber Green	1 per pack
Lightsaber Blue	1:2 packs
Lightsaber Purple	1:4 packs
Gold	# to 50
Platinum	# to 1

Inserts (2 per pack)

Insert
Character Stickers (1 per pack)
Character Montages
Aliens & Creatures
The First Order
Blueprints (Hobby Only)



*Hit quantities not final

