



# Product Release Sales Plan



topps®



**2015**  
TRADING  
CARDS

October 3, 2015



Solicitation subject to change

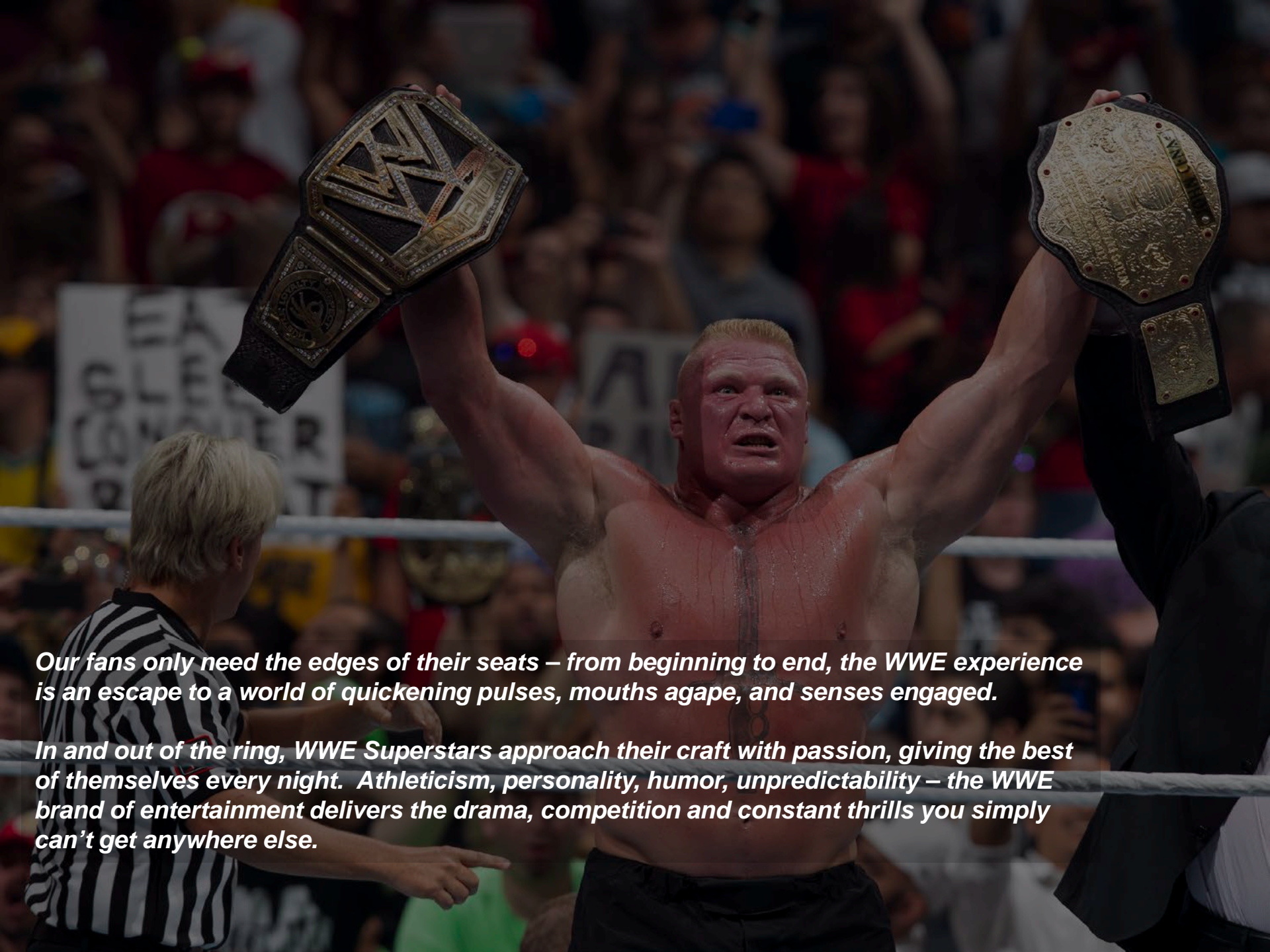
topps

# Agenda

- **About the Property**

- Consumer
- Product
- Launch Details





*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 150 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 3<sup>rd</sup> most popular American athlete behind Michael Jordan and Kobe Bryant

## Viewing Audience

- WWE Network is the fastest growing digital subscription service, which in its first 6 weeks had over 660k subscribers
- WWE.com attracts more than 13 million unique visitors per month
- WWE and Superstar Facebook pages have a combined total of over 370 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 13 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.

Sources: WWE.com; WWE 2014 Brand Overview



LICENSING



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# WWE 2014 offers something for all WWE fans

## For Set Collectors:

WWE Roster



Base Card

## For Set Collectors & Hit Seekers:

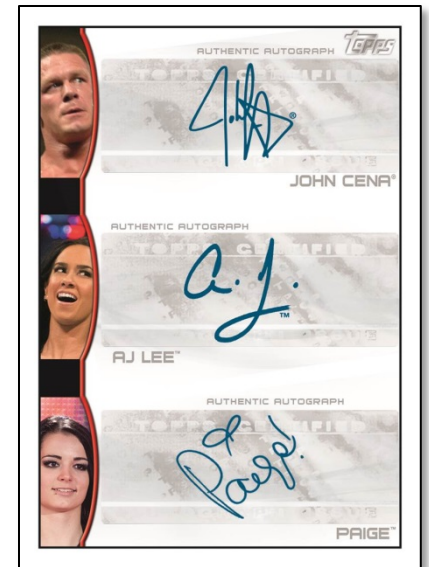
New Content & Images



"This Is Awesome!" Crowd Chant  
Insert Card

## For Hit Seekers:

Valuable Hits



Triple Autograph Card



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# WWE 2015: Fan Fervor will highlight WWE talent and celebrate WWE history



## Goals

- Leverage WWE partnership to drive Topps Trading Card sales
- Excite fans with the latest Superstars, Divas, and Legends

## Strategies

- The February launch will tie-in with WrestleMania (3/29/15) for high fan engagement
- Highlight Superstars in a new light, drive collectability, and increase collector value
- Introduce fans to the 2015 Rookie class and NXT Superstars, the WWE developmental system
- Include exciting new hits such as the all-new Athletic Tape Relics and King of the Ring Sign Relics

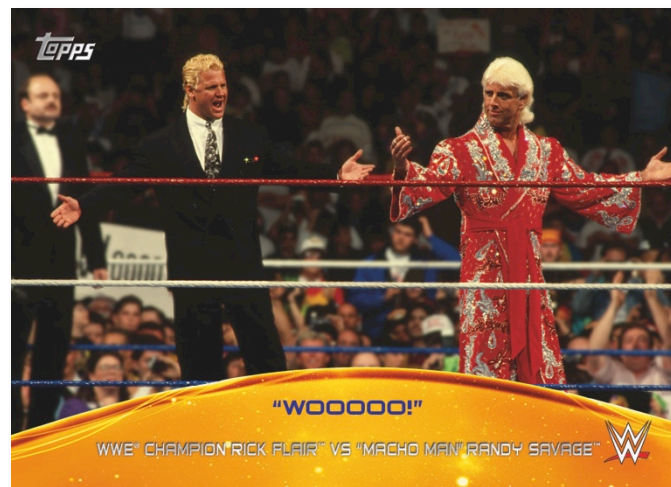




# NEW “Fan Fervor” Product Theme

## Fan Fervor

- Capturing the excitement and experience of being at a WWE live event, insert cards feature classic crowd chants and the unforgettable moments that elicited them
- New “Fan Fervor” theme will include seven 10-card insert sets based on WWE crowd chants including “This is Awesome!”, “You Still Got It!”, “U-S-A!!!”, “YES! YES! YES!”, and 16-time World Heavyweight Champion Ric Flair’s catch phrase “Wooooo!”



# What's new in WWE 2015?

## Rookie Base Cards

- The new class of WWE Rookies.

## NXT Prospect Insert Cards

- 10 new Superstars and Divas who compete in NXT, the WWE's developmental system.
  - NXT matches are aired on Hulu and are increasingly popular with WWE fans.



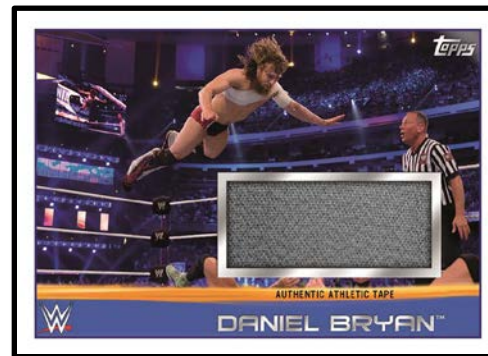
Rookie Base Card

## Exciting New Hits!

- Athletic Tape Relics
- King of the Ring Sign Relics
- New Autograph Signers
- Rare Triple Autograph Parallel
- Rare Kiss Card Parallels
- Rare Championship Plate Parallels



NXT Insert Card



Athletic Tape Relic



# Topps WWE 2015 highlights Fan Fervor and introduces fans to new talent



## Extensive 190 card set

- (100) **Base Cards** featuring Superstars, Divas, Legends and Rookies
- (10) **NXT Prospects**
- (70) **Crowd Chants**
- (10) **Hulk Hogan Tribute** (including Gold & Red Parallels)

## 3 levels of chase add depth to the base set

- Black Parallel (1:6)
- Silver Parallel (1:24) **HOBBY EXCLUSIVE!**
- Gold Parallel (numbered to 10)
- Red Parallel (1 per subject)

## NEW Hits add value for collectors

- Athletic Tape Relics (including Red Parallels) **NEW!**
- King of the Ring Sign Relics (including Red Parallels) **NEW!**
- Autographs (Including Black, Silver **HOBBY EXCLUSIVE**, Gold, Red & Printing Plate Parallels)
- Triple Autographs (including Red Parallels) **NEW!**
- Kiss Cards (including Gold & Red Parallels) **NEW!**
- Autographed Kiss Cards (including Red Parallels) **NEW!**
- Commemorative Championship Plates (including Gold & Red Parallels) **NEW!**
- Swatch & Mat Relics (including Gold & Red Parallels)
- Printing Plates



Red Autograph Parallel



# WWE 2015 inserts capture Fan Fervor with NXT Prospects and Crowd Chant themes

**NXT Prospect Cards (1:3):** 10 of the most promising Superstars and Divas in NXT  
**Crowd Chants (2 per pack):** 7 of the best loved crowd chants, each given a 10-card subset: “One More Match!”, “You Still Got It!”, “U-S-A!!!”, “This is Awesome!”, “Oh, No!”, “YES! YES! YES!” & “Woooo!”



NXT Insert Card

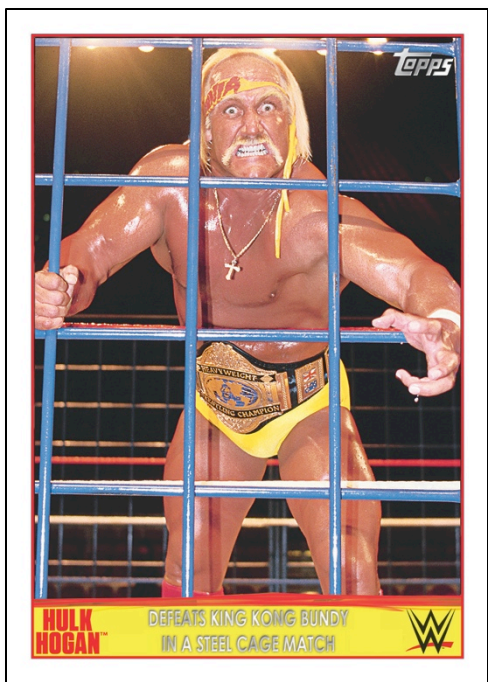


Crowd Chants

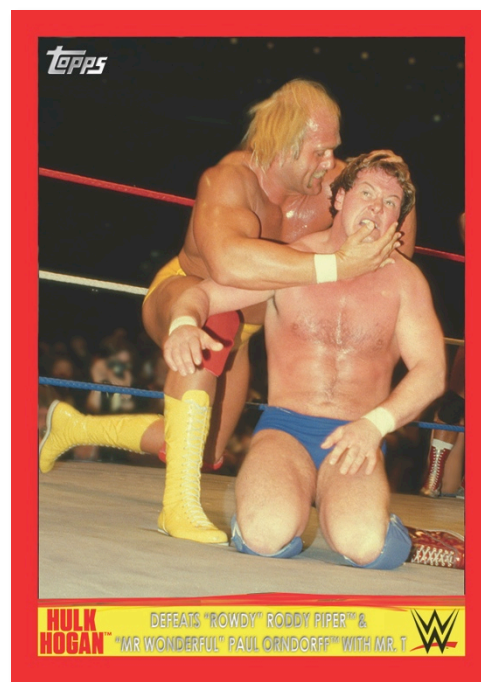


# The Topps WWE trading card line throughout 2015 pays tribute to one of the greatest WWE Champions in history, Hulk Hogan

**Hulk Hogan Tribute (1:6):** 10 cards celebrating 12-time World Champion Hulk Hogan, with the remaining 30 spread over the rest of the Topps WWE trading card line in 2015  
With Gold Border Parallels numbered to 10 and Red Border Parallels, 1 per subject



Hulk Hogan Tribute



Red Parallel



# WWE 2015 will feature Autographs, Triple Autographs and Autographed Printing Plates

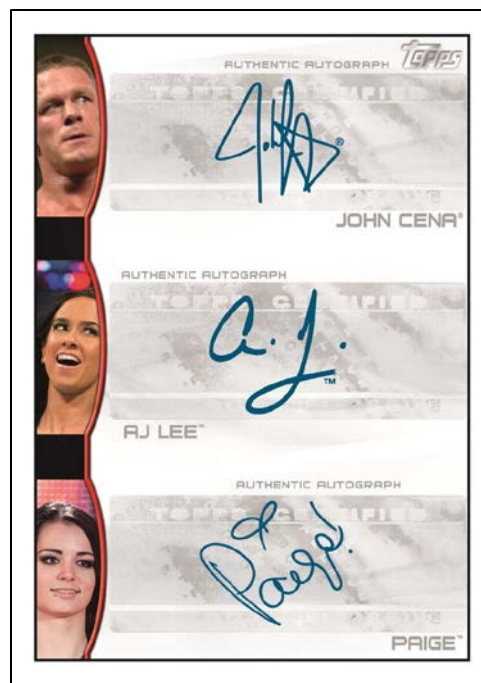
**Autographs:** Signatures from the hottest Superstars, Divas and Legends in the WWE

**Triple Autographs:** Autograph cards showcasing three separate signatures

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



Autograph



Triple Autograph

Autographs Include:

- **John Cena**
  - **Seth Rollins**
  - **Bray Wyatt**
  - **“Rowdy” Roddy Piper**
- Plus these first-time Topps WWE signers:
- **Bret “Hit Man” Hart**
  - **Paige** (Rookie Card)
  - **Emma** (Rookie Card)
  - **Rusev** (Rookie Card)
  - **Eden**
  - **George “The Animal” Steele**
- And more to be announced!



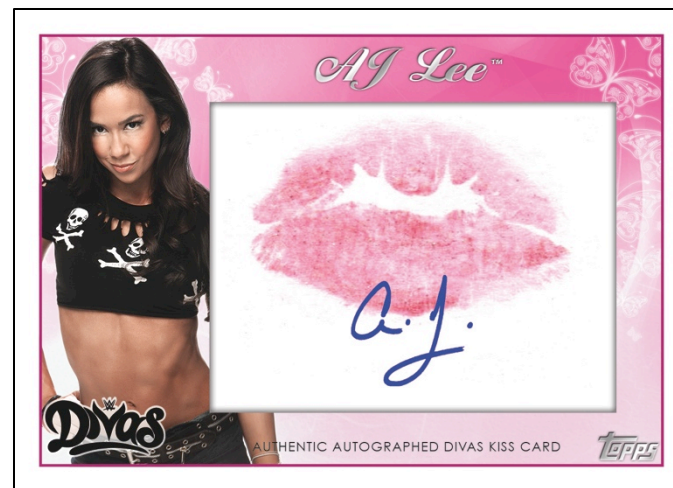
# The collector favorite Diva Kiss Cards and Autographed Kiss Cards return in WWE 2015!

**Diva Kiss Cards:** Cards featuring lipstick kisses from the most popular WWE Divas

**Autographed Diva Kiss Cards:** Diva Kiss Cards with corresponding Diva signatures



Kiss Card

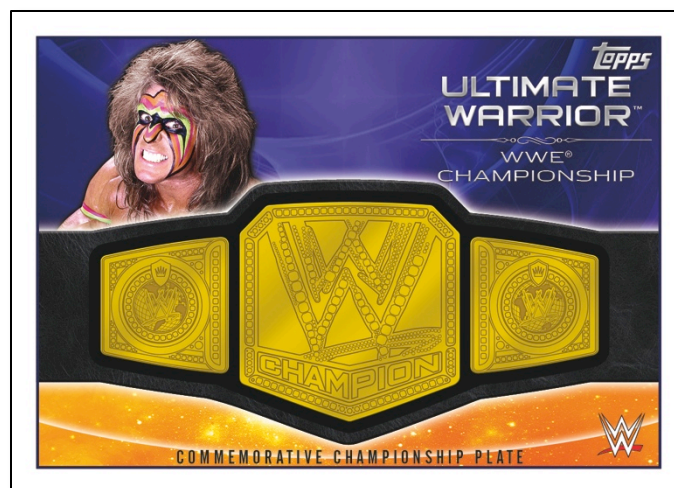


Autographed Kiss Card



# Commemorative Championship Cards feature the prestigious titles of the WWE

**Commemorative Championship Plates:** 30 subjects featuring the six Championships of the WWE



Commemorative Championship Plate





# WWE Relics give fans a chance to own a part of the WWE Universe

**Swatch Relics:** Superstar and Diva clothing cards

**SummerSlam Mat Relics:** Pieces of the 2014 SummerSlam canvas mat embedded in a card



Swatch Relic



SummerSlam Mat Relic

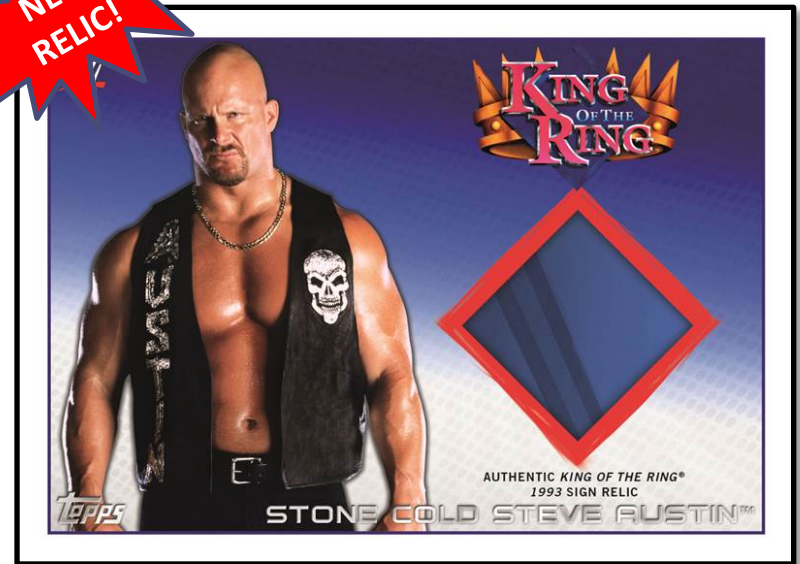


# NEW Athletic Tape Relics and NEW King of the Ring Sign Relics

**Athletic Tape Relics:** For the first time, athletic tape from the hottest Superstars and Divas in WWE  
**King of the Ring Sign Relics:** Pieces of the 1993 King of the Ring sign embedded in a card



Athletic Tape Relic



King of the Ring Sign Relic



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# Product Content

- **First Ship:** 1/29/2015
- **In Store:** 2/11/2015

## Product Mix

SKU	SRP
Single Pack (7 Cards)	\$1.99
Hobby Box (24 Packs)	\$19.99

## Inserts (2 per Pack)

Insert	Insert Rate
Crowd Chants	2 per pack
NXT Prospects	1:3
Hulk Hogan Tribute	1:6
Gold Hulk Hogan Tribute Parallels	100 total
Red Hulk Hogan Tribute Parallels	10 total

## Base Card Parallels

Parallel Color	Insert Rate
Black	1:6
Silver	1:24
Gold	10 per subject
Red	Numbered to 1



## Hits (2 Hits Per Box)

Hit	Insert Rate
Athletic Tape Relics	20 per subject
Red Athletic Tape Relics Parallels	1 per subject
King of the Ring Relics	20 per subject
Red King of the Ring Relics Parallels	1 per subject
Autographs	200 per subject
Black Autograph Parallels	50 per subject
Silver Autograph Parallels	25 per subject
Gold Autograph Parallels	10 per subject
Red Autograph Parallels	1 per subject
Autographed Printing Plates	64 total
Triple Autograph Cards	5 per subject
Red Triple Autograph Card Parallels	1 per subject
Diva Kiss Cards	100 per subject
Gold Diva Kiss Card Parallels	10 per subject
Red Diva Kiss Card Parallels	1 per subject
Autographed Diva Kiss Cards	15 per subject
Gold Autographed Diva Kiss Card Parallels	10 per subject
Red Autographed Diva Kiss Card Parallels	1 per subject
Championship Plates	400 per subject
Gold Championship Plate Parallels	10 per subject
Red Championship Plate Parallels	1 per subject
Printing Plates	720 total
Swatch Relics	800 per subject
Gold Swatch Relic Parallels	10 per subject
Red Swatch Relic Parallels	1 per subject
Mat Relics	300 per subject
Gold Mat Relic Parallels	10 per subject
Red Mat Relic Parallels	1 per subject



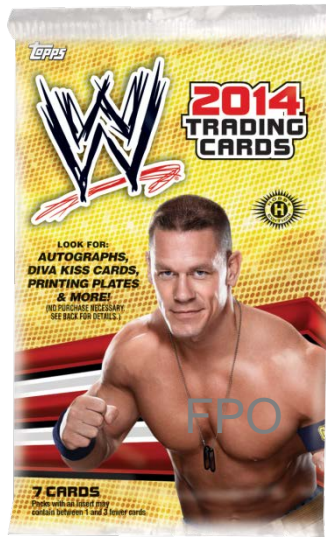


# Product Images: Hobby

## WWE 2015: Fan Fervor

Product Line<sup>1</sup> In Store February 11, 2014

Hobby Only  
2-Hits Per Box  
**GUARANTEED!**



**Hobby Pack with EXCLUSIVES**  
(7-card Packs)  
\$1.99 SRP



**Hobby Box with EXCLUSIVES**  
(24 7-card Packs)  
\$47.99 SRP

Artwork Not Final

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

