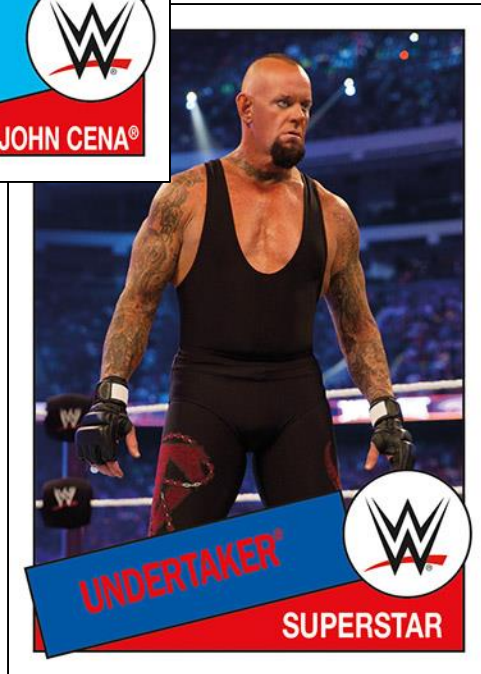




# Product Release Sales Plan



June 24, 2015

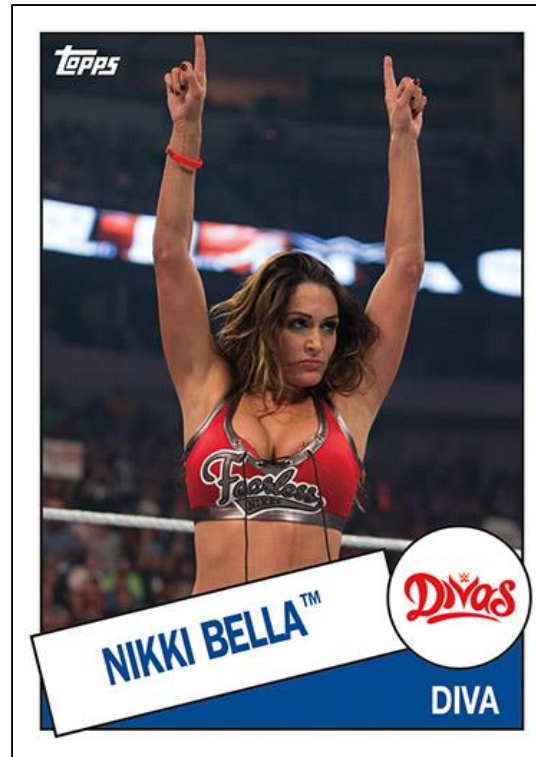


Solicitation subject to change



# Agenda

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



WWE Heritage 2015 Celebrates  
30 Years of Rookies & Prospects,  
with the iconic 1985 Topps Baseball  
designs!



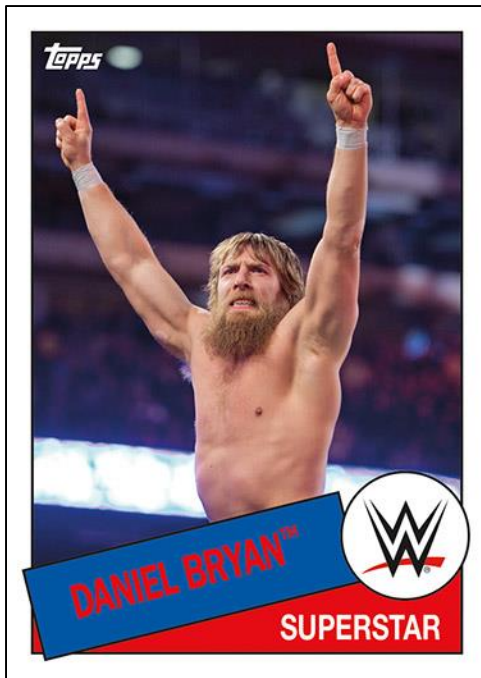
# WWE Heritage 2015 offers something for all WWE fans



## Set Collectors & Hit Seekers:

### Set Collectors Need:

WWE Roster



Base Card

New Content & Images



NXT Called Up Insert Card

### Hit Seekers Need:

Valuable Hits

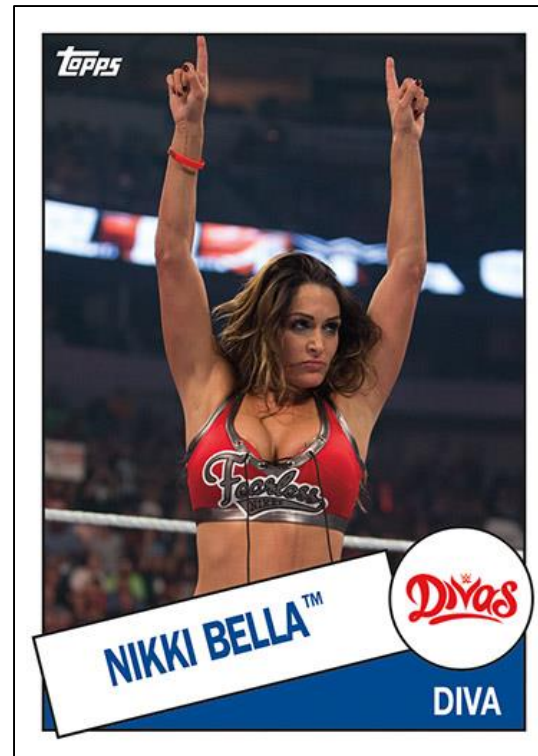


NXT Autograph Card



# Agenda

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



# WWE Heritage 2015 celebrates 30 years of Rookies & Prospects



## Goals

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

## Strategies

- The November launch will tie-in with the *Survivor Series* (11/22/15) for high fan engagement
- Launching in November to allow *WWE Heritage* and *Road to WrestleMania* to have full selling periods
- Celebrate the 1985 debut of *WrestleMania* and *Topps WWE* with the iconic '85 Baseball card designs
- Explore the history of WWE Rookies and Prospects in the insert cards
- Includes exciting hits and parallels to drive value for collectors



Solicitation subject to change



# WWE Heritage 2015 features the classic 1985 Baseball card designs



## Extensive 210 card set

- (110) **Base Cards** featuring today's top Superstars, Divas, Rookies & NXT talent, along with the greatest WWE Legends in the classic Topps 1985 Baseball design
- (30) **Rookie of the Year**
- (30) **NXT Called Up**
- (30) **Then & Now**
- (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 (numbered 1/1)

## Hits add value for collectors

- Autographs, including parallels, with Superstars, Divas, Legends & NXT stars
- Silver Autograph Parallels **HOBBY EXCLUSIVE!**
- Shirt Relics, including parallels, with Superstars, Divas and NXT relics
- *Money in the Bank 2015* Mat Relics, including parallels
- *Money in the Bank 2015* Turnbuckle Relics
- Printing Plates, including Base, Rookie of the Year, NXT Called Up, and Then & Now!



Autograph Card



# Inserts cards celebrate the history of Rookies & Prospects

**Rookie of the Year:** 30 cards paying homage to the hottest Rookies of the past 30 years

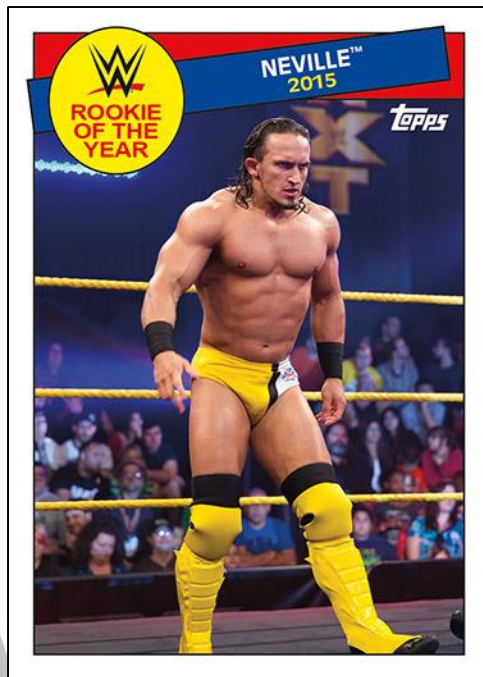
**Then & Now:** 30 cards featuring top Superstars & Divas, comparing how they look now to the year of their WWE debut

**NXT Called Up:** 30 cards showcasing NXT talent that made it to the main WWE roster

Rookie of the Year

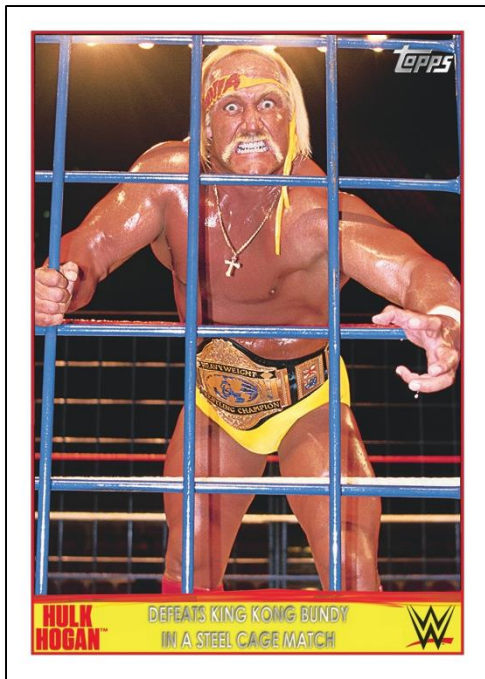
Then & Now

NXT Called Up



# 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



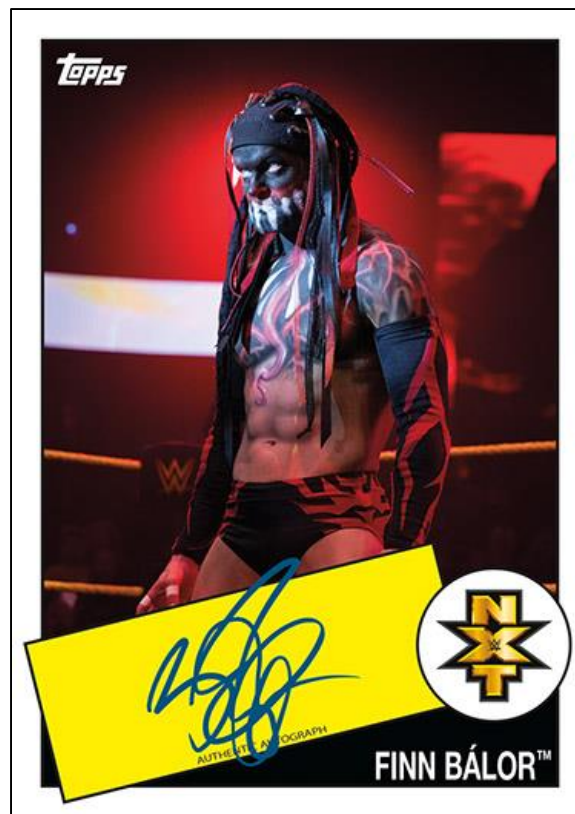


# WWE Heritage features on-card Autographs!

**Autographs:** On-card Autographs featuring Superstars, Divas, Legends & NXT stars, including parallels!



Superstar Autograph Card



NXT Autograph Card



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

**Swatch Relics:** Featuring event worn clothing from Superstars, Divas, Rookies and NXT stars, including parallels!



NXT Swatch Relic



Superstar Swatch Relic

Shirts Relics Include:

NXT:

- Kevin Owens
- Finn Bálor
- Simon Gotch
- Aiden English

Rookies:

- Neville
- Kalisto

Divas:

- Natalya
- Tamina

Superstars:

- John Cena
- Seth Rollins
- Bray Wyatt
- Bo Dallas
- Sin Cara
- Zack Ryder
- The Miz
- Jimmy Uso

First-Ever Bandana Relic:

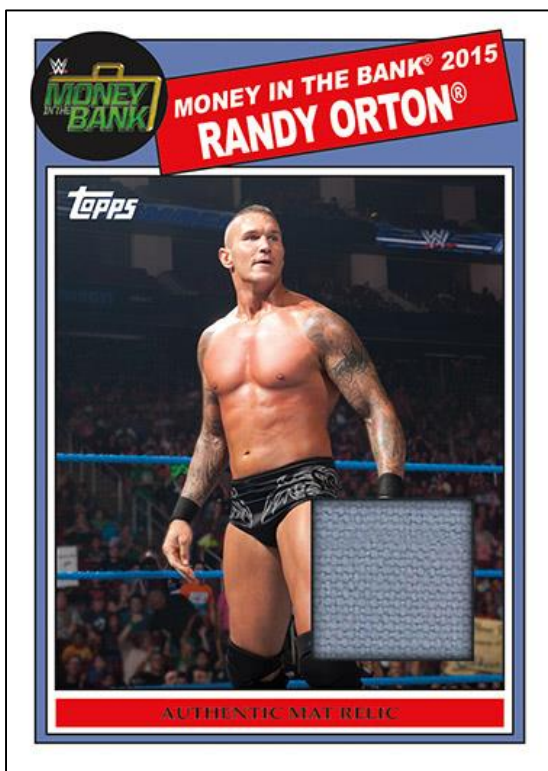
- Luke Harper



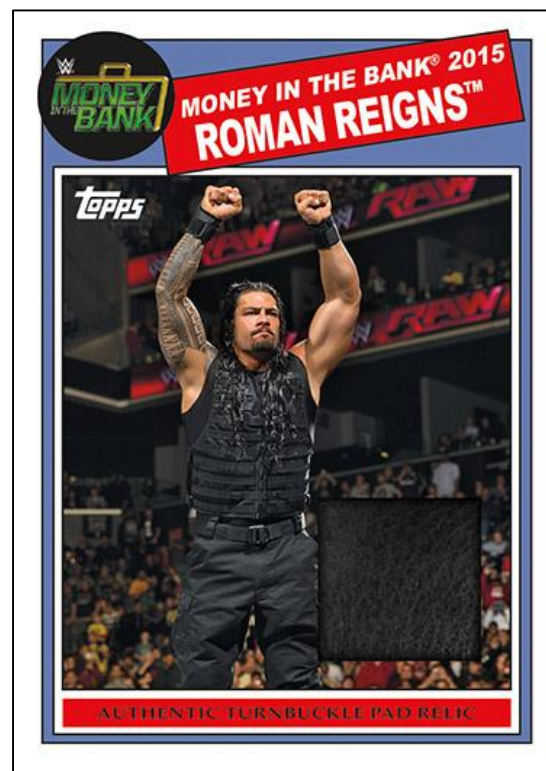
# WWE Relics give fans a chance to own a part of Money in the Bank 2015

**Money in the Bank 2015 Mat Relics:** Pieces of the Money in the Bank 2015 canvas mat embedded in a card, including parallels

**WrestleMania 31 Turnbuckle Pad Relics:** Pieces of the Money in the Bank 2015 turnbuckle pads embedded in a card



Money in the Bank 2015 Mat Relic

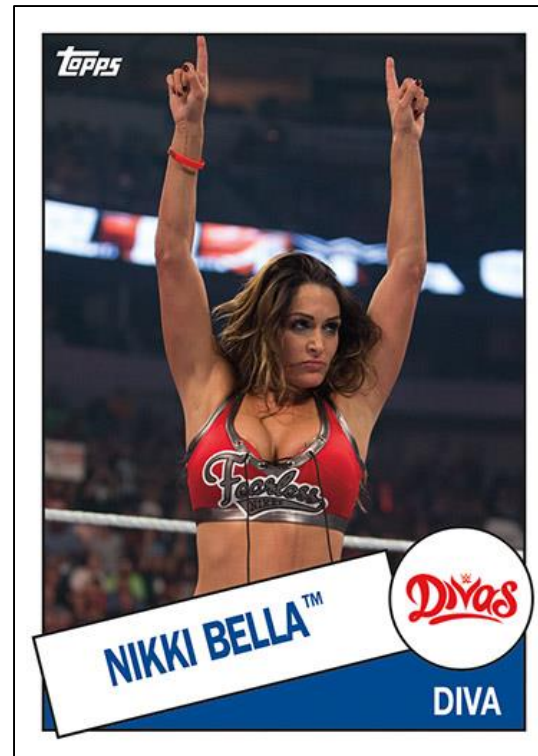


Money in the Bank 2015 Turnbuckle Relic



# Agenda

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



# Product Content: HOBBY CHANNEL



- **First Ship:** 10/29/2015
- **In Store:** 11/11/2015

## Product Mix

SKU	SRP
Single Pack (9 Cards)	\$3.49
Hobby Box (24 Packs)	\$83.75

## Inserts (3 per Pack)

Insert	Insert Rate
Rookie of the Year	1 per pack
Then & Now	1 per pack
NXT Called Up	1 per pack
Hulk Hogan Tribute	1:6
Gold Hulk Hogan Parallel	10 per subject
Red Hulk Hogan Parallel	1 of 1

## Base Parallels

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

**Hobby Only!**

## Hits

Hit	Per Subject Rate
Autographs	215 per subject
Silver Autograph Parallels	25 per subject
Swatch Relics	300 per subject
Money in the Bank 2015 Mat Relics	225 per subject
Money in the Bank 2015 Turnbuckle Relics	25 per subject
Printing Plates	1 of 1

**Hobby Only!**

**Plus, Parallels of the Autographs, Swatch Relics and Mat Relics:**  
**Black (numbered to 50)**  
**Gold (numbered to 10)**  
**Red (numbered 1 of 1)**



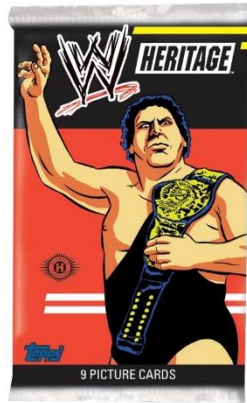


# Product Images: HOBBY CHANNEL

## WWE Heritage

**Product Line<sup>1</sup> In Stores November 11, 2015**

**Hobby Only  
2-Hits Per Box**



**Hobby Pack**  
(9 cards per pack)  
\$3.49 SRP



**Hobby Box**  
(24 9-card packs)  
\$83.75 SRP

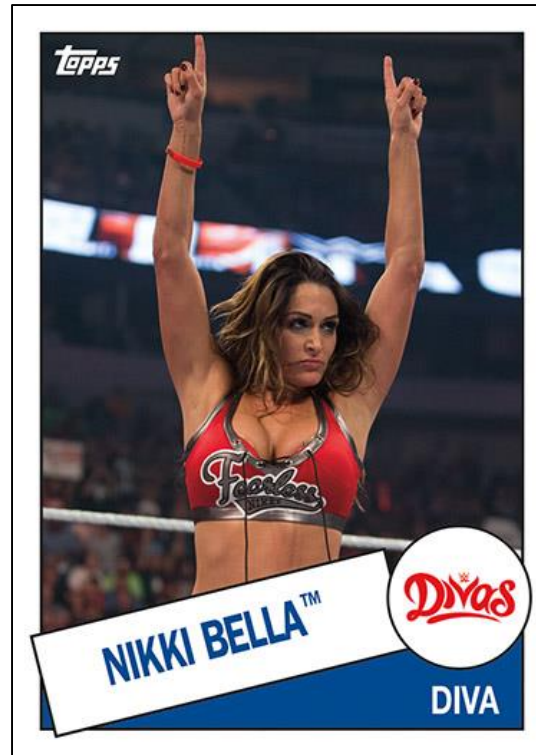
**Artwork Not Final**

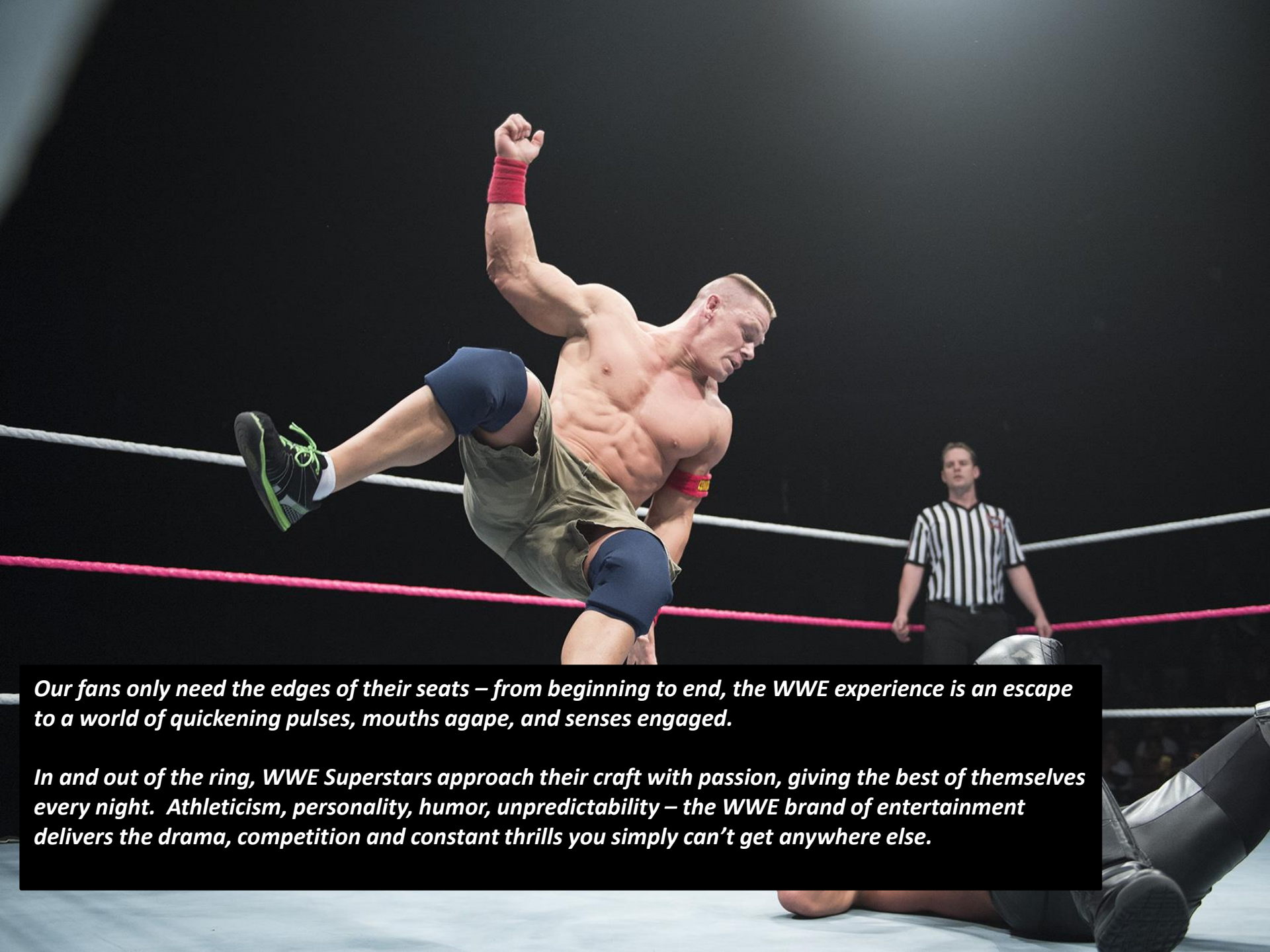
(1) See Price & Packs for Item Numbers and UPC Codes



# Agenda

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





*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 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 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

