

# STAR WARS

## MASTERWORK™



## Product Release Sales Plan

August 18, 2014

**STAR WARS**  
MASTERWORK

**Topps**

# Agenda

- About the Property
- Product
- Support Plan
- Launch Details



# Star Wars™

The most successful entertainment licensing franchise in history.



- **#1 Boys Toy brand in the U.S. in 6 of the last 7 years.<sup>2</sup>**
- **#2 Most Licensed Toy in the US<sup>1</sup>**
- **Over \$25 billion in retail sales worldwide!**

1) Source: The NPD Group/Consumer Tracking Survey; Annual 2011

2) (NPD Data – Boys 6+)

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# **STAR WARS MASTERWORK** is the most premium *Star Wars* Trading Card set ever created!

*Star Wars Masterwork* will surprise and delight the most hard-core fans with never seen before hits and rich parallels including those made from never used before materials in a *Star Wars* trading card set.

From base cards to the rarest hits, the unprecedented design, ultra-premium stock and the finest classic imagery, each card is a work of art.

*Star Wars Masterwork* elevates *Star Wars* card collectability to a whole new level!

## **STAR WARS MASTERWORK HIT GUARANTEES**

### **EACH MASTER BOX GUARANTEES:**

- 1 On-card autograph\*\*
- 1 Premium 72-point heavyweight stock premium sketch card

### **EACH CASE GUARANTEES:**

- 1 Silver framed on-card autograph
- 7 On-card autographs\*\*
- 8 Premium 72-point heavyweight stock premium sketch cards
- 3 Relic Cards

1 Hit  
Per  
Mini Box\*

\* One hit per Mini Box, hits include autographs, relics, sketch cards, medallions and framed print plates

\*\*Except when replaced by a sticker auto as part of an ultra rare autograph parallel

# STAR WARS MASTERWORK - PRODUCT

## **STAR WARS MASTERWORK (105 total cards)**

- (75) Base Cards
- (10) Defining Moments Insert
- (10) Companions Insert
- (10) Scum & Villainy Insert

## **Parallels Add Levels of Chase and Value for Collectors**

- **Base Parallels**
  - Blue Metallic Base Parallel (numbered to 299)
  - Silver Metallic Base Parallel (numbered to 99)
  - Green Metallic Base Parallel (numbered to 50)
  - Gold Metallic Base Parallel (1/1)
- **Insert Parallels**
  - Golden Metal Insert Parallel (1/1)
  - Metal Insert Parallel (numbered to 10)
  - Rainbow Foil Insert Parallel (numbered to 299)
  - Canvas Insert Parallel (numbered to 99)
  - Wood Insert Parallel (numbered to 50)
  - Clear Acetate Parallel (numbered to 25)

## **Hits Add Value for Collectors**

- Autographs
- Sketch Cards
- Relic Cards
- Medallion Relic Cards
- Stamp Relic Cards
- Framed Printing Plates

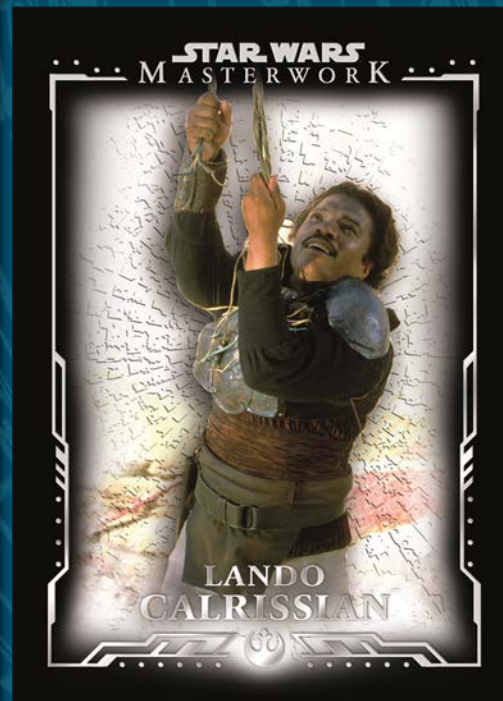
**1 HIT PER  
MINI BOX!**



# BASE CARDS

## The Most Beloved *Star Wars* Characters As They've Never Been Seen Before!

75 Base Cards featured on 72-point heavyweight premium stock  
in an exquisite, extensively foil-stamped design.  
Four Parallels to enjoy and collect!



# INSERT CARDS

## Striking, Thematic and Exciting *Star Wars* Themes

**DEFINING MOMENTS:** The most important turning points for 10 classic characters

**COMPANIONS:** 10 famous partnerships from the *Star Wars* Saga

**SCUM & VILLAINY:** A 10-card rogue's gallery of everyone's favorite bad guys



Defining Moments



Companions



Scum & Villainy



# INNOVATIVE INSERT PARALLELS

## Six Super-Collectable Substrates to Collect

Each Defining Moments, Companions and Scum & Villainy Insert Card will be printed in foil, canvas, clear acetate, wood, metal, and golden metal.

All sequentially-numbered!



Foil  
Parallel



Wood  
Parallel



Metal  
Parallel



Golden Metal  
Parallel

# SKETCH CARDS

## Fan Favorite Sketch Cards Taken to a Whole New Level!

**SKETCH CARDS:** 1<sup>st</sup> ever *Star Wars* Sketch Cards featured on 72-pt heavyweight premium stock

**SKETCH CARD VARIANT:** Featuring rare alternate logo and hand-numbered to 10

**WOOD SKETCH CARD:** 1<sup>st</sup> ever *Star Wars* Wood Sketch Card that is foil stamped and hand-numbered to 5

**SKETCH CARD BOOK:** This ultra rare 310-pt 2-panel sketch book is hand-numbered 1/1

**SKETCH CARD PUZZLE:** Look for 50 mini boxes loaded with 4 sketch cards per mini box which combine into a 1/1 ultra rare puzzle!



Sketch Card



Sketch Card  
Variant



Wood Sketch Card



Sketch Card Book

# AUTOGRAPHED CARDS

## The Most Extensive *Star Wars* List of Signers Ever!

**AUTOGRAPHS:** Actors sign directly on amazing foil stamped 72-point heavyweight premium stock cards

**AUTOGRAPH PARALLELS:** FOIL: Numbered to 25\* CANVAS: Numbered to 10\* WOOD: 1/1

**DUAL AUTOGRAPH BOOKS (STICKERED):** 5 autographed books each numbered to 5

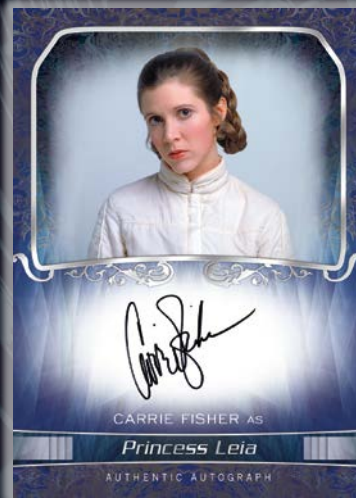
**SILVER FRAMED AUTOGRAPHS** - Numbered to 29\* in a silver metal frame, 1 per case

### ON-CARD AUTOGRAPHS –

1 per Master Box



Autographs



Autograph Parallels



Dual Autograph

Books

(stickered)

\*select subjects 1/1

**STAR  
WARS**  
MASTERWORK

Images for presentation. Artwork not final.

11

**Topps**

# RELIC CARDS

## Groundbreaking Relics Take Collectability to New Heights!

**SIGNATURE PEN AUTOGRAPH RELICS:** A piece of the pen actually held and used by the actor signing the autograph!

**WEAPON LINEAGE MEDALLIONS:** Commemorates iconic weapons and the legendary hands through which they have passed

**MOMENTOUS MOVIE RELICS:** Authentic set materials from the movies

**STAR WARS POSTAGE STAMP RELICS:** Authentic US postage stamps featuring iconic images by famed illustrator Drew Struzan



Signature Pen  
Autograph Relics



Weapon Lineage  
Medallions



Momentous Movie  
Relics



Postage Stamp  
Relics

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# STAR WARS MASTERWORK will be supported with online and print marketing

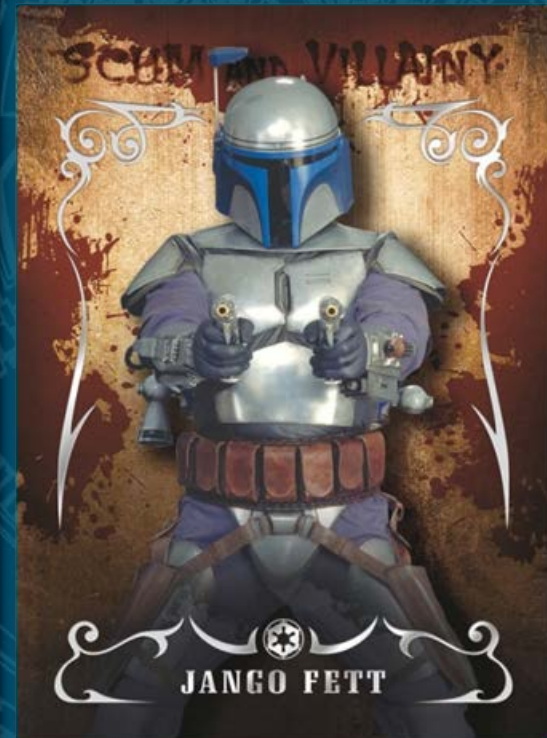
## MARKETING PLAN

- **Digital Drive and Fan Communities**
  - Feature articles [Rebelcum.com](http://Rebelcum.com) and [Theforce.net](http://Theforce.net)
    - Timing: December 2014
  - Official blog and article on [StarWars.com](http://StarWars.com)
    - Timing: December 2014
  - Media and blogger outreach with over a thousand outlets
    - Timing: December 2014
  - [Topps Star Wars Facebook](#) support with previews, updates and giveaways
    - Timing: December 2014
- **Industry Advertisements**
  - Advertisements in key trade publications



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# STAR WARS MASTERWORK PRODUCT CONTENT

In Store: 12/10/2014

## SKU Mix

SKU	SRP
<b>Mini Box</b> (5 Cards per Box including 2 Base Cards, 1 Parallel, 1 Insert or Insert Parallel, and 1 Hit)	\$50.00
<b>Master Box</b> (4 Mini Boxes)	\$200.00

## Inserts

Inserts	Subjects
Defining Moments	10
Companions	10
Scum & Villainy	10

## Hit Rates

Hit	Insertion Rate
Autographs	1 per Master Box
Sketch Cards	1 per Master Box
Relic Cards	3 per Case
Medallion Relic Cards	5 per Case*
Stamp Relic Cards	1 per Case*
Framed Printing Plates	4 per Subject

## Parallel Rates

Parallel	Insertion Rate
Blue Metallic Base	Number to 299
Silver Metallic Base	Numbered to 99
Green Metallic Base	Numbered to 50
Gold Metallic Base	1/1
Golden Metal Insert	1/1
Metal Insert	Number to 10
Rainbow Foil Insert	Number to 299
Canvas Insert	Number to 99
Wood Insert	Number to 50
Clear Acetate Insert	Number to 25



# HOBBY EXCLUSIVE LAUNCH

## STAR WARS MASTERWORK PRODUCT LINE

In Store: 12/10/2014



**Mini Box**  
(5 Cards)  
\$50.00 SRP



**Master Box**  
(4 Mini Boxes)  
\$200.00 SRP

Artwork Not Final

See Price & Packs for Item Numbers and UPC Codes