

Product Release Sales Plan



STAR WARSTM
ChromeTM
PERSPECTIVES

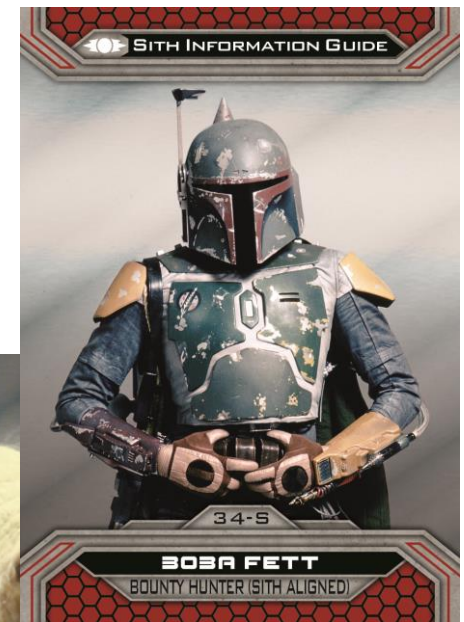
JEDI VS. SITH

February 2015

FPO

Agenda

- Product
- Support Plan
- Launch Details



Star Wars Chrome Perspectives: Jedi Vs. Sith explores the viewpoints of the Jedi and the Sith as they battle one another for control of the Galaxy.

Star Wars Chrome: Perspectives details (150 total cards)

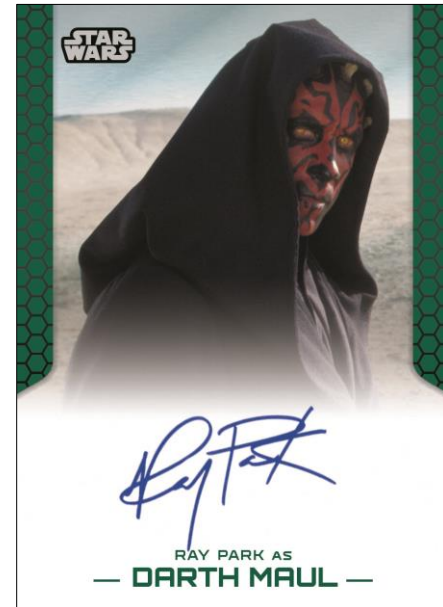
- (100) **Base Cards** profiling characters from across the Star Wars Universe
 - 50 Jedi Temple Archive cards and 50 Sith Domination Guide cards
- (10) **Sith Fugitives Insert (1:2)**
- (10) **Jedi Hunt Insert (1:4)**
- (10) **Sith Propaganda Insert (1:8)**
- (10) **Jedi Information Guide Insert (1:12)**
- (10) **Jedi Training Insert (1:24)**

5 levels of chase add depth to the base set

- Standard Refractor (1 per pack)
- Prism Refractor (numbered to 199)
- X-Fractor (numbered to 99)
- Gold Refractor (numbered to 50)
- Superfractor (numbered to 1)

Chrome hits add value for collectors

- Chrome Medallions (1 per box!)
 - Features the greatest Jedi vs. Sith battles
 - Gold, Silver and NEW Bronze parallels
- Chrome Sketch Cards
- Chrome On-Card Autographs
 - Gold Refractor, X-Fractor, and NEW Superfractor Parallels
- 4 Double Autograph Cards (NEW) and 1 Triple Autograph
- Printing Plates and Autographed Printing Plates



Base cards show the perspectives of two opposing sides in an epic battle for the galaxy

Jedi Base Cards: Cards profiling Star Wars characters from the perspective of the Jedi

Sith Base Cards: Cards profiling Star Wars Characters from the perspective of the Sith

Jedi Temple Base Card



Sith Information Base Card



5 Parallels add depth of chase to the Base Cards

The 5 parallels add an extra level of chase for collectors. Parallels include:

- Standard Refractor (1 per pack)
- Prism Refractor (numbered to 199)
- X-Fractor (numbered to 99)
- Gold Refractor (numbered to 50)
- Superfractor (numbered to 1)

Refractor



1 per pack

Prism



#'d to 199

X-fractor



#'d to 99

Gold



#'d to 50

Superfractor



1:1

STAR
WARS

Product subject to change

5

TOPPS

Insert cards explore the key characters and strategies in the conflict between the Jedi and the Sith

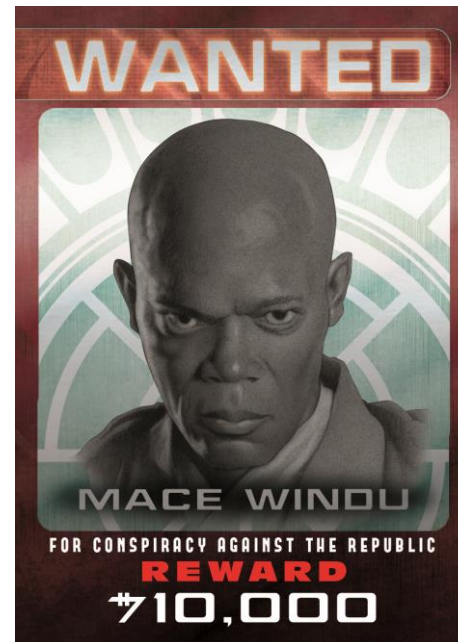
Sith Fugitives (1:2): Top 10 Sith Lords who are a threat to freedom in the galaxy

Jedi Hunt (1:4): Top 10 most wanted Jedi Masters sought after by the Sith

Sith Fugitives



Jedi Hunt



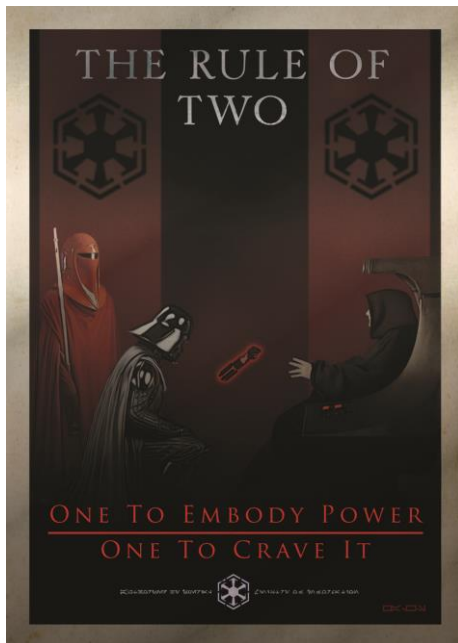
Insert cards explore the key characters and strategies in the conflict between the Jedi and the Sith

Sith Propaganda Cards (1:8): Cards illustrating the power of the Sith

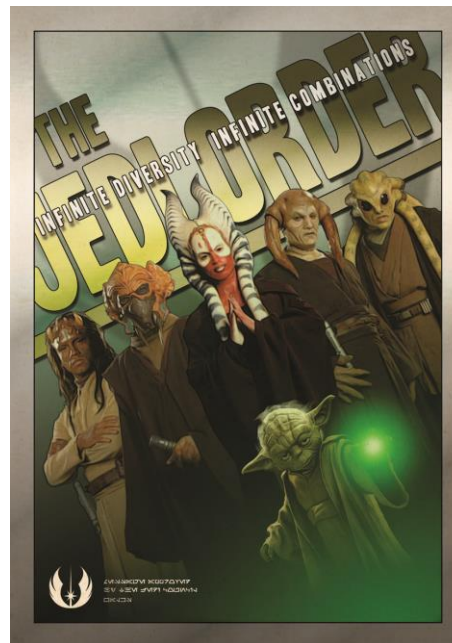
Jedi Information Guide (1:12): Cards illustrating the good work of the Jedi Order

Jedi Training (1:24): Cards illustrating grueling training it takes to become a Jedi

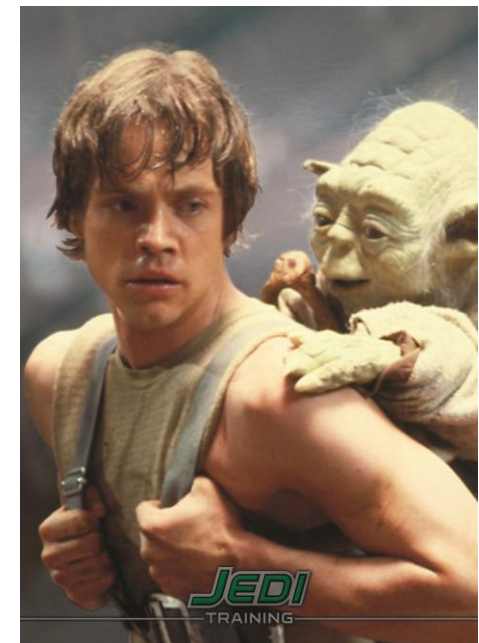
Sith Propaganda



Jedi Information Guide



Jedi Training

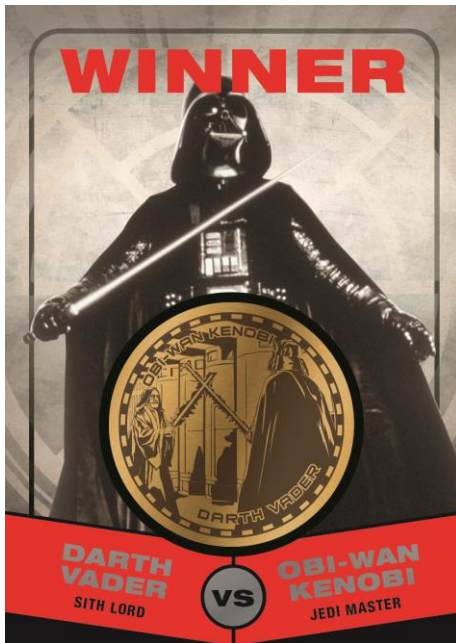


Chrome Medallions showcase key Jedi vs. Sith battles and add value for Star Wars collectors

Chrome Medallions: In gold, silver and bronze, showcasing the 12 greatest Jedi vs. Sith battles.

Chrome Medallions – Gold, Silver and Bronze

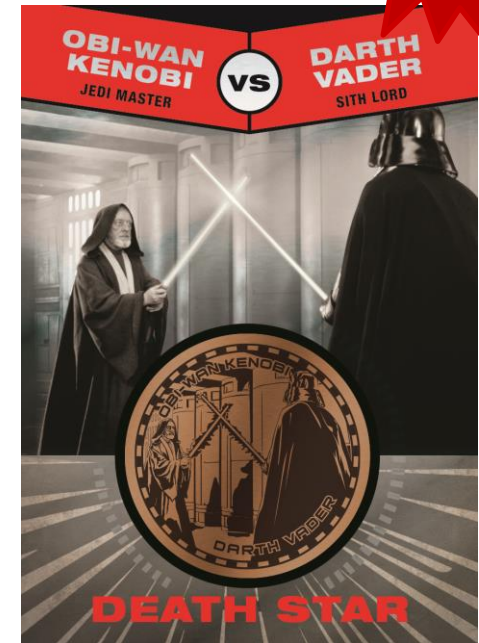
NEW!



(Gold - 25 per subject)



(Silver - 100 per subject)



(Bronze - 250 per subject)

STAR WARS

Product subject to change

TOPPS

Chrome Medallions showcase key Jedi vs. Sith battles and add value for Star Wars collectors

12 Chrome Medallion Cards to Collect in Gold, Silver and Bronze



Product subject to change



New parallel increases rarity and chase of autographs

Chrome On-Card Autographs: On-card autographs from Star Wars saga actors including key Jedi and Sith characters and first-time signers

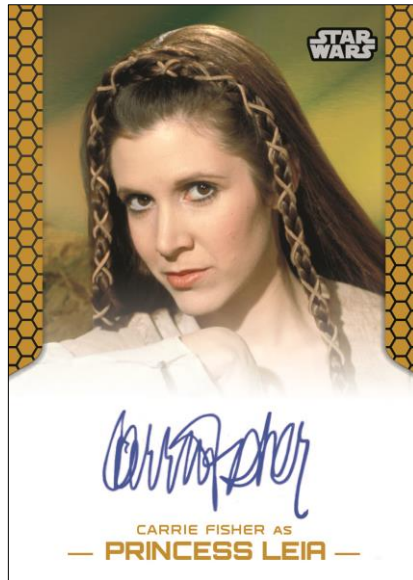
Refractor Autograph Parallels: Gold Refractor and Superfractor on-card autographs

***NEW* X-Fractor Autograph Parallels:** X-fractor on-card autographs

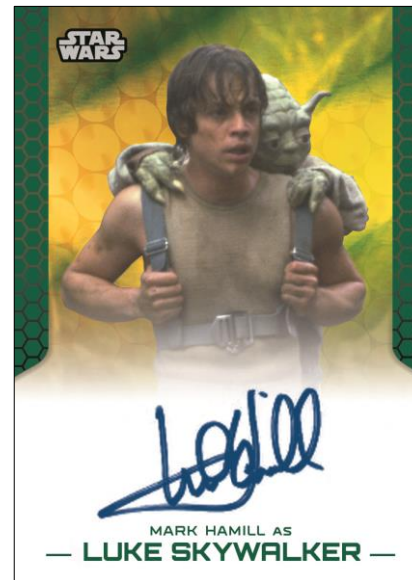
Base Autograph



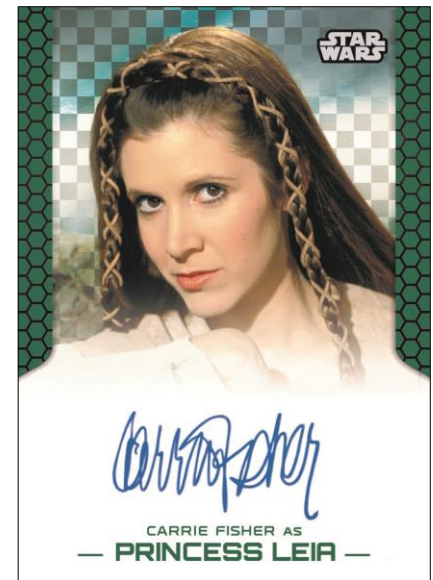
Gold Parallel



Superfractor



X-Fractor



Dual and Triple Autographs drive chase and value for collectors as they are extremely limited.

Dual Autographs: Featuring key Jedi and Sith duos. 3 Combinations x 3 each.

Triple Autographs: Featuring key Jedi and Sith trios. 2 Combinations x 5 each.

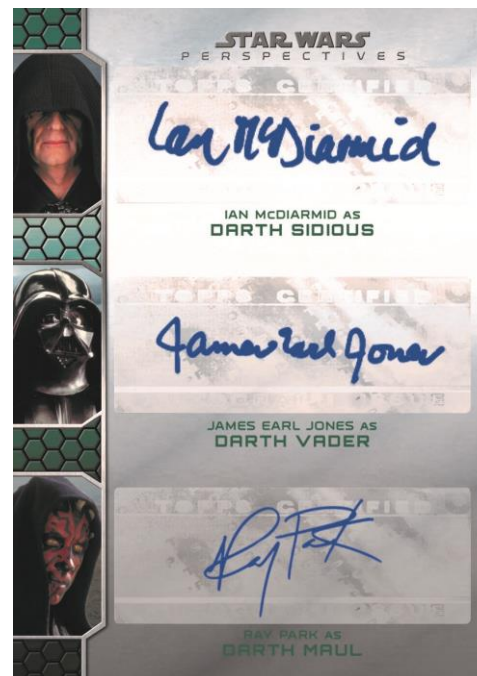
Autographs are subject to change pending signer availabilities.

Dual Autographs

NEW!



Triple Autograph



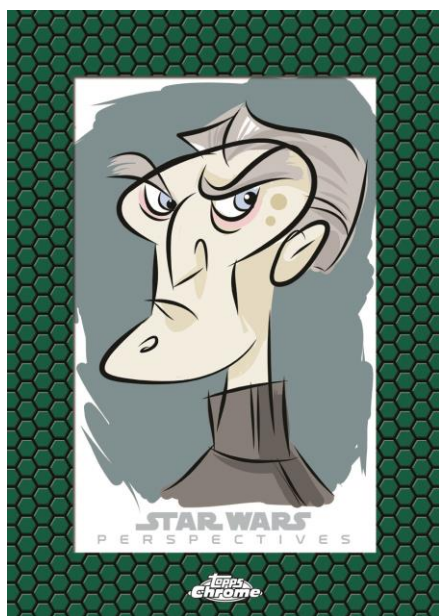
Chrome Sketch Cards and Printing Plates add value for Star Wars collectors

Chrome Sketch Cards: Sketch cards by Topps artists trapped within a Chrome border

Printing Plates: Printing Plates used in the production of Star Wars Chrome: Perspectives

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

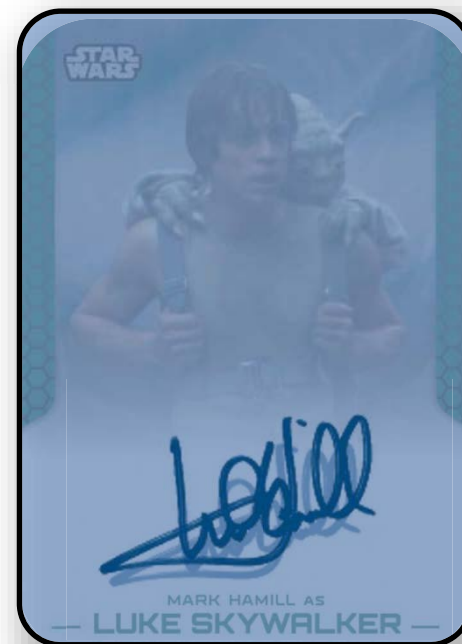
Chrome Sketch Card



Printing Plates

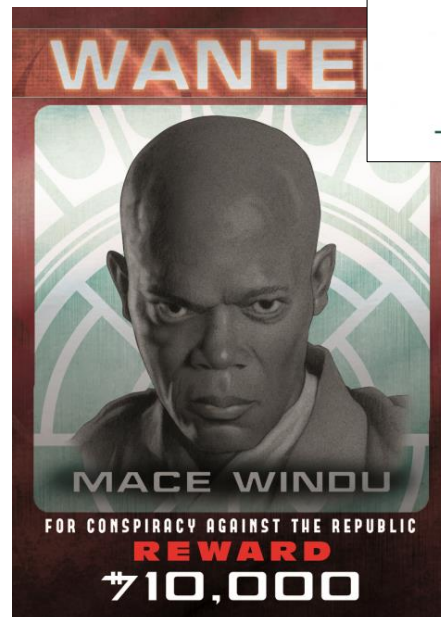
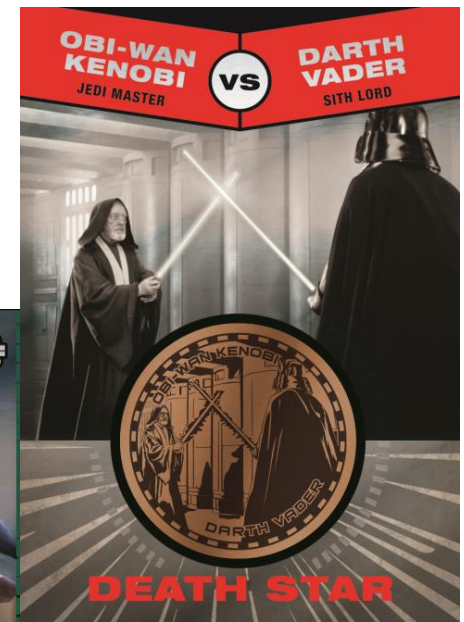


Autographed Printing Plates



Agenda

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



Online and social media marketing will drive awareness among Star Wars fans.

Marketing Plan

• Digital Drive

- Official blog and article on StarWars.com (August)
- Feature articles on popular Star Wars websites such as Rebelcum.com, Jedi News and TheForce.net (August)
- Media and blogger outreach across the fandom (July/Aug)

• Social Media

- Topps Star Wars Facebook support with previews, updates and giveaways (July/August)
- Topps Facebook, Twitter and Instagram coverage and contests, reaching over 200k collectors (July/August)
- Case Break & Giveaway on Topps Youtube Channel (August)
- Official Star Wars social media reaching 15MM (August)



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

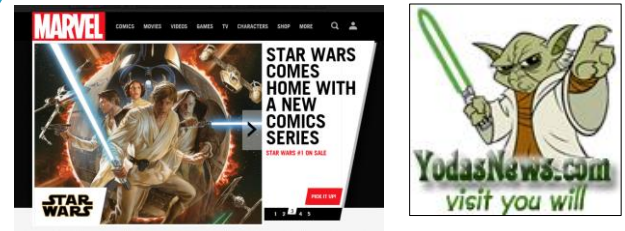


Print Advertising
Marvel Star Wars Comic, NSU

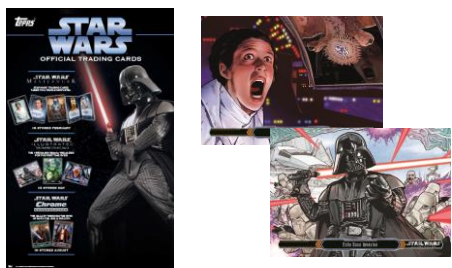


StarWars.com
Feature Articles

Digital Advertising
Marvel.com, Key Blog Sites



Trade Marketing
Hobby Posters & Promo Cards



Social Media & Website
Facebook, Twitter, Email Blasts



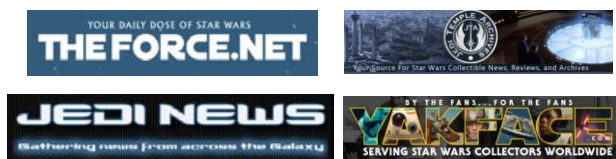
Influencer Sampling
Reviews on Blogs & Youtube



Promotional Events
Comic Cons & SW Events

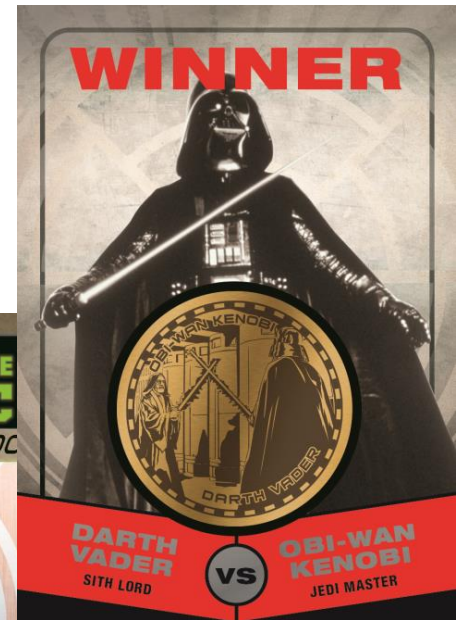


Fan Site Coverage
Major Star Wars News Sites



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Product Content

- In Store: 8/05/2015



SKU Mix

SKU	SRP
Hobby Single Pack (6 cards per pack)	\$3.99
Hobby Box (24 packs per box)	\$95.99

Hit Rates

Hit	Insertion Rate
Bronze Medallions	250 per subject
Silver Medallions	100 per subject
Gold Medallions	25 per subject
Chrome Sketch Cards	8,000 total
Standard On-Card Autographs	99 per subject
X-Fractor Autograph Parallel	50 per subject
Gold Autograph Parallels	10 per subject
Superfractor Autograph Parallels	1 per subject
Double Autograph	3 subjects x 3 each
Triple Autograph	2 subject x 5 each
Printing Plates	700 total
Autographed Printing Plates	4 per subject

Parallel Rates

Parallel	Insertion Rate
Standard Refractor	1 per pack
Prism Refractor	Numbered to 199
X-Fractor	Numbered to 99
Gold Refractor	Numbered to 50
Superfractor	Numbered to 1

Insert Rates

Insert	Insertion Rate (per pack)
Sith Fugitives	1:2
Jedi Hunt	1:4
Sith Propoganda	1:8
Jedi Information Guide	1:12
Jedi Training	1:24



*Hit quantities not final



There are two different packaging designs for Star Wars Chrome Perspectives: Jedi vs. Sith to drive an additional level of collectability

**Jedi
Box**



Artwork Not Final

**Sith
Box**



(FPO)

Both boxes contain the same content



Product Images

Star Wars Chrome: Perspectives

Product Line¹ In Stores 8/05/15

**Hobby
EXCLUSIVE
Launch!**



(FPO)

Single Pack

(6 Cards)

\$3.99 SRP



Hobby Boxes

(24 packs)

\$95.99 SRP



Artwork Not Final

(1) Both boxes contain the same content

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

