

Product Release Sales Plan

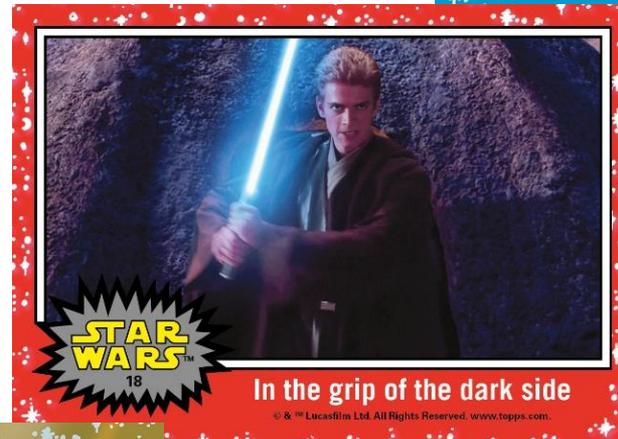
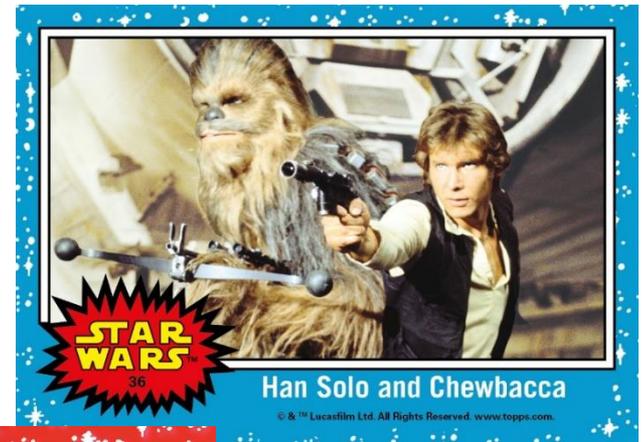
STAR WARS 'Journey To' THE FORCE AWAKENS Trading Cards



Hobby - April 2015

Agenda

- Product
- Support Plan
- Launch Details



Topps Star Wars 'Journey To The Force Awakens' will help bring fans of all ages back to Topps trading cards by leveraging a mix of classic and new content.

Star Wars: Journey To The Force Awakens (182 total cards)

- (110) **Base Cards on 24-point Heritage stock** exploring key characters and plot points from the first 6 films plus new content from 'Star Wars: The Force Awakens' all on the iconic Blue Starfield card design.
- (72) **Insert Cards** (2 per pack) including:
 - (18) Character Stickers
 - (9) Retro Style Material Stickers
 - (9) Character Silhouette Foils
 - (9) Evolution of the Lightsaber
 - (9) Concept Art
 - (9) Blueprints
 - (9) Behind the Scenes

9 Parallels add chase and depth to the base set

- Jabba Slime Green Starfield (1 per pack)
- Black Starfield (1:2 packs)
- Death Star Silver (1:4 packs)
- Lightsaber Neon Starfield (1:6 packs)
- Battle Damaged Design (1:12 packs)
- Hoth Frosted Ice (numbered to 150) [**HOBBY ONLY**]
- Gold Starfield (numbered to 50) [**HOBBY ONLY**]
- Hologram Foil Starfield (numbered to 25) [**HOBBY ONLY**]
- Red Imperial Guard (numbered to 1) [**HOBBY ONLY**]

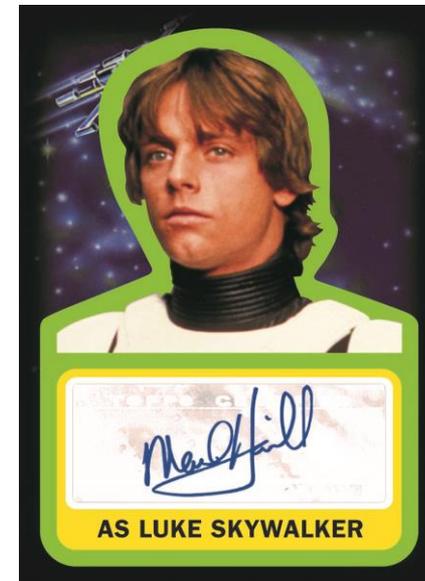


Star Wars 'Journey To The Force Awakens' will include great hits for the engaged collector.

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

Hits add value for collectors

- Autographs
 - Base Autograph
 - Silver Parallel (# to 50) [**HOBBY ONLY**]
 - Gold Parallel (# to 10) [**HOBBY ONLY**]
 - Red Imperial Guard Parallel (# to 1) [**HOBBY ONLY**]
- Dual Autographs [**HOBBY ONLY**]
 - 4 Combinations (# to 3)
- Triple Autographs [**HOBBY ONLY**]
 - 2 Combinations (# to 5)
- Sketch Cards
 - Sketch cards from fan demanded artists
- Patch Cards
 - Featuring characters from Star Wars: The Force Awakens
- Buyback Cards stamped with 'Journey To The Force Awakens' logo
- Printing Plates
 - Base Printing Plates (approx. 700) [**HOBBY ONLY**]
 - Signed Printing Plates (4 per subject) [**HOBBY ONLY**]



Base cards showcase characters and storylines from the first 6 Star Wars films plus content from 'The Force Awakens' on the iconic Blue Starfield border first used on our 1977 cards.

Base Card Examples



All base cards feature 24 point Heritage stock

Nine parallels add depth of chase to the Base Cards. Five parallels are based on insertion rates. Four are fixed quantity.

The first 3 parallels are based on insert rates. These 3 parallels include:

- Jabba Slime Green Starfield (1 per pack)
- Black Starfield (1:2 packs)
- Death Star Silver Starfield (1:4 packs)

Jabba Slime
Green Starfield



1 per pack

Black
Starfield



1:2 packs

Death Star
Silver Starfield



1:4 packs

All base card parallels feature 24 point Heritage stock

STAR
WARS

TOPPS

Nine parallels add depth of chase to the Base Cards. Five parallels are based on insertion rates. Four are fixed quantity.

The next three parallels include:

- Lightsaber Neon Red Starfield (1:6 packs)
- Battle Damaged Starfield (1:12 packs)
- Hoth Ice Foil Starfield (# to 150) [HOBBY ONLY]

Lightsaber Neon Red Starfield



1:6 packs

Battle Damaged Starfield



1:12 packs

Hoth Ice Foil Starfield



to 150

HOBBY ONLY

All base card parallels feature 24 point Heritage stock

**STAR
WARS**

Product subject to change

7

TOPPS

Nine parallels add depth of chase to the Base Cards. Five parallels are based on insertion rates. Four are fixed quantity.

The final three parallels are all fixed quantity and include:

- Gold Starfield (# to 50) [HOBBY ONLY]
- Holographic Foil Starfield (# to 25) [HOBBY ONLY]
- Imperial Guard Red Starfield (# to 1) [HOBBY ONLY]

Gold
Starfield



to 50

HOBBY ONLY

Holographic Foil
Starfield



to 25

HOBBY ONLY

Imperial Guard
Red Starfield



to 1

HOBBY ONLY

STAR
WARS

All base card parallels feature 24 point Heritage stock

Product subject to change

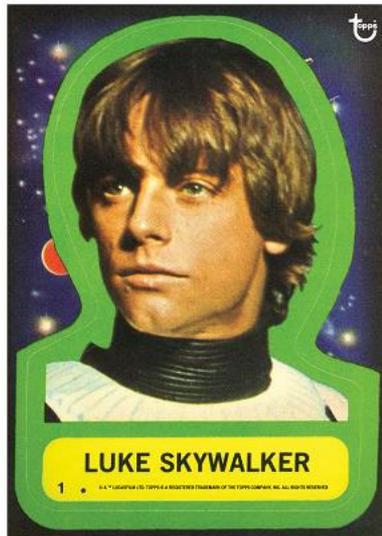
TOPPS

Insert cards leverage characters and imagery from 'Star Wars: The Force Awakens' and connect to classic films.

Character Stickers: Stickers of characters from classic films and 'The Force Awakens'

Material Stickers: Retro-style material stickers designs from 'The Force Awakens'

Character Stickers



Material Stickers



FPO Images: Actual Cards will contain 'Star Wars: The Force Awakens' & classic content



Insert cards leverage characters and imagery from 'Star Wars: The Force Awakens' and connect to classic films.

Character Silhouettes: 'Star Wars: The Force Awakens' Character silhouettes on Rainbow Foil cards

Evolution of the Lightsaber: An exploration of the iterations of lightsabers belonging to Jedi & Sith

Concept Art: Classic Ralph McQuarrie concept artwork

Character Silhouette Rainbow Foils



Evolution of the Lightsaber



Concept Art



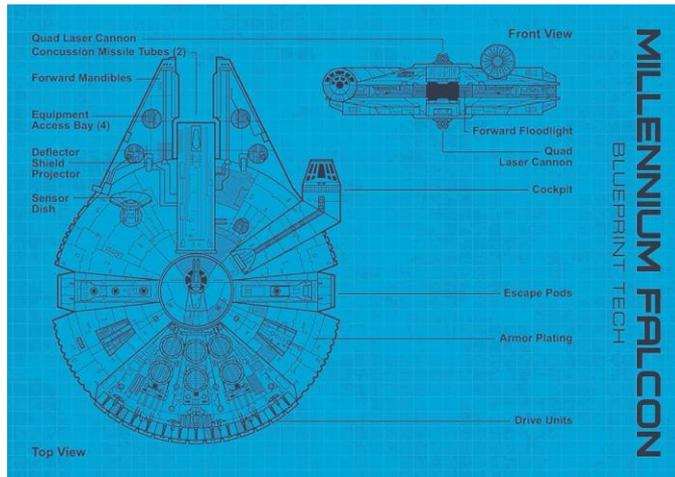
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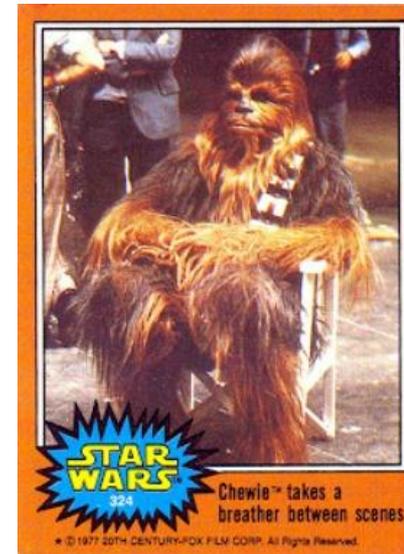
Blueprints: Blueprints and schematics of important ships from the Star Wars galaxy

Behind The Scenes: Classic orange bordered cards featuring behind the scenes across films

Blueprints



Behind The Scenes



FPO Images: Actual Cards will contain 'Star Wars: The Force Awakens' & classic content



'Journey To The Force Awakens' will contain fantastic autographs from first-time signers and 3 all new parallels!

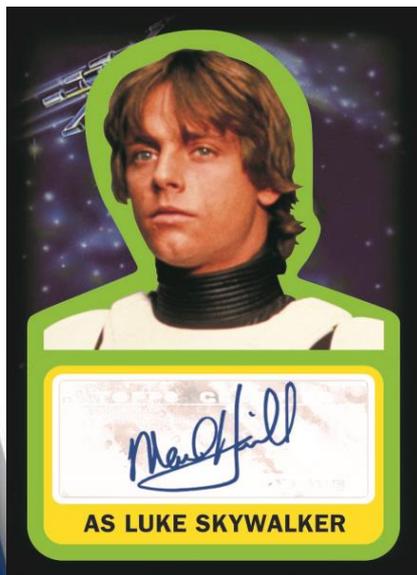
Base Autographs: from classic and new Star Wars actors including several first-time signers

Silver Autograph Parallels: autograph parallel numbered to 50 [HOBBY ONLY]

Gold Autograph Parallels: autograph parallel numbered to 10 [HOBBY ONLY]

Imperial Guard Red Autograph Parallels: 1:1 actor autographs [HOBBY ONLY]

Base Autograph



Silver



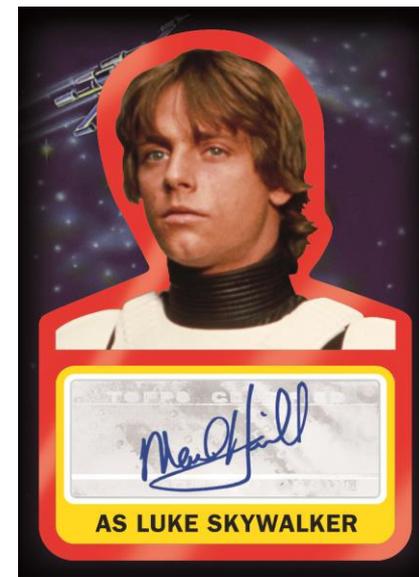
to 50

Gold



to 10

Imperial Red



to 1

STAR
WARS

*Autograph subjects not final

Product subject to change

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TOPPS

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

Dual Autographs: Featuring key duos from the classic films and 'Star Wars: The Force Awakens'

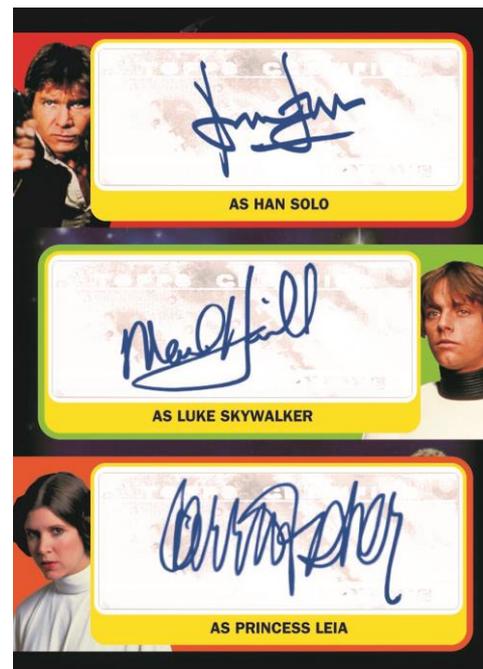
Triple Autographs: Featuring Harrison Ford, Mark Hamill, and Carrie Fisher.

DUAL AND TRIPLE AUTOGRAPH CARDS ARE HOBBY ONLY

Dual Autographs



Triple Autograph



Sketch Cards and Patch Cards drive collectability and add value for collectors.

Sketch Cards: Sketch cards by top artists within the Star Wars universe

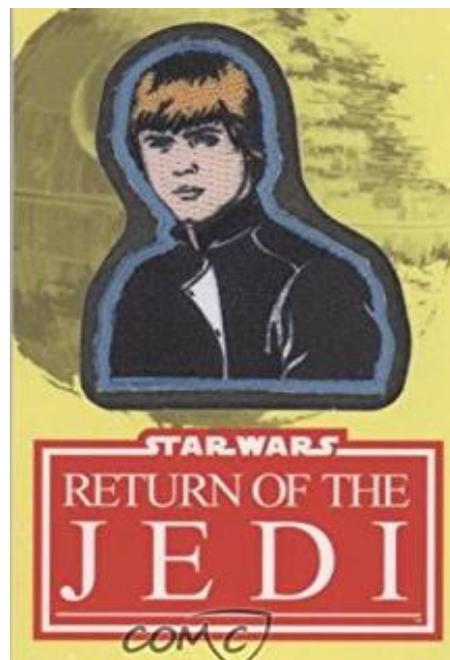
Patch Cards: Featuring artwork from 'The Force Awakens'

Sketch Card Example



Topps Star Wars Masterwork Sketch Card

Patch Card Example



Topps Star Wars 3D Widevision
Return of the Jedi Patch Card



Printing Plates and Autographed Printing Plates add value for Star Wars collectors.

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

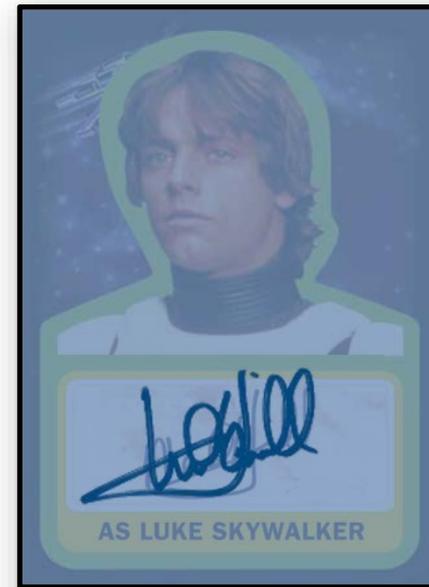
Autographed Printing Plates: Autographed plates from the production of autograph cards

PRINTING PLATES AND AUTOGRAPHED PRINTING PLATES ARE HOBBY ONLY

Printing Plates



Autographed Printing Plates



Buyback Cards will excite original fans of Star Wars and provide value for Star Wars collectors.

Buyback Cards: Cards from the original 1977 Topps Star Wars set stamped with the 'Journey To Star Wars: The Force Awakens' logo.

Original 1977 Topps Star Wars Buyback Cards



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“Star Wars: Journey To The Force Awakens” will have strong awareness driving plans across Print, Digital, Social Media, Contests and Fan Site Partnerships.

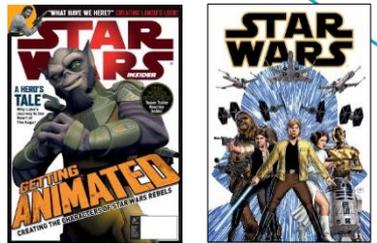
- **Full Page Print Advertising**
 - Marvel Star Wars Comic, Star Wars Insider, trade publications
- **Digital Drive**
 - Official blog and article on StarWars.com (Fall)
 - Feature articles on popular Star Wars websites such as Rebelcum.com, Jedi News and TheForce.net (Fall)
 - Online coverage across the fandom (Fall)
 - Giveaways on various fan sites (Fall)
- **Social Media**
 - Facebook preview to drive hobby pre-orders (April)
 - Facebook updates and giveaways (Fall)
 - Facebook, Twitter and Instagram coverage and contests, reaching over 200k collectors (Fall)
 - Case Break & Giveaway on Topps Youtube Channel (Fall)
- **Trade Marketing**
 - Hobby Posters and Promo Cards (Fall)



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 – Hits

- **In Store:** Fall 2015

Hit Rates

Hit	Insertion Rate
Patch Cards (8 varieties)	3 subjects per patch
Buyback Cards	500 in Hobby
Sketch Cards	Approx. 8,000 total
Standard Autographs	Approx. 40 subjects
Silver Autograph Parallel	50 per subject
Gold Autograph Parallel	10 per subject
Imperial Red Autograph Parallel	1 per subject
Double Autograph	4 subjects x 3 each
Triple Autograph	2 subjects x 5 each
Printing Plates	700 total
Autographed Printing Plates	4 per subject



*Hit quantities not final



Product Content – Inserts & Parallels

- In Store: Fall 2015

Inserts

Blended insert rate of 2 per pack

Insert
(18) Character Stickers
(9) Character Silhouette Foils
(9) Retro Style Material Stickers
(9) Evolution of the Lightsaber
(9) Concept Art
(9) Blueprints
(9) Behind The Scenes

Parallel Rates

Parallel	Insertion Rate
Jabba Slime Green Starfield	1 per pack
Black Starfield	1:2 packs
Death Star Silver Starfield	1:4 packs
Lightsaber Neon Red Starfield	1:6 packs
Battle Damaged Starfield	1:12 packs
Hoth Frosted Ice (Hobby Only)	# to 150
Gold Starfield (Hobby Only)	# to 100
Hologram Starfield (Hobby Only)	# to 50
Red Imperial Guard (Hobby Only)	# to 1



*Hit quantities not final

Product subject to change



Product Content – Skus

- In Store: Fall 2015

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



*Hit quantities not final

Product subject to change

