

# Product Release Sales Plan



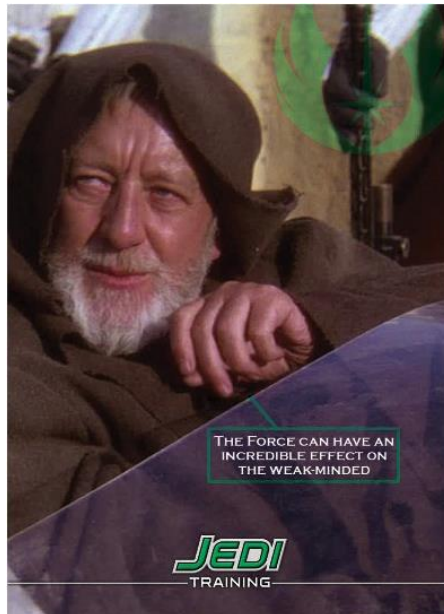
**STAR WARS**<sup>TM</sup>  
**Chrome**<sup>TM</sup>  
PERSPECTIVES

**JEDI VS. SITH**  
**\*UPDATE\***

**August 2015**

# Agenda

- Product
- Support Plan
- Launch Details



**STAR  
WARS**

**topps**

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

## Star Wars Chrome: Perspectives details (150 total cards)

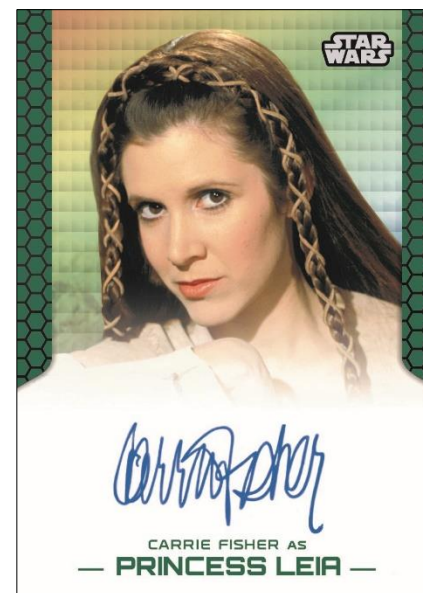
- (100) **Base Cards** profiling characters from across the Star Wars Universe
  - 50 Jedi Temple Archive cards and 50 Sith Domination Guide cards
- (10) **Sith Fugitives Insert (1:2)**
- (10) **Jedi Hunt Insert (1:4)**
- (10) **Sith Propaganda Insert (1:8)**
- (10) **Jedi Information Guide Insert (1:12)**
- (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
  - Features the greatest Jedi vs. Sith battles
  - Gold, Silver and NEW Bronze parallels
- Chrome-framed Sketch Cards
- Chrome On-Card Autographs – 22 subjects (6 first time signers!)
  - Prism, X-Fractor, Gold, and Superfractor Parallels
- 3 Ultra Rare Dual Autograph Cards (3 each)
- **6 Never-Before-Paired Rare Dual Autographs (~200 each) (NEW)**
- 2 Ultra Rare Triple Autographs (5 each)
- Printing Plates and Autographed Printing Plates



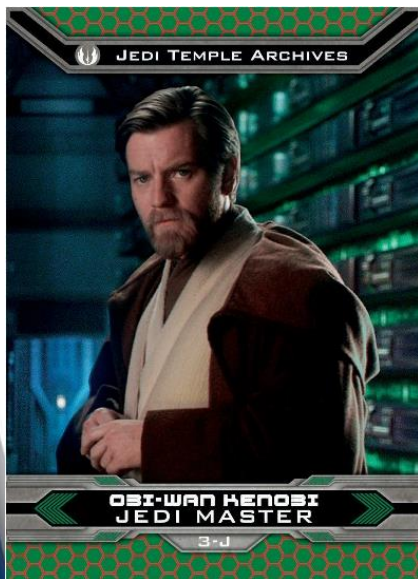


# Base cards show the perspectives of two opposing sides in an epic battle for the galaxy

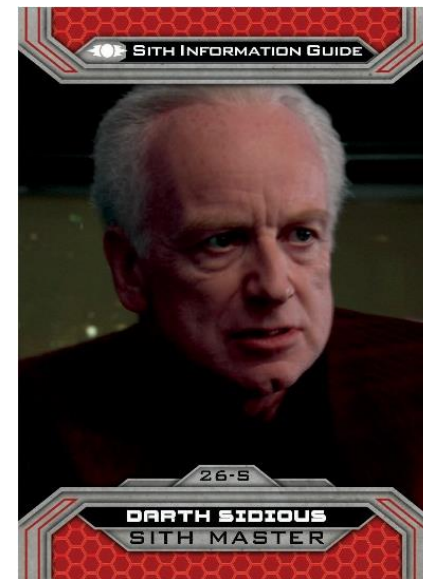
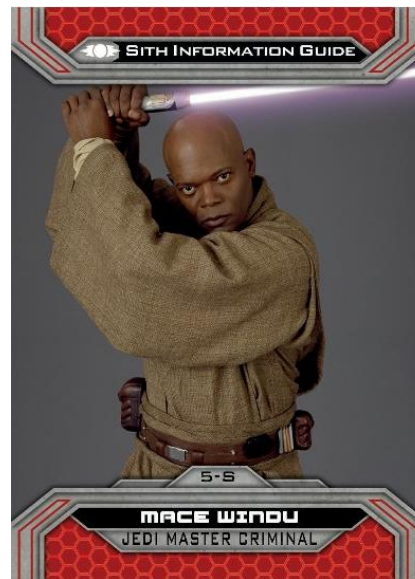
**Jedi Base Cards:** Cards profiling Star Wars characters from the perspective of the Jedi

**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

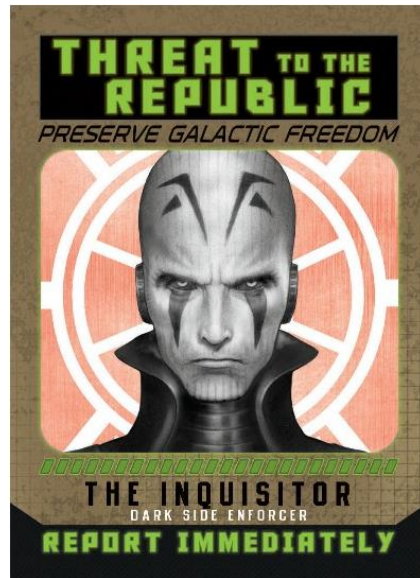
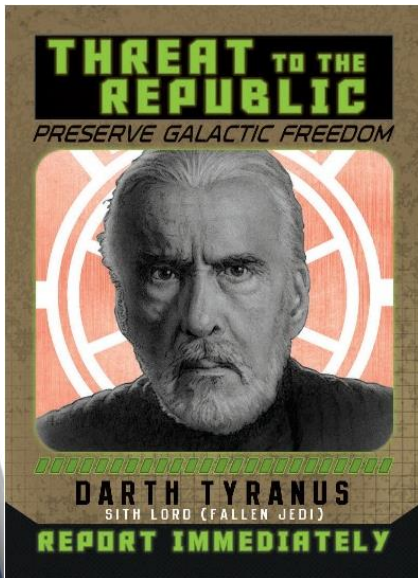


# Insert cards explore the key characters and strategies in the conflict between the Jedi and the Sith

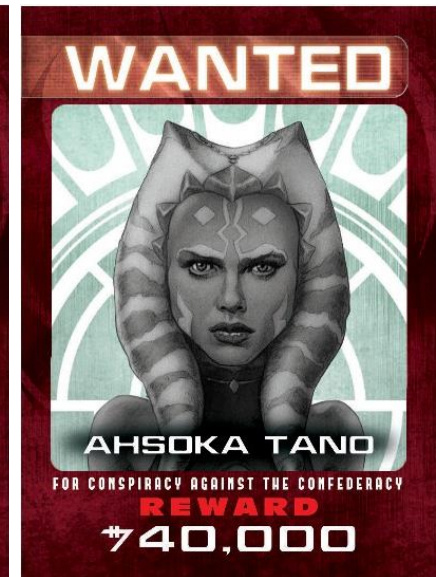
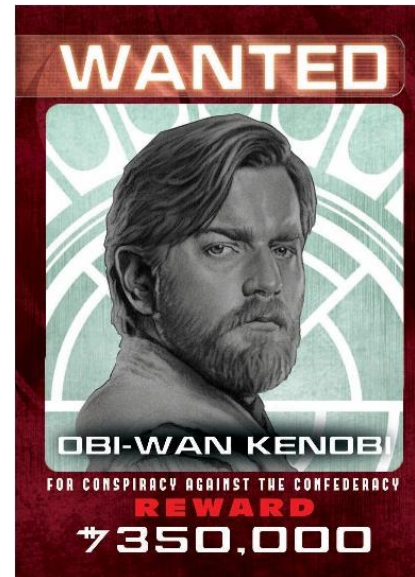
**Sith Fugitives (1:2):** Top 10 Sith Lords who are a threat to freedom in the galaxy

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

## Sith Fugitives



## Jedi Hunt



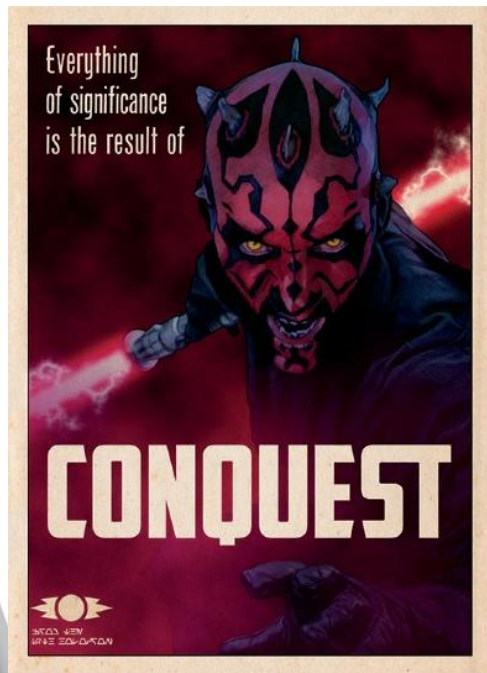
# Insert cards explore the key characters and strategies in the conflict between the Jedi and the Sith

**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

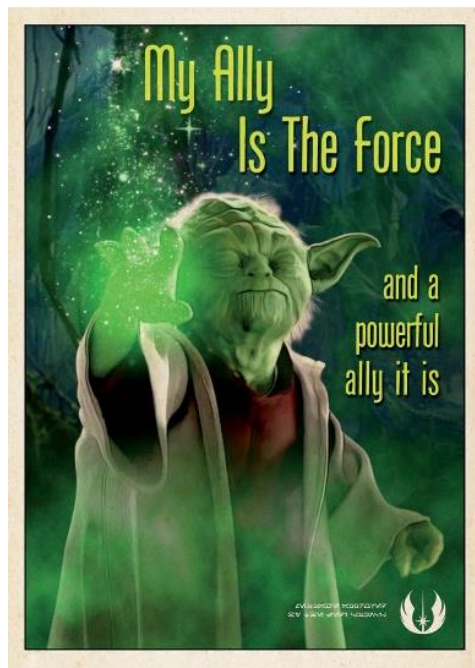
**Jedi Training (1:24):** Cards illustrating grueling training it takes to become a Jedi

## Sith Propaganda

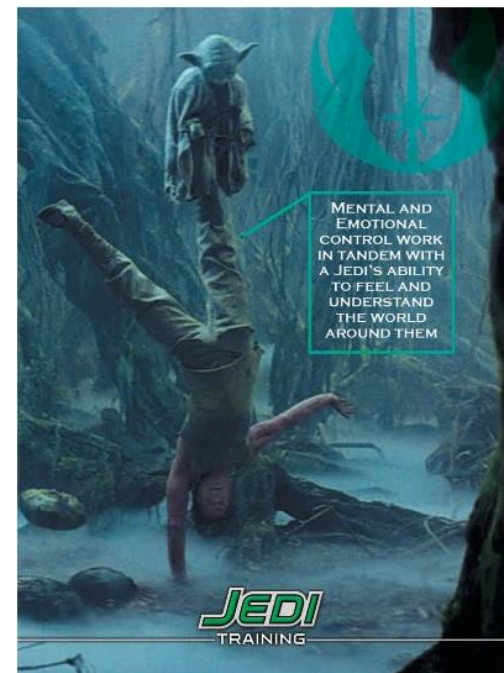


STAR  
WARS

## Jedi Information Guide



## Jedi Training



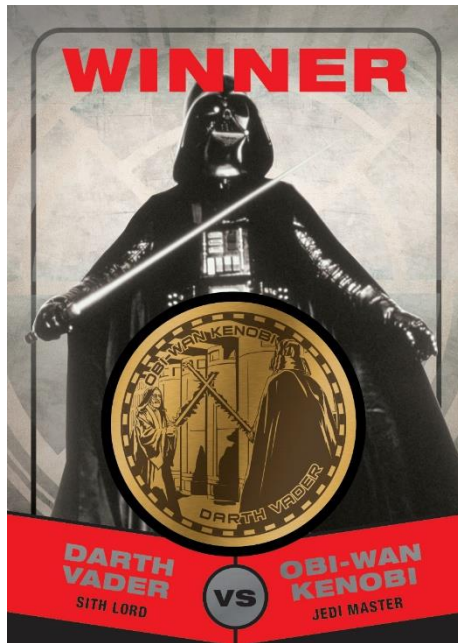


# Chrome Medallions showcase key Jedi vs. Sith battles and add value for Star Wars collectors

**Chrome Medallion Cards:** 36 chrome medallion cards commemorating 12 epic Jedi vs. Sith battles with 12 unique medallions!

## 36 Chrome Medallion Cards

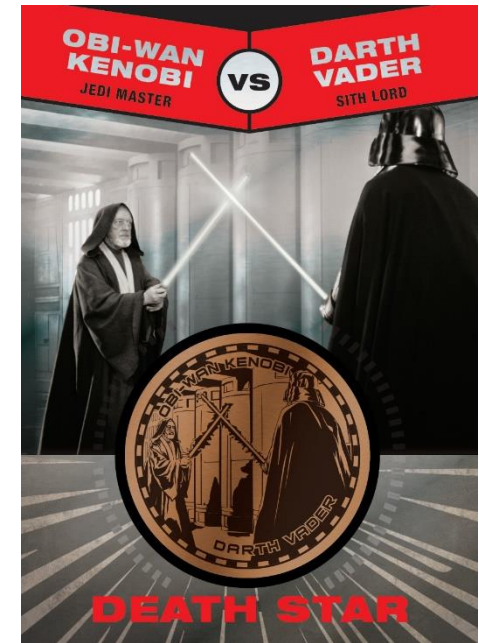
Look for each medallion card in Gold, Silver and Bronze!



(Gold - 50 per subject)



(Silver - 150 per subject)



(Bronze - 299 per subject)

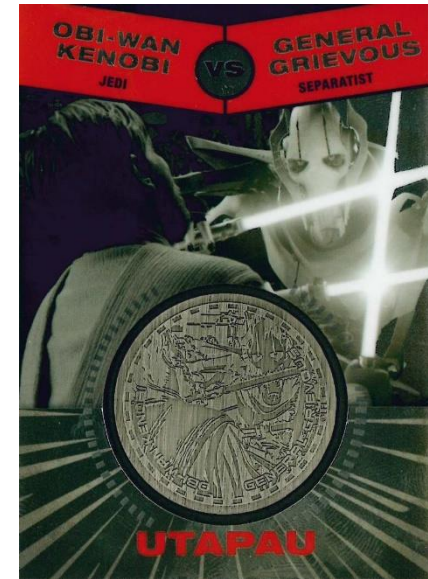
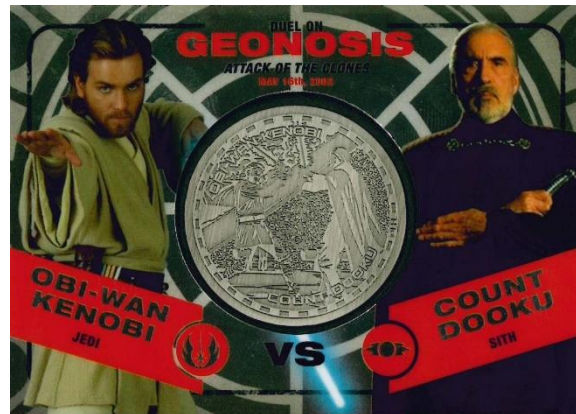
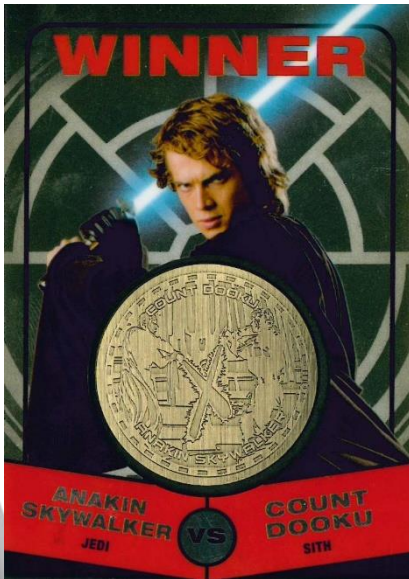
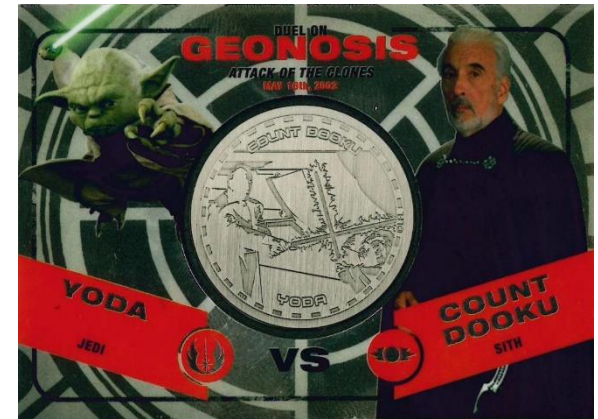
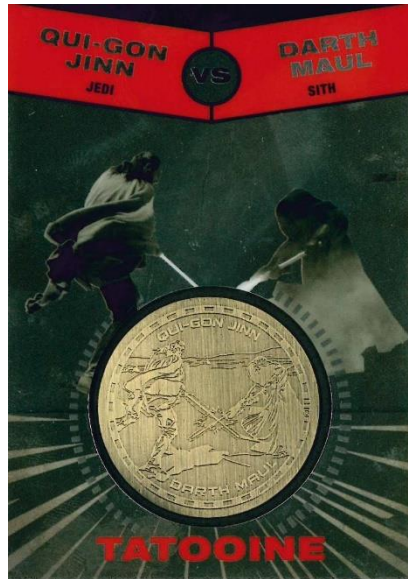
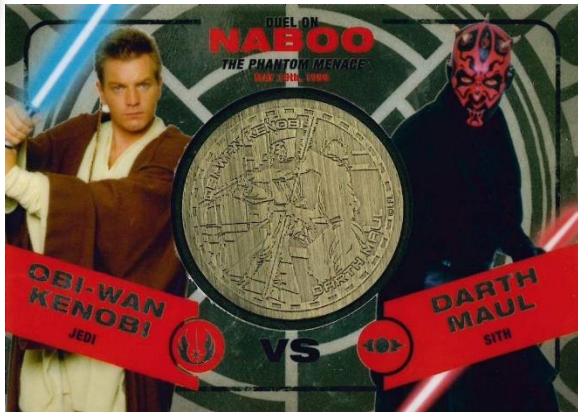
**STAR  
WARS**

**TOPPS**



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

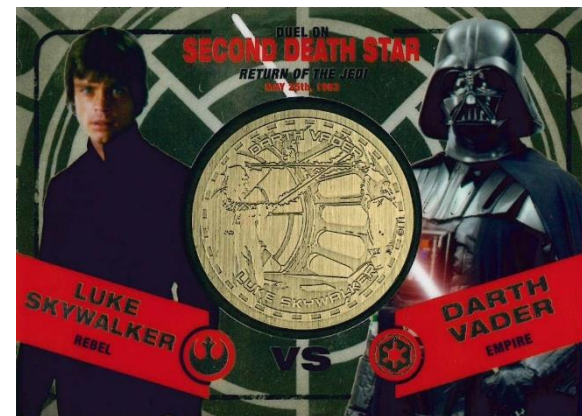
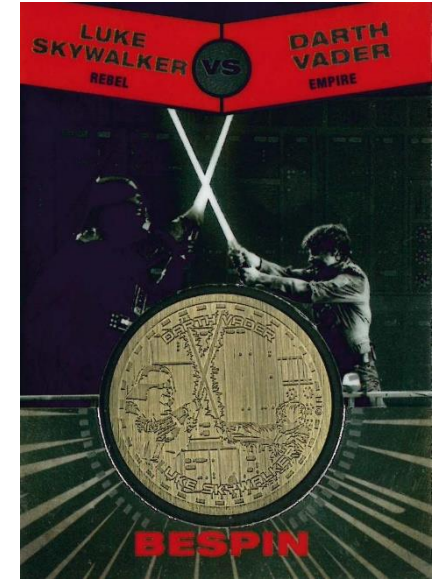
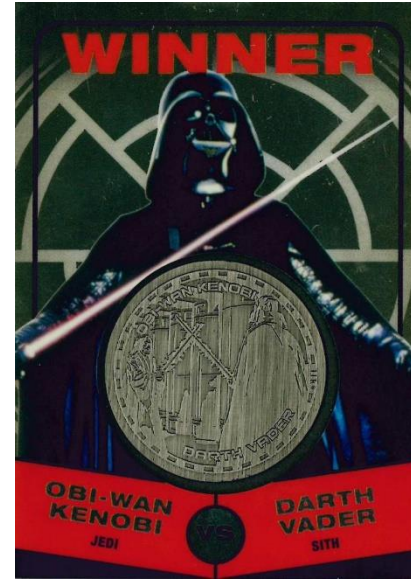
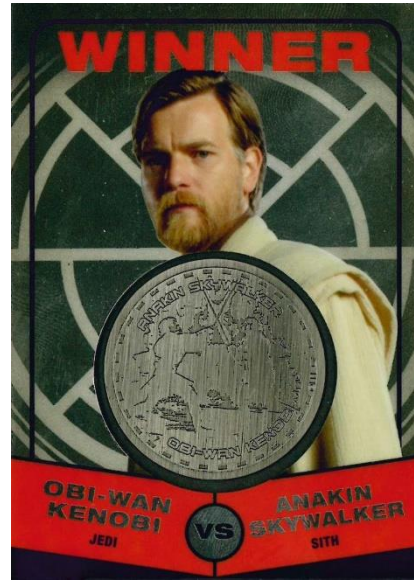
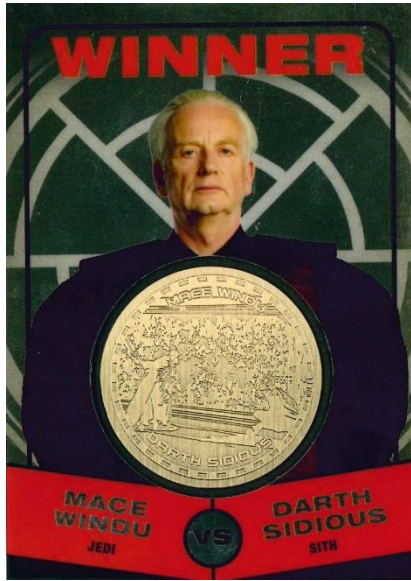
36 Chrome Medallion Cards - Look for each medallion card in Gold, Silver and Bronze!





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

36 Chrome Medallion Cards - Look for each medallion card in Gold, Silver and Bronze!



# New parallels increase rarity and chase of autographs

**Chrome On-Card Autographs:** On-card autographs from 22 Star Wars saga actors including key Jedi and Sith characters with 6 first-time signers!

**Prism Autograph Parallel:** On-card Prism parallel autographs # to 50

**X-Fractor Autograph Parallel:** On-card X-Fractor parallel autographs # to 25

**Gold Autograph Parallels:** On-card X-Fractor parallel autographs # to 10

**Superfractor Autograph Parallels:** On-card Superfractor parallel autographs # to 1

Base Autograph

Prism

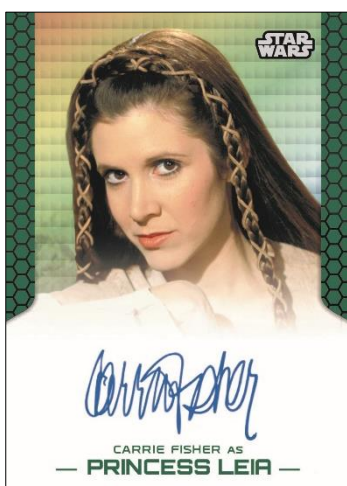
X-Fractor

Gold

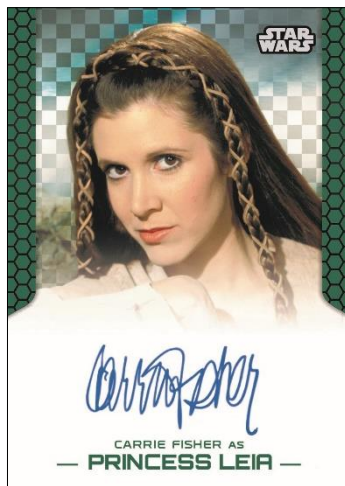
Superfractor



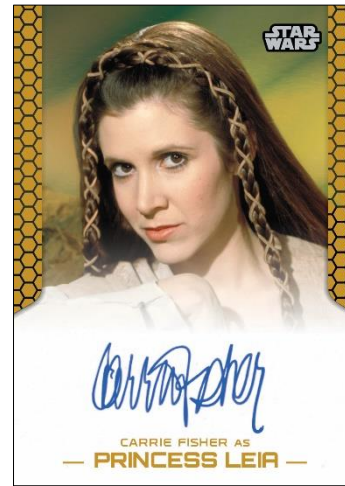
22 subjects



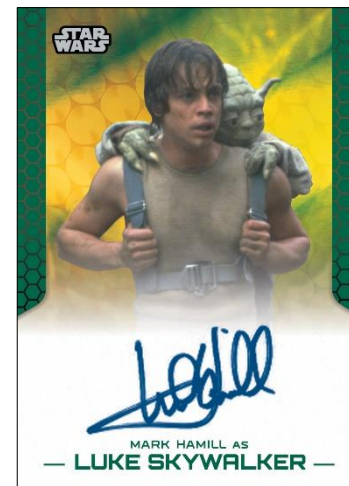
# to 50



# to 25



# to 10



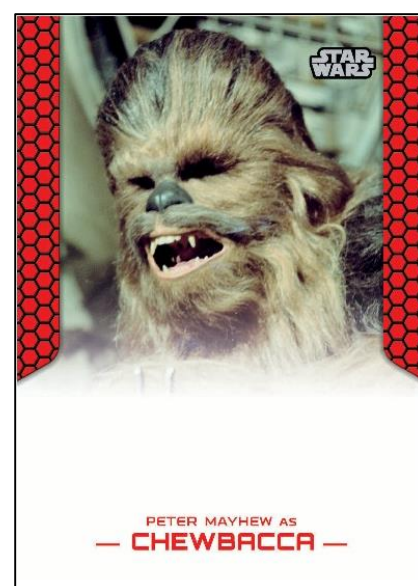
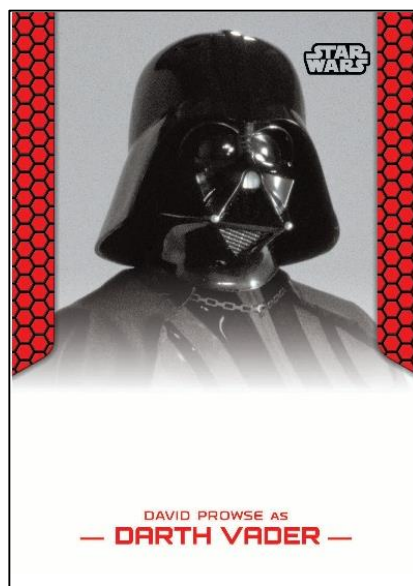
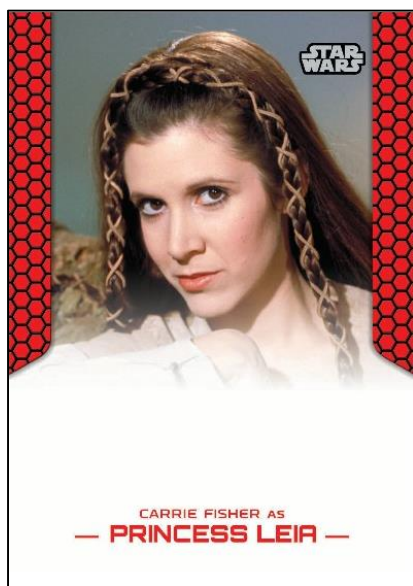
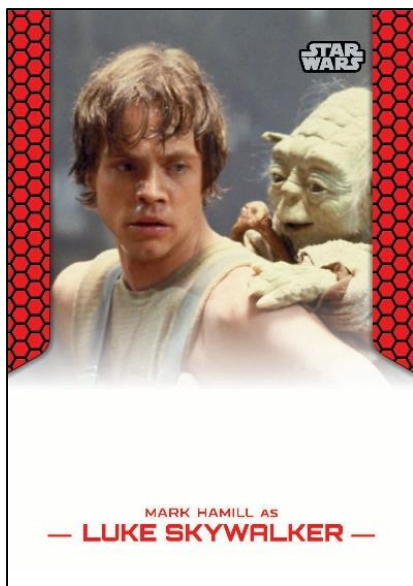
# to 1

STAR  
WARS



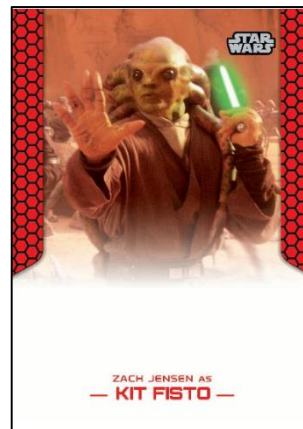
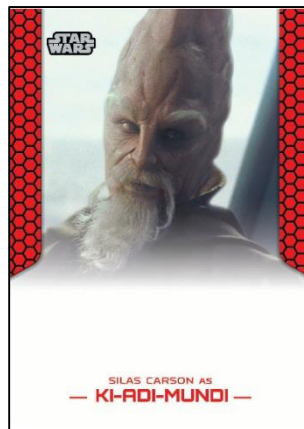
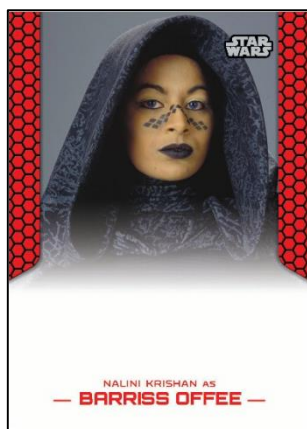
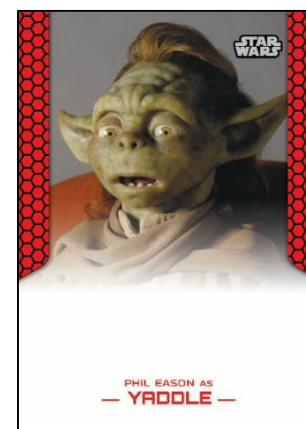
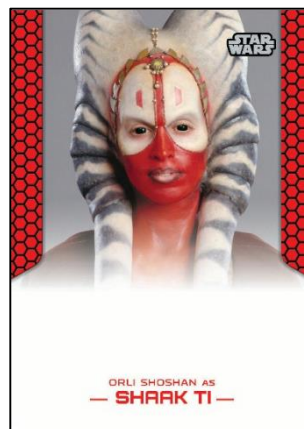
# Autograph signers span the classic films, prequels, and animated shows with focus on Jedi & Sith.

## Autograph Signers from Classic Films



# Autograph signers span the classic films, prequels, and animated shows with focus on Jedi & Sith.

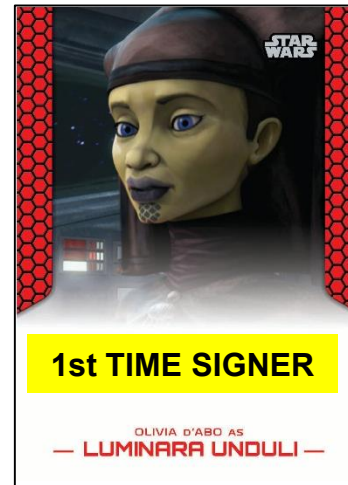
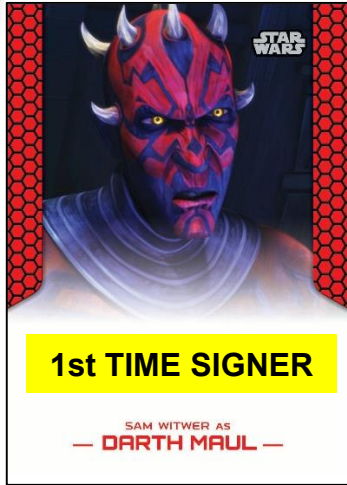
## Autograph Signers from Prequels





# Autograph signers span the classic films, prequels, and animated shows with focus on Jedi & Sith.

## Autograph Signers from Star Wars: The Clone Wars & Star Wars Rebels





# Star Wars Chrome Perspectives: Jedi vs. Sith includes Six Rare Dual Autographs in Brand New Combinations!

**Rare Dual Autographs:** Featuring key Jedi and Sith duos.  
6 Brand New Combinations at print quantity of approx. 200 each.

## Rare Dual Autographs

NEW!



Jedi Council



Enemies



Jedi Council



Night Sisters



Jedi Council



Partners



# Three Ultra-Rare Dual Autographs drive chase and value for collectors as they are extremely limited.

**Ultra Rare Dual Autographs:** 3 Combinations x 3 each.

## Ultra Rare Dual Autographs

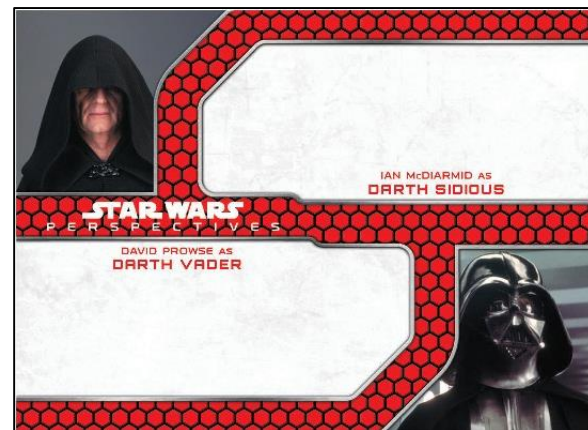
**NEW!**



Luke and Leia:  
Twins of the Force



Sidious and Darth Maul:  
Sith Master and Apprentice



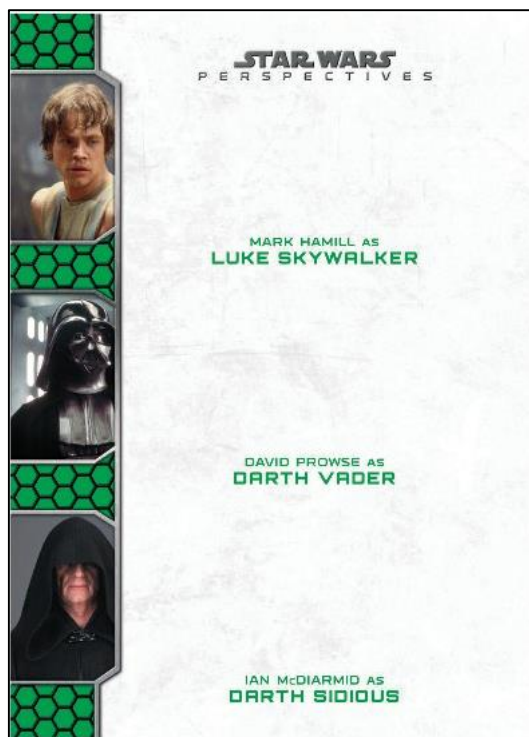
Sidious and Darth Vader:  
Sith Master and Apprentice

# Two Ultra-Rare Triple Autographs drive chase and value for collectors as they are extremely limited.

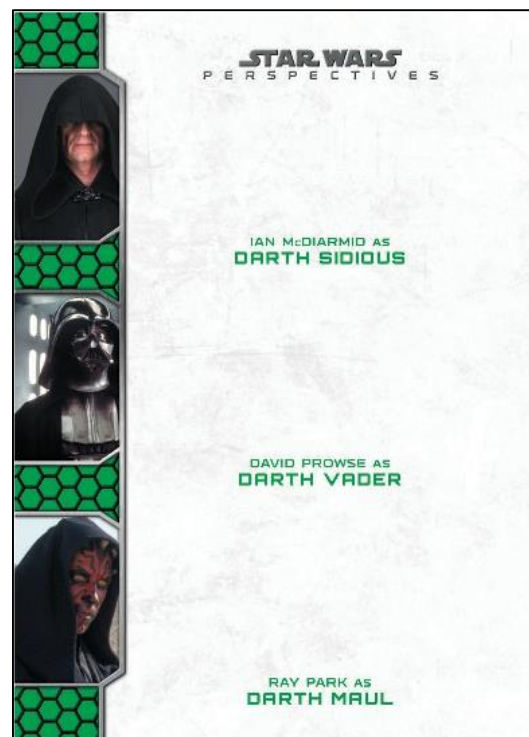
**Triple Autographs:** Featuring Jedi and Sith trios. 2 Combinations x 5 each.

Both triple autographs are never-before-printed combinations.

## Triple Autographs



Classic Saga Triple:  
Destiny Fulfilled



Dark Side Triple:  
Lords of Evil





# 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: Jedi vs. Sith

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

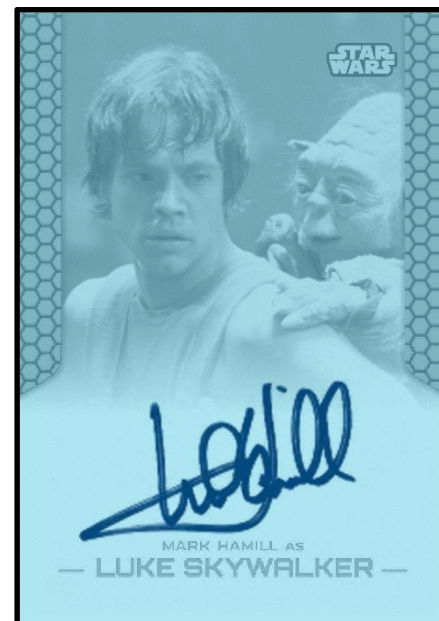
Chrome Sketch Card



Printing Plates

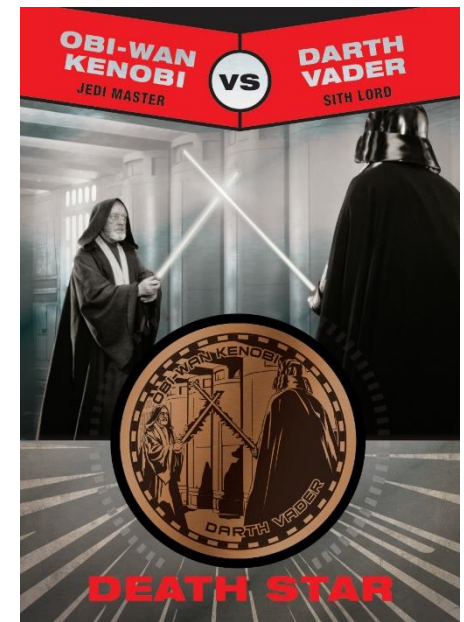


Autographed Printing Plates



# 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 Jedi Temple Archives, Yoda's News, and TheForce.net (August)
- Media and blogger outreach across the fandom (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.

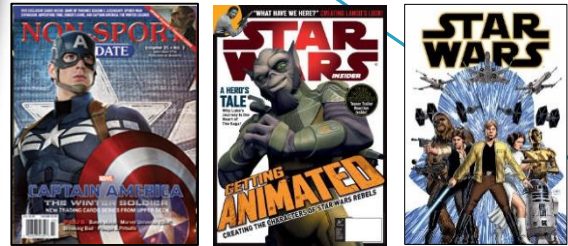


StarWars.com  
Feature Articles

Digital Advertising  
Marvel.com, Key Blog Sites



Print Advertising  
Marvel Star Wars Comic, NSU



Trade Marketing  
Hobby Posters & Promo Cards



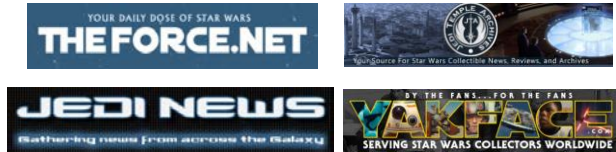
Social Media & Website  
Facebook, Twitter, Email Blasts



Promotional Events  
Comic Cons & SW Events



Fan Site Coverage  
Major Star Wars News Sites



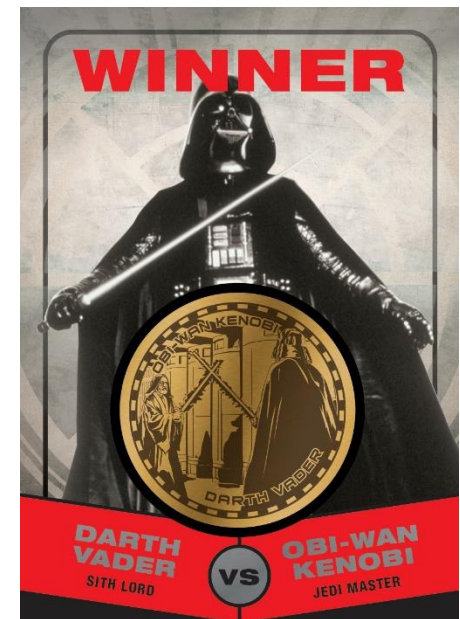
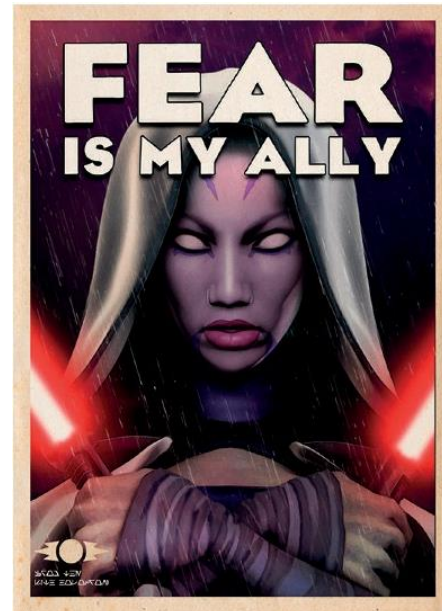
Influencer Sampling  
Reviews on Blogs & Youtube





# Agenda

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# Product Content

- In Store: 8/21/2015



## SKU Mix

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

## 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 Rates

Hit	Insertion Rate
Bronze Medallions	299 per subject
Silver Medallions	150 per subject
Gold Medallions	50 per subject
Chrome Sketch Cards	8,000 total
On-Card Autographs	22 subjects
Prism Autograph Parallel	50 per subject
X-Fractor Autograph Parallel	25 per subject
Gold Autograph Parallels	10 per subject
Superfractor Autograph Parallels	1 per subject
Ultra Rare Dual Autographs	3 subjects x 3 each
Rare Dual Autographs	6 subjects x 200 each
Triple Autograph	3 subject x 5 each
Printing Plates	600 total
Autographed Printing Plates	4 per subject





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

Jedi  
Box



Sith  
Box



Both boxes contain the same content



# Product Images

Hobby  
EXCLUSIVE  
Launch!

## Star Wars Chrome Perspectives: Jedi vs. Sith Product Line<sup>1</sup> In Stores 8/21/15



**Single Pack**  
(6 Cards)  
\$3.99 SRP



**Hobby Boxes**  
(24 packs)  
\$95.99 SRP



(1) Both boxes contain the same content  
(2) See Price & Packs for Item Numbers and UPC Codes

