

STAR WARS

MASTERWORK™



Product Release Sales Plan

August 18, 2014

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.²**
- **#2 Most Licensed Toy in the US¹**
- **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

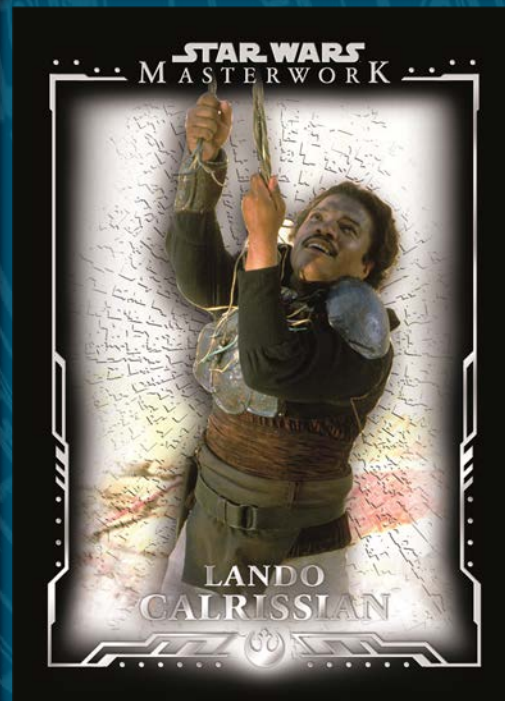
**1 HIT PER
MINI BOX!**



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: 1st 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: 1st 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

*select subjects 1/1



Autograph Parallels



Dual Autograph

Books

(stickered)

*select subjects 1/1

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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- **Support Plan**
- Launch Details



STAR WARS MASTERWORK will be supported with online and print marketing

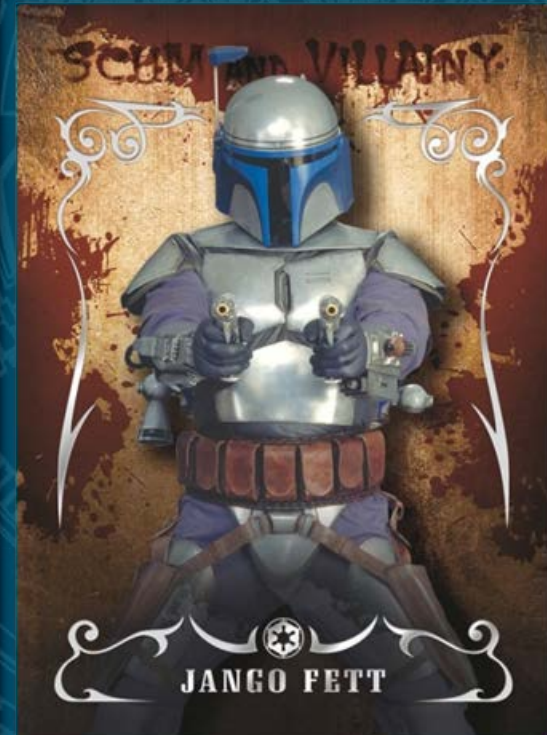
MARKETING PLAN

- **Digital Drive and Fan Communities**
 - Feature articles Rebelscum.com and Theforce.net
 - Timing: December 2014
 - Official blog and article on 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
Mini Box (5 Cards per Box including 2 Base Cards, 1 Parallel, 1 Insert or Insert Parallel, and 1 Hit)	\$50.00
Master Box (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