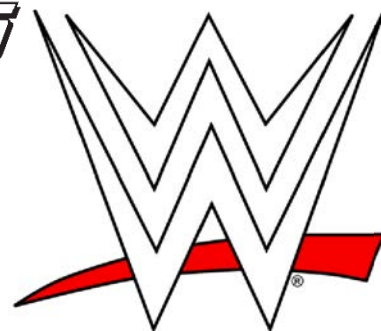




Product Release Sales Plan



topps



**2016
TRADING
CARDS**

November 30, 2016

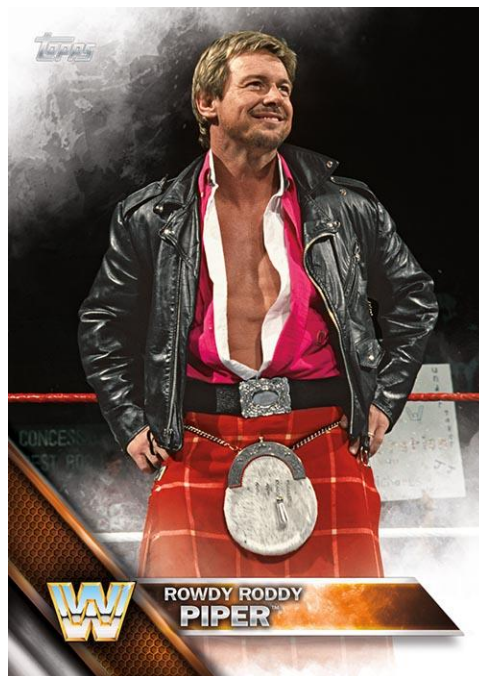


Solicitation subject to change

topps

Agenda

- **Product**
- Launch Details
- About the Property
- Consumer



Topps WWE 2016 will highlight the WWE & NXT current roster and classic Legends



Goals

- Leverage WWE partnership to drive Topps Trading Card sales
- Excite fans with the latest Superstars, Divas, and Legends

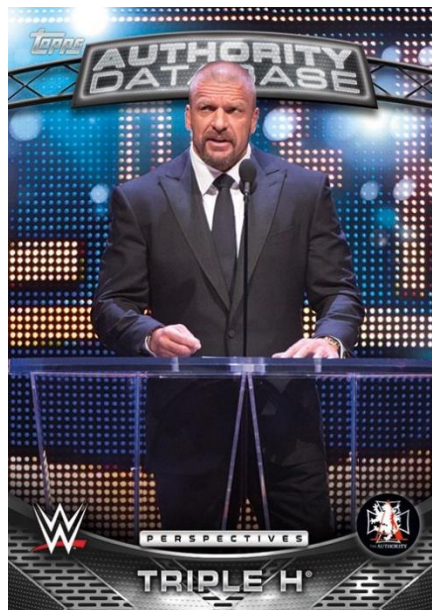
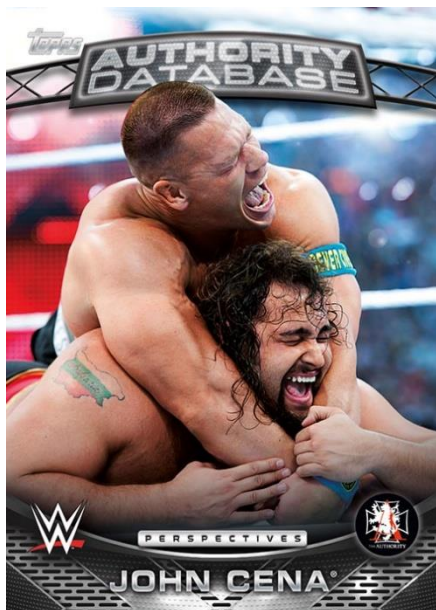
Strategies

- Launching in May to allow both Topps WWE Road to WrestleMania 2016 and Topps WWE 2016 to have full selling periods
- Highlight Superstars in a new light, drive collectability, and increase collector value
- Introduce fans to the 2016 Rookie class and NXT Prospects, the WWE developmental system
- Excite fans and drive value for collectors with new and first time ever hits and parallels



FIRST-EVER Superstars “Perspectives” Theme

- Features first-ever WWE Superstars Perspectives insert cards, with the WWE roster shown through both The Authority and the Anti-Authority’s eyes!
- New Medallion Cards tie into the Perspectives theme!



Solicitation subject to change



What else is new in Topps WWE 2016?

Rookie Base Cards

- The new class of WWE Rookies including:
 - Becky Lynch
 - Mandy
 - Tyler Breeze

First NXT Cards

- The newest NXT Prospects including:
 - Adrienne
 - Apollo Crews
 - Asuka
 - Billie Kay
 - Chad Gable
 - Dana Brooke
 - Dash
 - Dawson
 - Mojo Rawley
 - Nia Jax
 - Peyton Royce

The Rock Tribute

- Part 2 of 4 of a continuity program

New WWE Legend Base Cards

- The newest WWE Legends including:
 - **Andre The Giant**
 - **"Macho Man" Randy Savage**
 - Miss Elizabeth
 - Alundra Blayze
 - "Dangerous" Danny Davis
 - J.J. Dillon
 - Kerry & Kevin Von Erich
 - Mr. X
 - The Nasty Boys
 - Typhoon
 - Sensational Sherri
 - Stevie Ray
 - "Superstar" Billy Graham
 - Tatsumi Fujinami

Exciting New Hits!

- **FIRST-EVER** NXT Mat Relics
- New Rookie, Prospect & Legend Autographs
- NXT Autographs
- NXT Kiss Cards
- NXT Shirt Relics
- Printing Plate Relic Cards



Topps WWE 2016 Marketing Support



Promo Cards in WWE 2K16

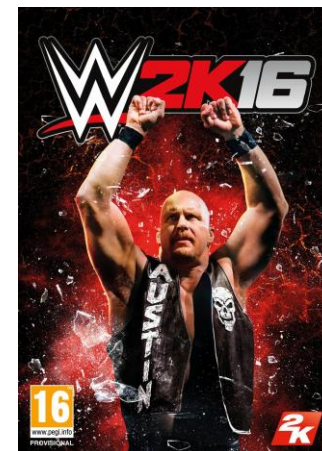
- One promo card in each of 1 Million WWE 2K16 video game copies, the biggest WWE product sold!
- Video game releases October 27, 2015 and is on shelf all year

Promo Cards in all the WWE 2016 PPV DVD Releases!

- Including 3 DVDs specifically promoting Topps WWE 2016, including the biggest release of the year, WrestleMania!
 - All releases launch between May and June 2016
 - WrestleMania 32: approximately 100k cards
 - Extreme Rules 2016: approximately 25k cards
 - Payback 2016: approximately 25k cards

Redbox Code Cards for a free 1-Day WWE 2K16 Video Game Rental in Packs!

- \$3.00 value
- Also valid on 1-day DVD rentals
- Insert Rate: (1:6)



Topps WWE 2016 features “Perspectives” cards and introduces fans to new talent



Extensive 179 card set

- (100) **Base Cards** featuring Superstars, Divas, Legends and Rookies
- (33) **NXT Cards** featuring every NXT Superstar and Diva, including First Prospect Cards
- (36) **FIRST-EVER Superstars Perspectives Cards**
- (10) **The Rock Tribute** part 2 of 4 of a continuity collecting program **NEW!**

4 levels of chase add depth to the base set

- WWE Tag Team Championship Bronze Parallel (1:2)
- Divas Championship Silver Parallel (1:24) **HOBBY EXCLUSIVE!**
- Intercontinental Championship Gold Parallel (numbered to 10)
- WWE World Heavyweight Championship Red Parallel (numbered 1 per subject)

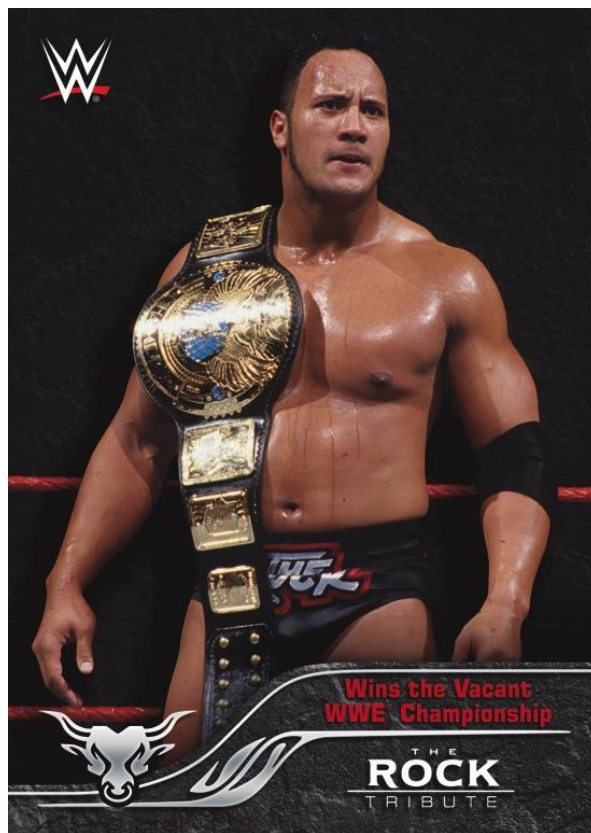
Hits add value for collectors and fans who want to own a piece of the action!

- **FIRST-EVER** NXT Mat Relics with parallels
- **FIRST-EVER** Perspectives Medallion Cards with parallels
- Superstar, Diva, NXT & Legend Autographs with parallels, plus **HOBBY EXCLUSIVE** Silver Parallels
- Triple Autographs
- WWE, NXT & Legend Diva Kiss Cards, including Autographs and parallels
- Superstar, Diva & NXT Shirt Relics with parallels
- SummerSlam 2015 Mat Relics with parallels
- Printing Plates: Base, Inserts, Autographs & Relics



Topps WWE trading card sets throughout 2016 pay tribute to **The Rock**, one of the greatest entertainment icons and WWE Champions in history!

The Rock Tribute (1:6): 10 cards celebrating 10-time World Champion The Rock, with the remaining 30 cards spread over the three other Topps WWE trading card sets in 2016! 40 total cards in this special tribute insert set to collect in 2016!



Solicitation subject to change

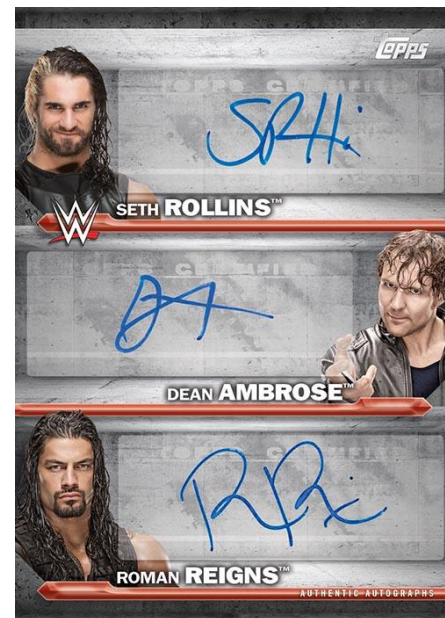
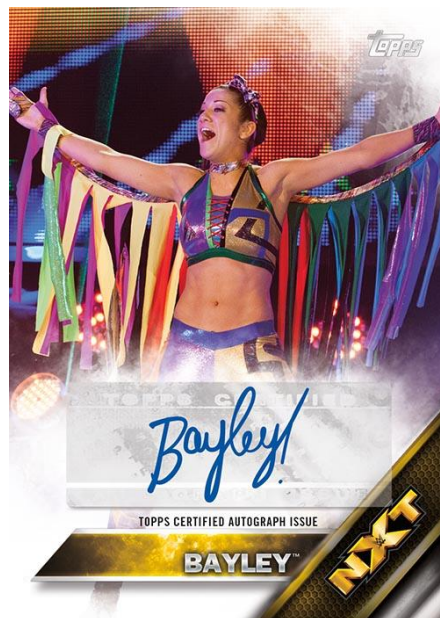
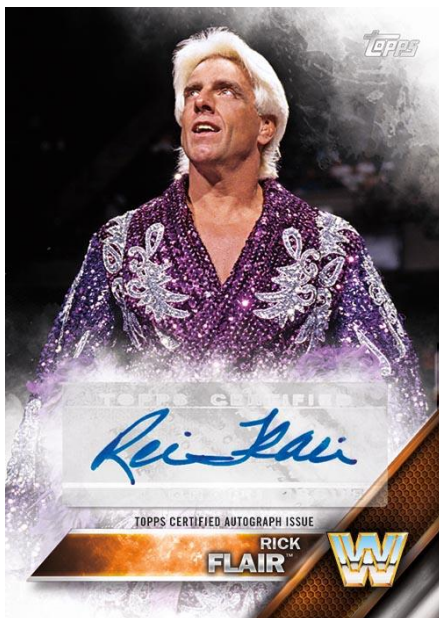


Topps WWE 2016 will feature Autographs, Triple Autographs and Autographed Printing Plates

Autographs: Signatures from the hottest Superstars, Divas, Legends and NXT stars

Triple Autographs: Autograph cards showcasing three separate signatures

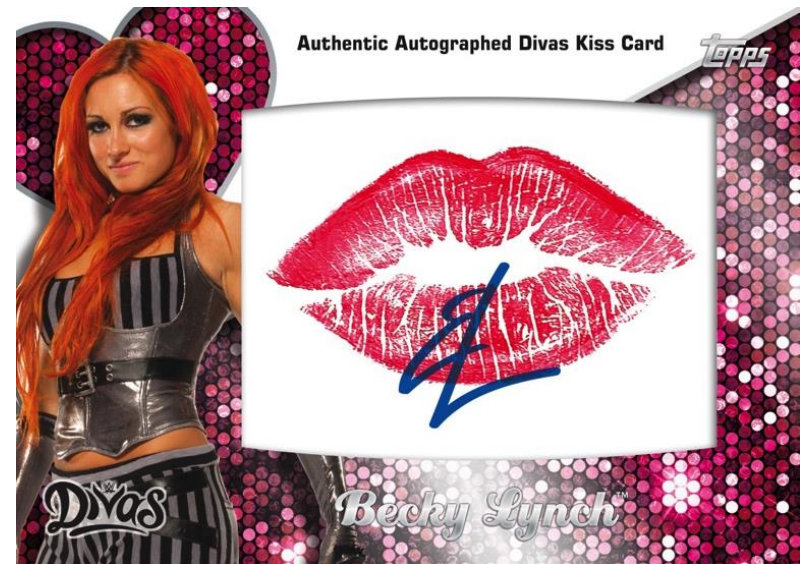
Autographed Printing Plates: Printing plates used to create the autograph cards, with signed autograph stickers



Collector favorite Diva Kiss Cards and Autographed Kiss Cards return in Topps WWE 2016!

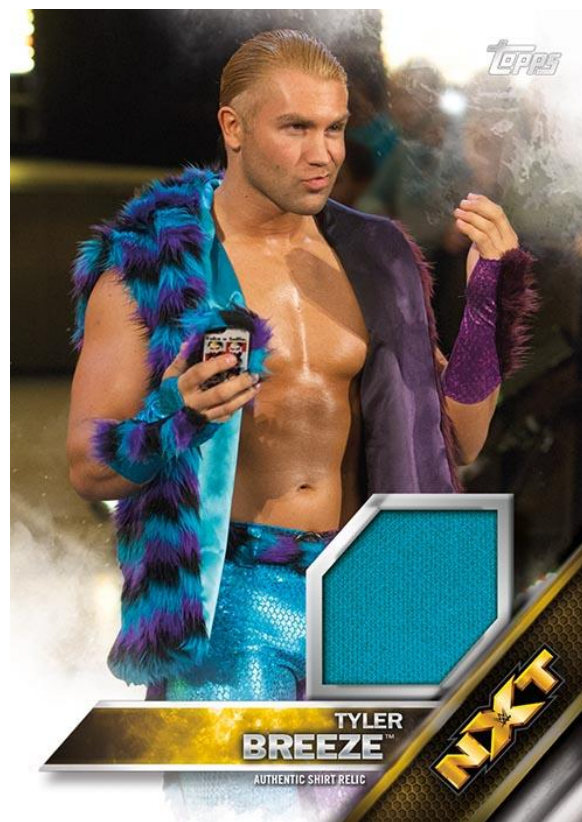
Diva Kiss Cards: Cards featuring lipstick kisses from the most popular WWE, NXT and Legend Divas, with parallels

Autographed Diva Kiss Cards: Autographed Diva Kisses, with parallels



Relics give fans a chance to own a part of the WWE action!

Shirt Relics: Sequentially numbered, featuring Superstars, Divas & NXT talent, with parallels & printing plates!



Relics give fans a chance to own a part of the WWE action!

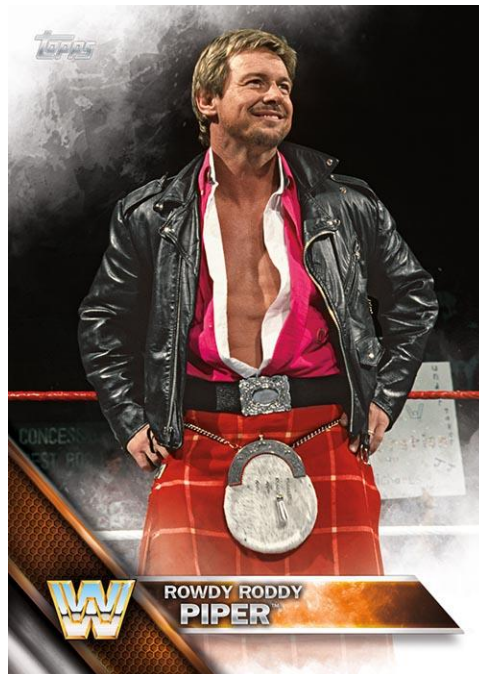
FIRST-EVER NXT TakeOver: Brooklyn 2015 Mat Relics: Pieces of the ring canvas mat embedded in cards! Sequentially numbered with parallels & printing plates!

SummerSlam 2015 Mat Relics: Pieces of the ring canvas mat embedded in cards! Sequentially numbered with parallels & printing plates!



Agenda

- Product
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Product Content: HOBBY CHANNEL



- **First Ship:** 04/21/2016
- **In Store:** 05/04/2016

Product Mix

SKU	SRP
Single Pack (7 Cards)	\$2.49
Retail Box (24 Packs)	\$59.99

Base Parallels

Parallel Color	Insert Rate
WWE Tag Team Bronze	1:2
Divas Silver	1:24 Hobby Only!
Intercontinental Gold	10 per subject
WWE World Heavyweight Red	1 per subject

Hits

Hit	Per Subject Rate
Autographs	99 per subject
Triple Autographs	11 per subject
Divas Kiss Cards	99 per subject
Autographed Divas Kiss Cards	25 per subject
WWE Perspectives Medallion Cards	299 per subject
Shirt Relics	299 per subject
NXT TakeOver: Brooklyn 2015 Mat Relics	199 per subject
SummerSlam 2015 Turnbuckle Relics	199 per subject

**Plus multiple levels of parallels, including
Printing Plates and **Hobby Exclusive Silver
Autograph Parallels!****

Inserts

Insert	Insert Rate
NXT Prospect Cards	1 per pack
WWE Perspectives Cards	1 per pack
The Rock Tribute	1:6



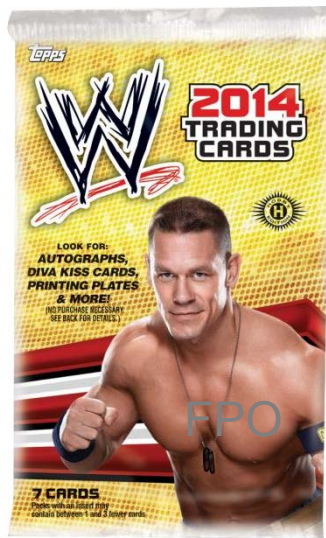


Product Images: Hobby Channel

Topps WWE 2016

Product Line¹ In Store May 4, 2016

Hobby Only
2-Hits Per Box
GUARANTEED!



Hobby Pack with EXCLUSIVES
(7-card Packs)
\$2.49 SRP



Hobby Box with EXCLUSIVES
(24 7-card Packs)
\$59.99 SRP

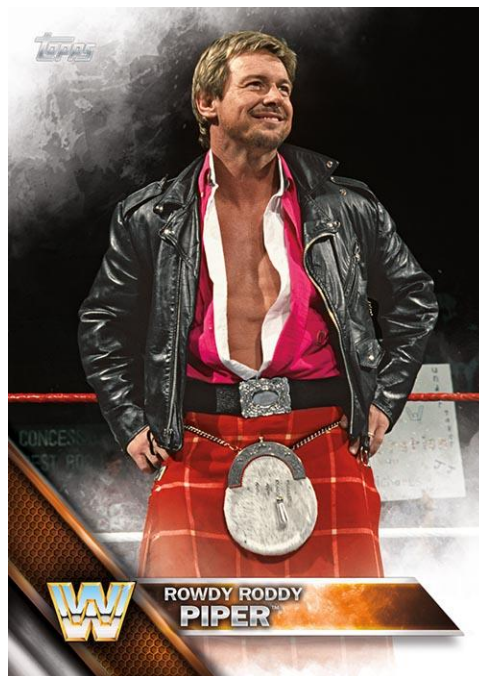
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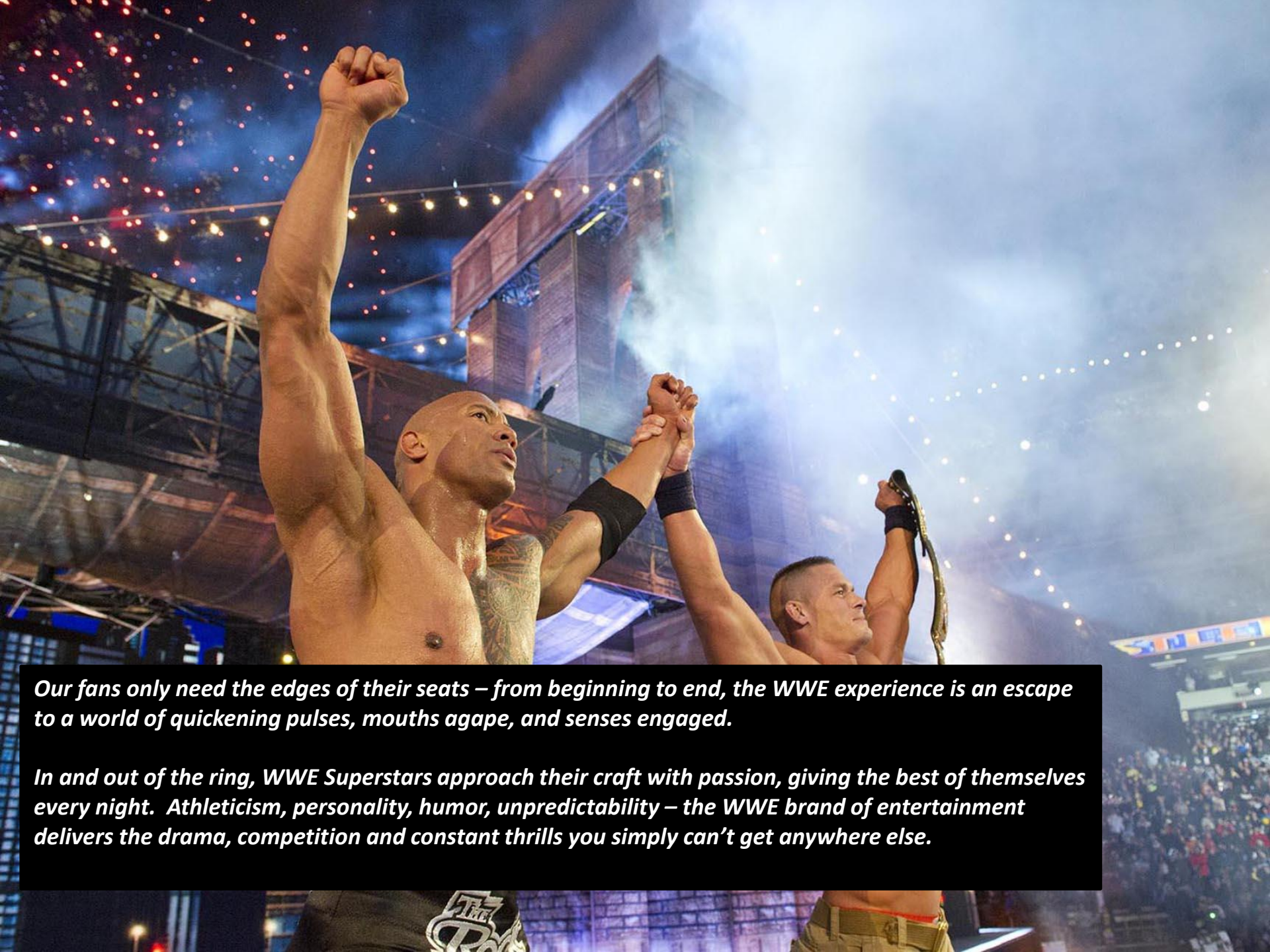
(1) See Price & Packs for Item Numbers and UPC Codes



Agenda

- Product
- Launch Details
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Our fans only need the edges of their seats – from beginning to end, the WWE experience is an escape to a world of quickening pulses, mouths agape, and senses engaged.

In and out of the ring, WWE Superstars approach their craft with passion, giving the best of themselves every night. Athleticism, personality, humor, unpredictability – the WWE brand of entertainment delivers the drama, competition and constant thrills you simply can't get anywhere else.

WWE has a long track record of success

Property Overview

- For over 25 years, WWE has been a recognized leader in global entertainment
- The company creates and delivers original, family friendly content that is broadcast in more than 35 languages to more than 600 million homes in more than 177 countries around the world
- WWE leading brands in sports entertainment are Raw, SmackDown and Total Divas
- WWE holds 320 live events annually, with 6 shows per week, entertaining 2 million fans
- John Cena is the 3rd most popular American athlete behind Michael Jordan and Kobe Bryant

Viewing Audience

- WWE Network is the fastest growing digital subscription service, which has over 1 million subscribers
- WWE.com attracts more than 13 million unique visitors per month
- WWE and Superstar Facebook pages have a combined total of over 446 million fans
- 33% of the audience is female
- 13 million Raw & SmackDown viewers per week in the United States
- 79% of television audience is age 18 or over
- Raw and SmackDown have a strong appeal to African American and Hispanic consumers respectively
- 13 million “passionate” and 21 million “casual” fan households in the United States
- Over 16 million downloads of WWE Active app

Consumer Products

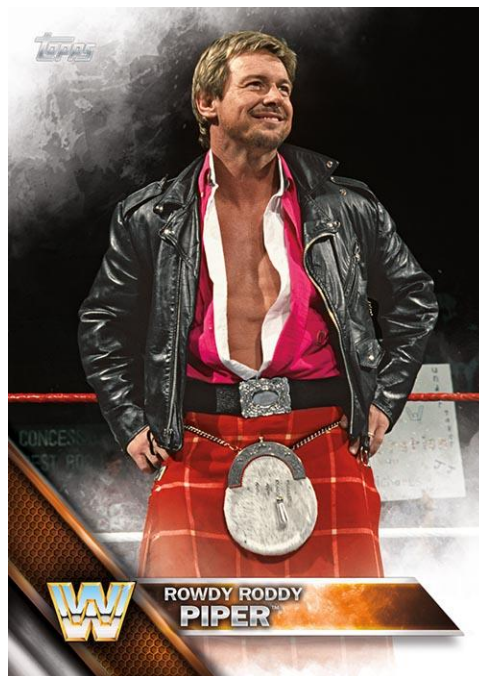
- Licensing generates more than 50% of revenue for WWE's Consumer Products Division.
- WWE maintains the second highest selling action figure property in the U.S.
- The Consumer Product Division generates 20% of total company revenue.
- WWE held 7 of the top 10 highest selling Sports DVD titles in 2014
- WWE toys outsold Star Wars, Spider-Man and Batman in 2014

Sources: WWE.com; WWE 2015 Brand Overview



Agenda

- Product
- Launch Details
- About the Property
- **Consumer**



Topps WWE 2016 offers something for all WWE fans



Set Collectors Want:

WWE Roster



Set Collectors & Hit Seekers:

New Content &
Images



Hit Seekers Want:

Valuable Hits

