



# Product Release Sales Plan



March 7, 2016

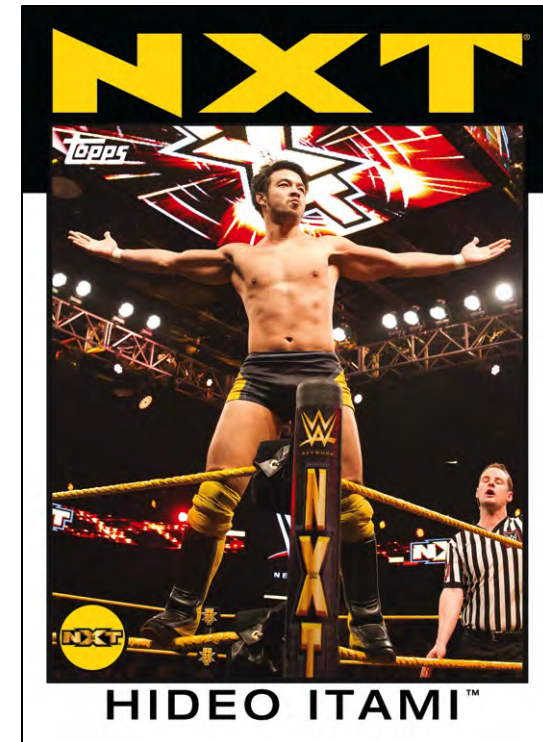


# Agenda

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



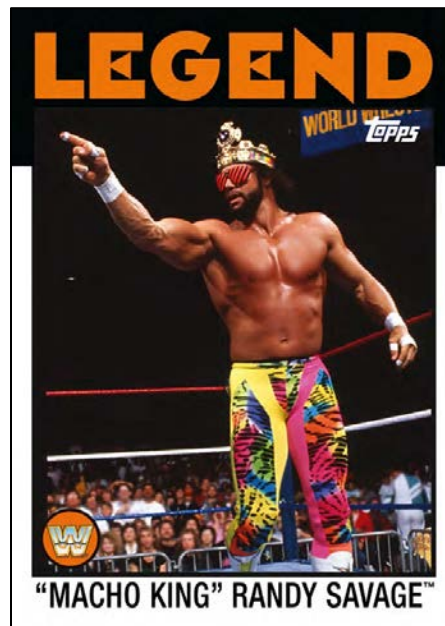
WWE Heritage 2016 celebrates the fan-favorite “Attitude” and “nWo” eras, with the iconic 1986 Topps Baseball designs!



# WWE Heritage 2016 celebrates the fan-favorite “Attitude” and “nWo” eras of the late ‘90s

## Product Highlights

- August launch ties in with *SummerSlam* (8/21/16) for high fan engagement
- Celebrates the “Monday Night Wars” between WWE & WCW, using the iconic ‘86 Baseball card designs
- First-Ever Divas Kiss Cards and Commemorative Patch Cards on Heritage card stock
- Part 3 of The Rock Tribute Continuity Collecting Program
- New NXT Mat Relics and New Parallels



# WWE Heritage 2016 features the classic 1986 Topps Baseball card designs



## Extensive 220 card set

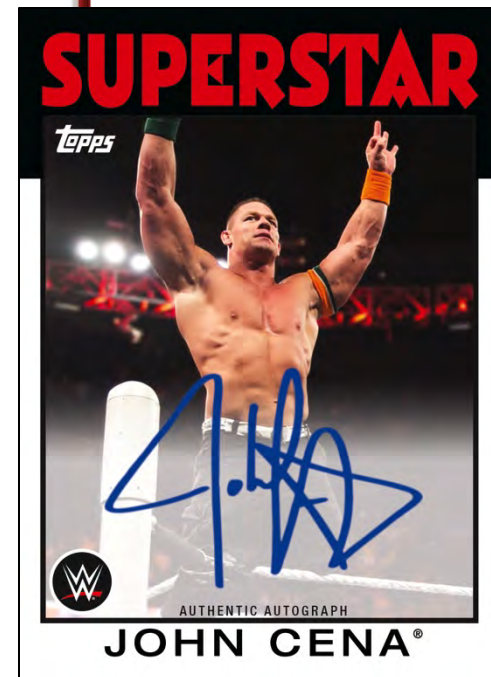
- (110) **Base Cards** featuring today's top Superstars, Divas, Rookies & NXT talent, along with the greatest WWE Legends in the classic Topps 1986 Baseball design
- **NEW** (40) **WCW/nWo All Stars**
- **NEW** (30) **Turn Back the Clock**
- **NEW** (30) **Record Breakers**
- (10) **The Rock Tribute Cards**

## 5 levels of chase add depth to the base set

- **NEW** WWE Tag Team Championship Bronze Parallel (numbered to 99)
- Divas Championship Silver Parallel (numbered to 50) **HOBBY EXCLUSIVE!**
- **NEW** United States Championship Blue Parallel (numbered to 25)
- Intercontinental Championship Gold Parallel (numbered to 10)
- WWE World Heavyweight Championship Red Parallel (numbered 1/1)

## Hits add value for collectors

- Autographs, including parallels, with Superstars, Divas, Legends & NXT stars
- Silver Autograph parallels **HOBBY EXCLUSIVE!**
- Shirt Relics, including parallels, with Superstars, Divas and NXT relics
- **NEW** Divas Kiss Cards, including parallels & Autographed Divas Kisses
- *Survivor Series 2015* Mat Relics, including parallels
- **NEW** WWE NXT "University of Central Florida Special" Mat Relics, including parallels
- Printing Plates, including Base & inserts
- **NEW** Commemorative All-Star Patch Cards, including parallels

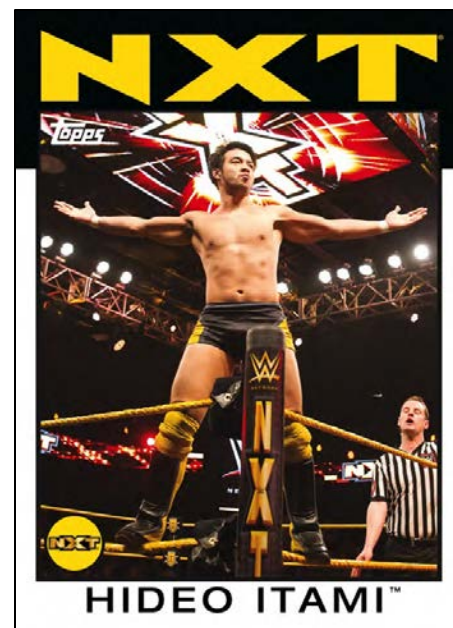
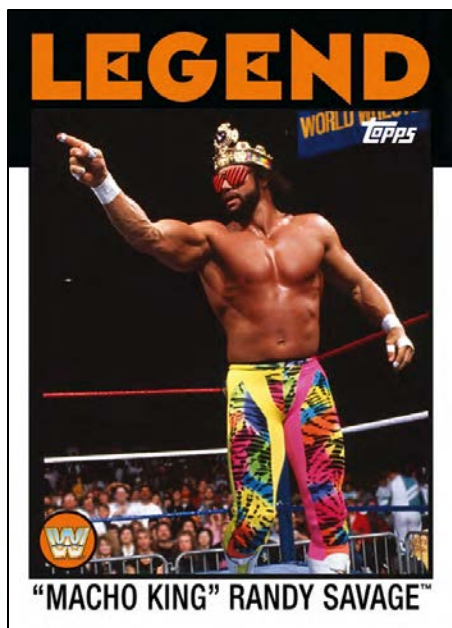


# Inserts cards celebrate the “Monday Night Wars” in the original 1986 Topps Baseball designs

**WCW/nWo All Stars:** 40 cards paying homage the greatest WCW Legends

**Turn Back the Clock:** 30 cards reprinted from all 10 Topps and Merlin WWE & WCW series released from 1985 to 1999

**Record Breakers:** 30 of the greatest records in WWE & WCW history

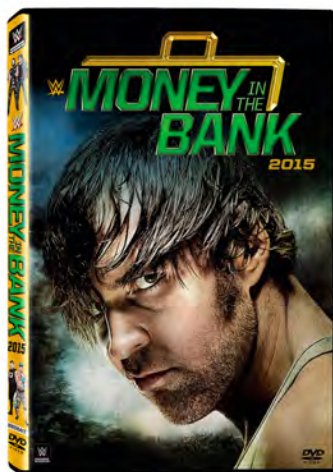
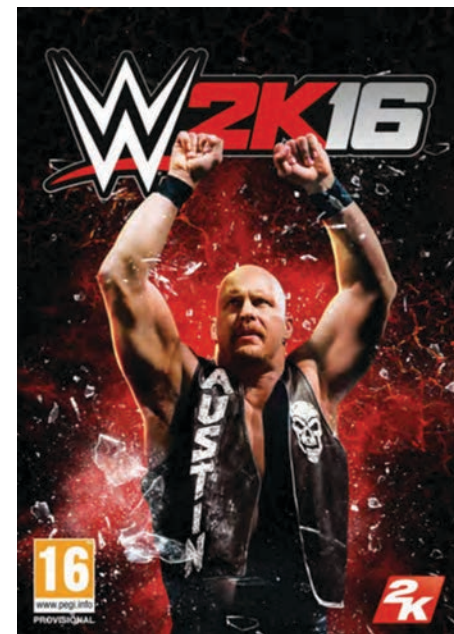


# Topps WWE Heritage 2016 is supported by massive sampling!

WWE 2K16 Video Game: Promo Cards in over 1 Million copies of the biggest WWE product!

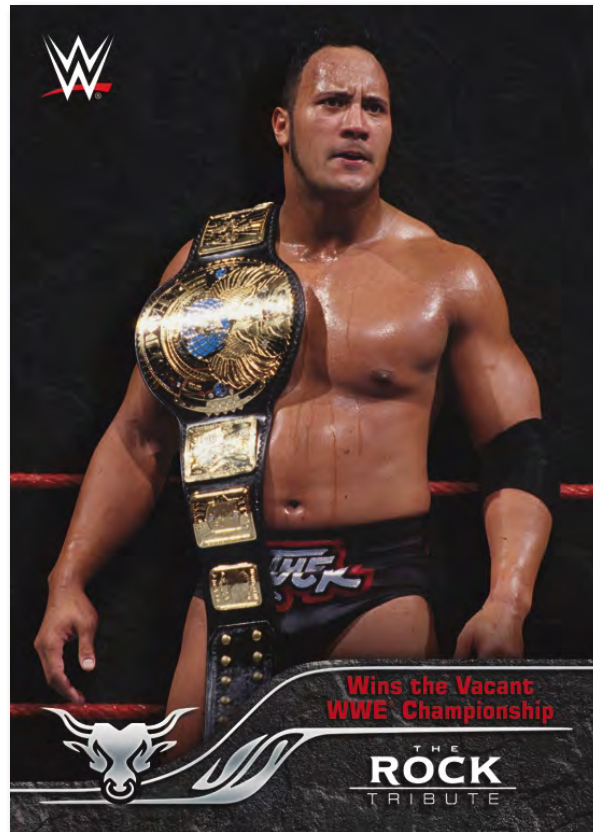
Pay-Per-View DVDs: Promo Cards in all WWE 2016 Releases!

- With 3 DVDs specifically promoting Topps WWE Heritage 2016
  - *Money in the Bank 2016*: approximately 35k cards
  - *BattleGround 2016*: approximately 35k cards
  - *SummerSlam 2016*: approximately 45k cards



# 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 spread over the three other Topps WWE trading card sets in 2016!



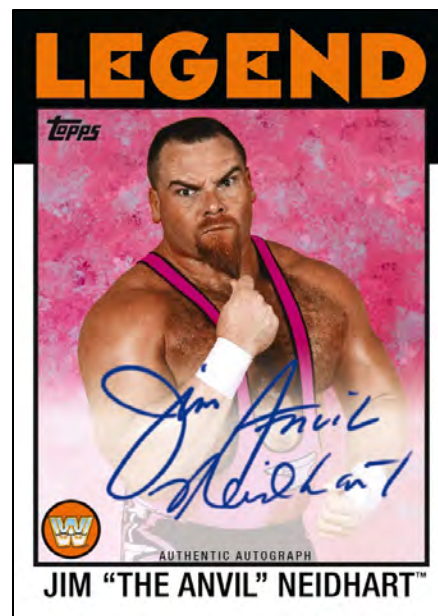
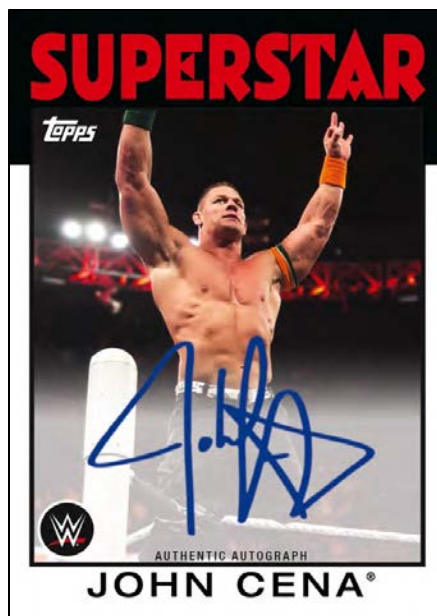
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# WWE Heritage features Autograph Cards & Dual Autos!

**Autographs:** Autographs featuring Superstars, Divas, Legends & NXT stars, including parallels!

**Dual Autographs:** Autograph cards showcasing two different Superstar signatures

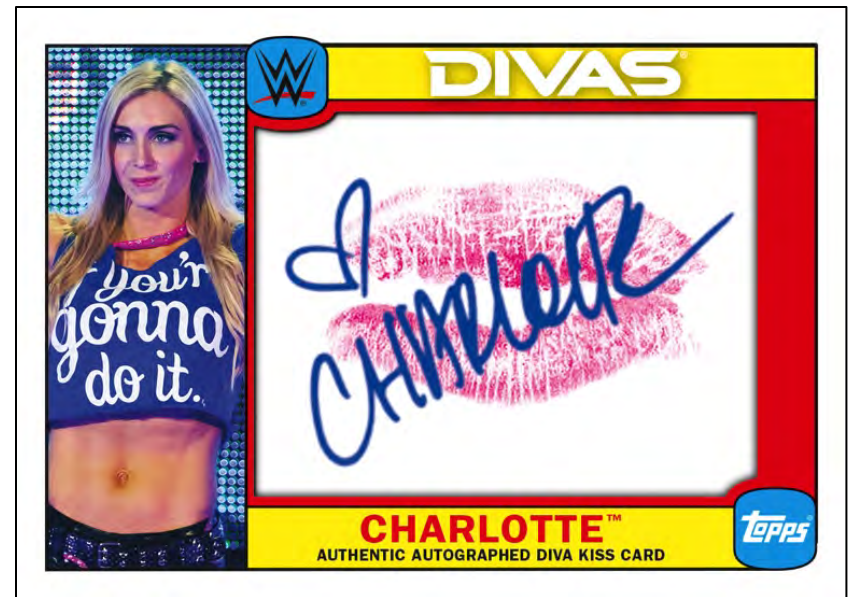
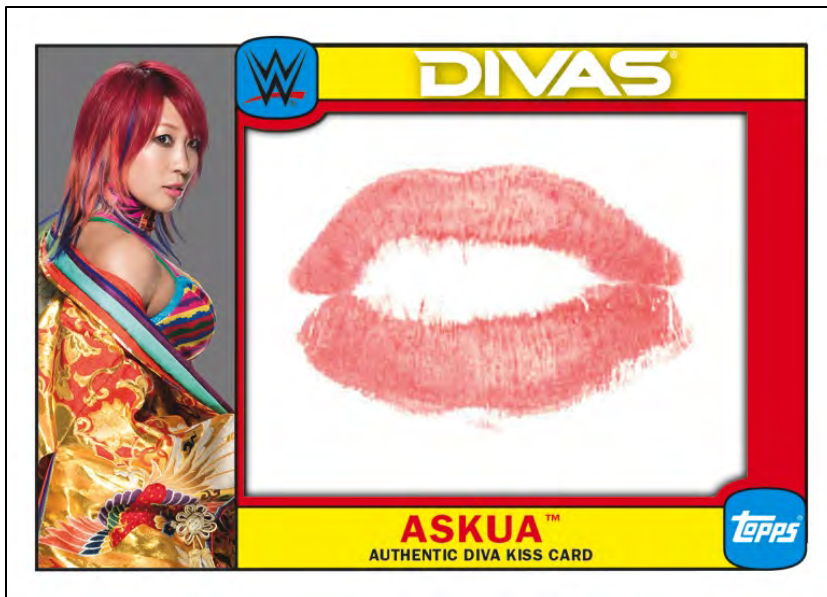




# First-Ever Heritage Card Stock Diva Kiss Cards and Autographed Kiss Cards!

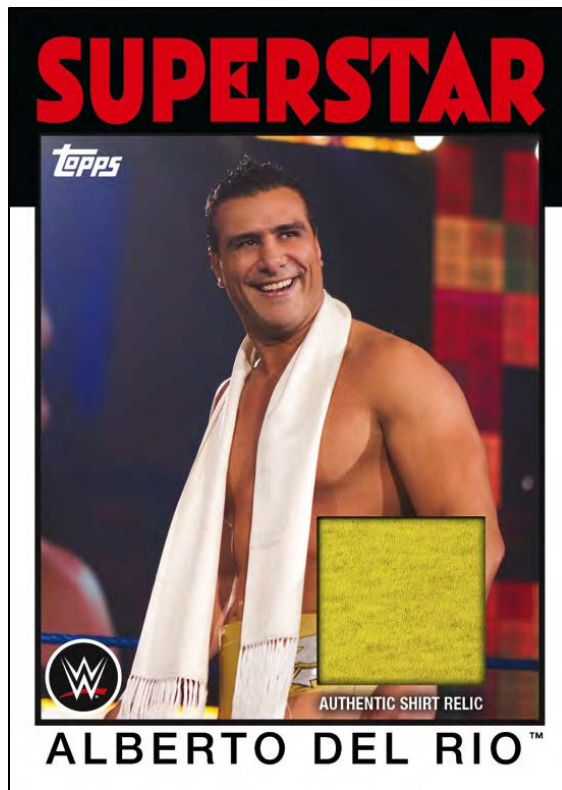
**Diva Kiss Cards:** Cards featuring lipstick kisses from the most popular WWE, NXT and Legend Divas, with parallels

**Autographed Diva Kiss Cards:** Autographed Diva Kisses, with parallels



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

**Swatch Relics:** Featuring event worn clothing from Superstars, Divas, Rookies and NXT stars, including parallels!



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

**Survivor Series 2015 Mat Relics:** Pieces of the *Survivor Series 2015* canvas mat embedded in a card, including parallels

**WWE NXT “UCF Special” Mat Relics:** Pieces of the *WWE NXT “University of Central Florida Special”* canvas mat embedded in a card, including parallels



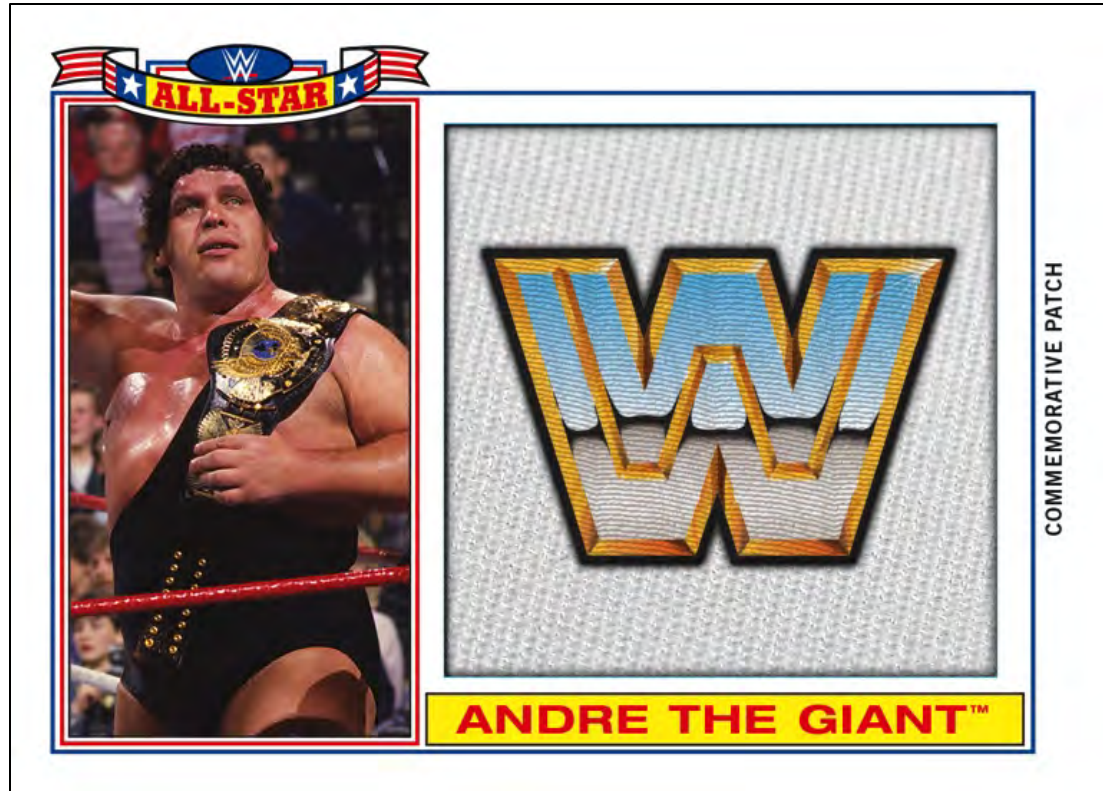
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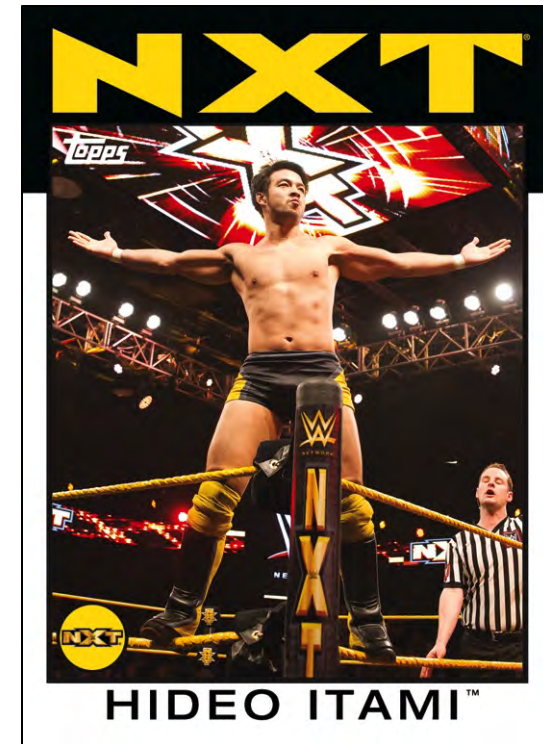
# WWE Heritage 2016 features new Commemorative Patch Cards!

**Commemorative Patch Cards:** Featuring 5 different Superstars from separate rosters for each of the 6 different patch designs: WWE, WWE Legends, WCW, nWo, ECW and NXT!



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# Product Content: HOBBY CHANNEL



**First Ship:** 7/21/2016

**In Store:** 8/3/2016

## Product Mix

SKU	SRP
Single Pack (9 Cards)	
Hobby Box (24 Packs)	

## Inserts (3 per Pack)

Insert	Insert Rate
Turn Back the Clock	1 per pack
Record Breakers	1 per pack
WCW/nWo All Stars	1 per pack
The Rock Tribute	1:6

## Base Parallels

Parallel Color	Insert Rate
Bronze	99 per subject
Silver	50 per subject
Blue	25 per subject
Gold	10 per subject
Red	1 per subject

**Hobby Only!**

## Hits

Hit	Per Subject Rate
Autographs	99 per subject
Silver Autograph Parallels	50 per subject
Divas Kiss Cards	99 per subject
Autographed Divas Kiss Cards	25 per subject
Swatch Relics	199 per subject
Survivor Series 2015 Mat Relics	199 per subject
WWE NXT Mat Relics	199 per subject
Commemorative Patch Cards	299 per subject
Printing Plates	1 of 1

**Hobby Only!**

**Plus multiple levels of parallels, including Printing Plates!**



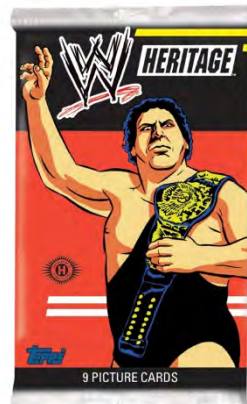


# Product Images: HOBBY CHANNEL

## WWE Heritage

Product Line<sup>1</sup> In Stores August 3, 2016

Hobby Only  
2-Hits Per Box



**Hobby Pack**  
(9 cards per pack)  
\$3.49 SRP



**Hobby Box**  
(24 9-card packs)  
\$83.75 SRP

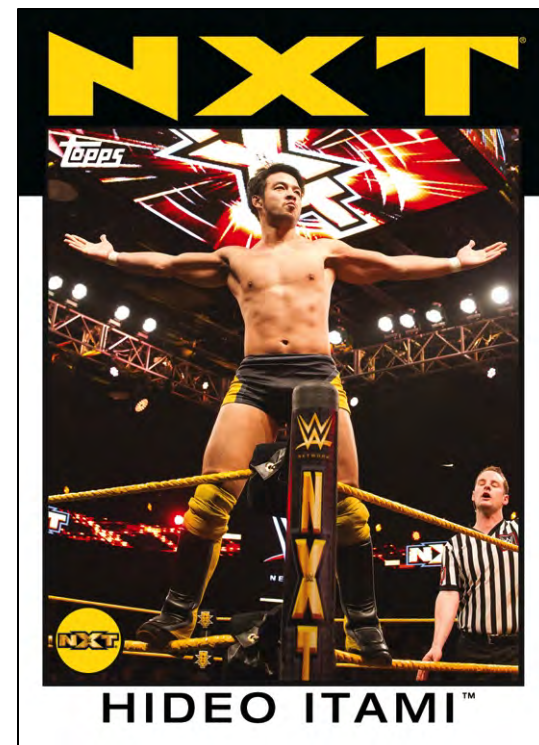
Artwork Not Final

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

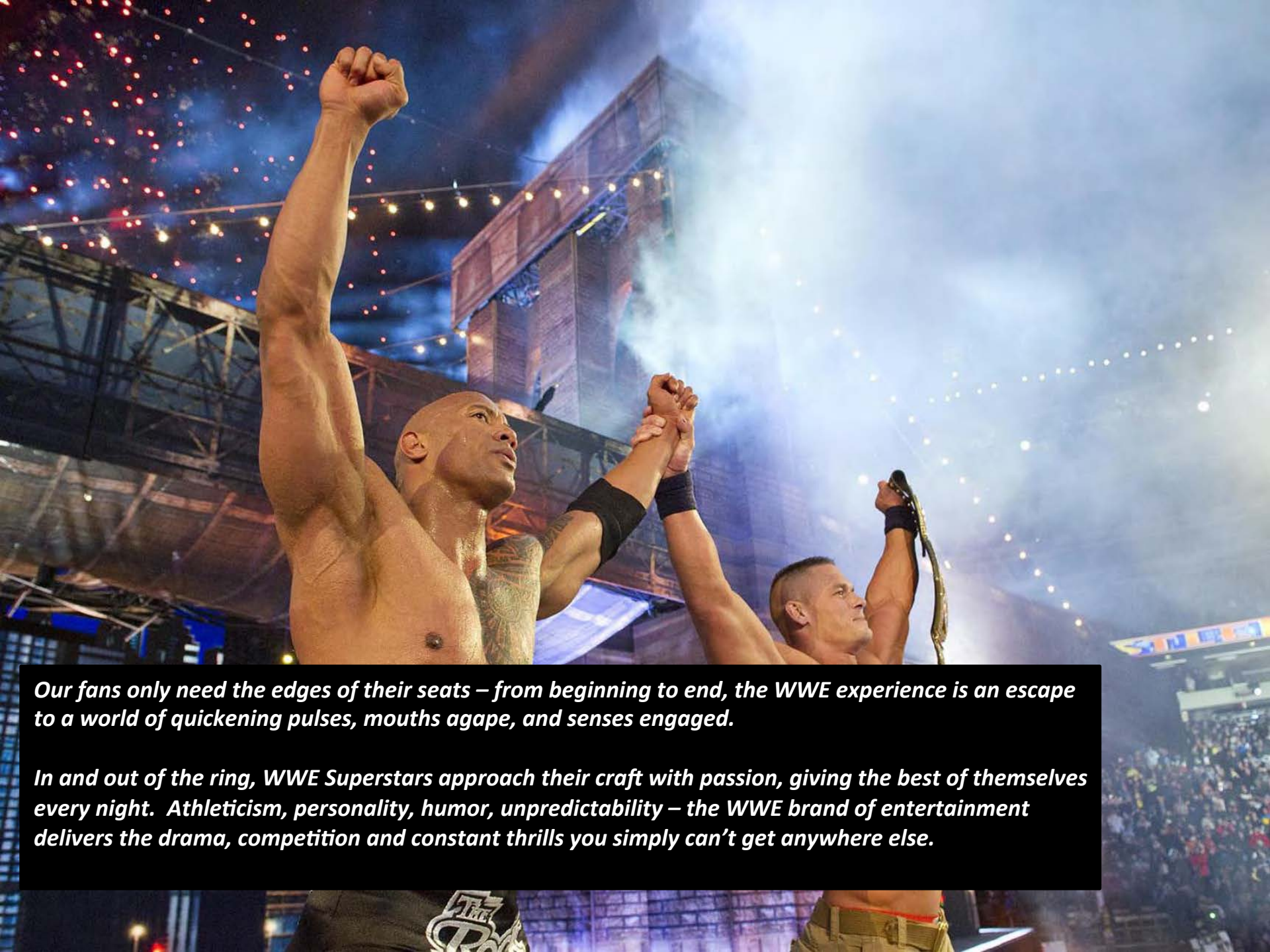


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*Our fans only need the edges of their seats – from beginning to end, the WWE experience is an escape to a world of quickening pulses, mouths agape, and senses engaged.*

*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 3<sup>rd</sup> 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

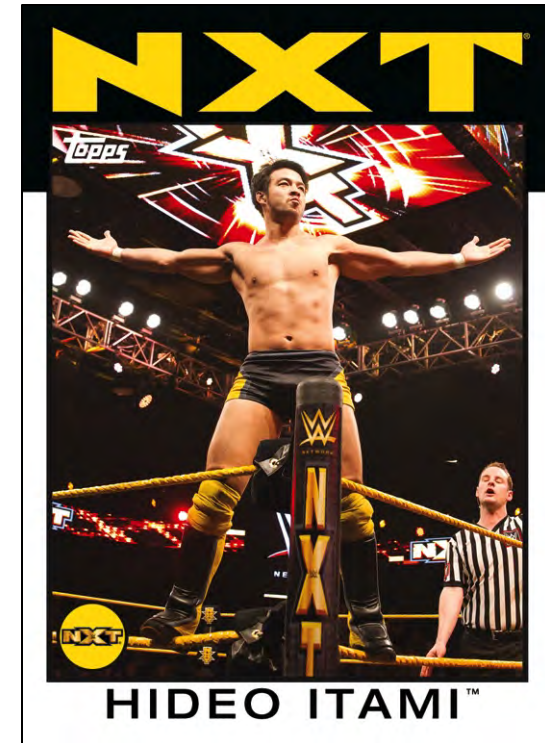
- Licensing generates more than 50% of revenue for WWE's Consumer Products Division.
- WWE maintains the second highest selling action figure property in the U.S.
- The Consumer Product Division generates 20% of total company revenue.
- WWE held 7 of the top 10 highest selling Sports DVD titles in 2014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

Sources: WWE.com; WWE 2015 Brand Overview



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# WWE Heritage 2016 offers something for all WWE fans



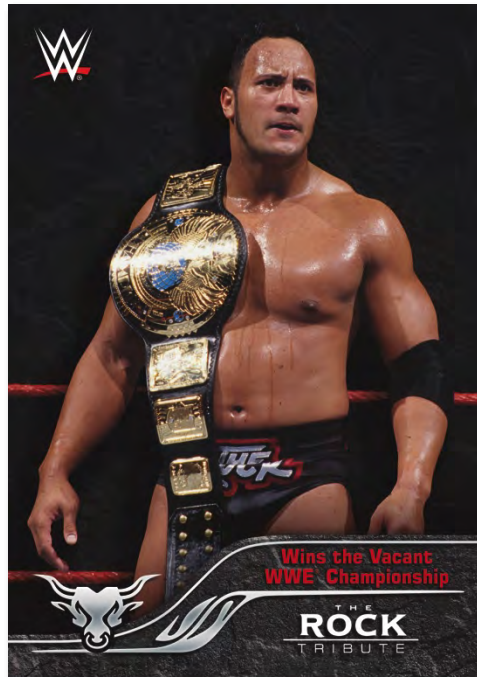
## Set Collectors & Hit Seekers:

### Set Collectors Want:

WWE Roster



New Content & Images



### Hit Seekers Want:

Valuable Hits

