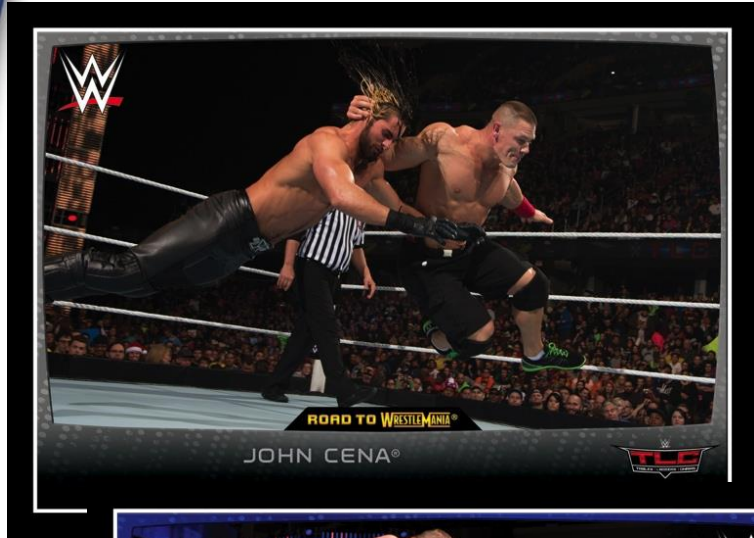




# Product Release Sales Plan



April 13, 2015

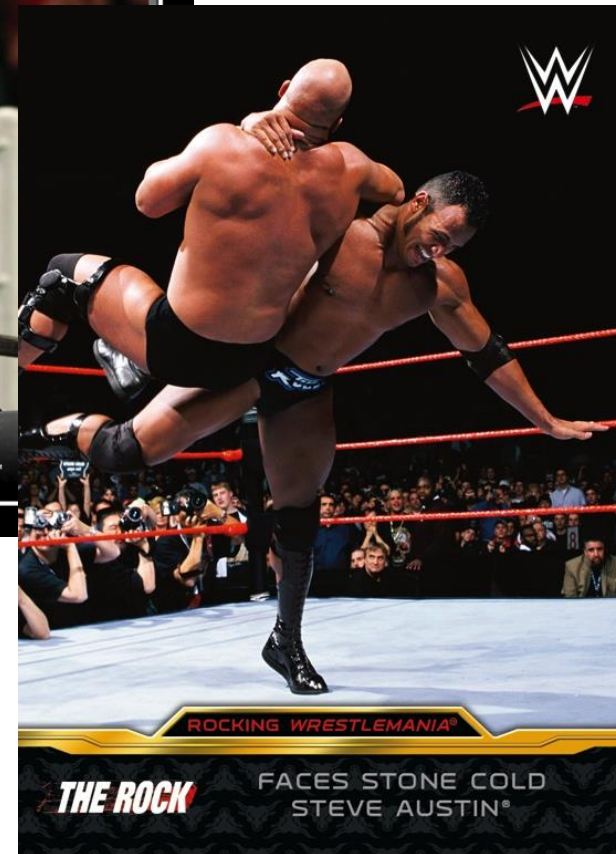
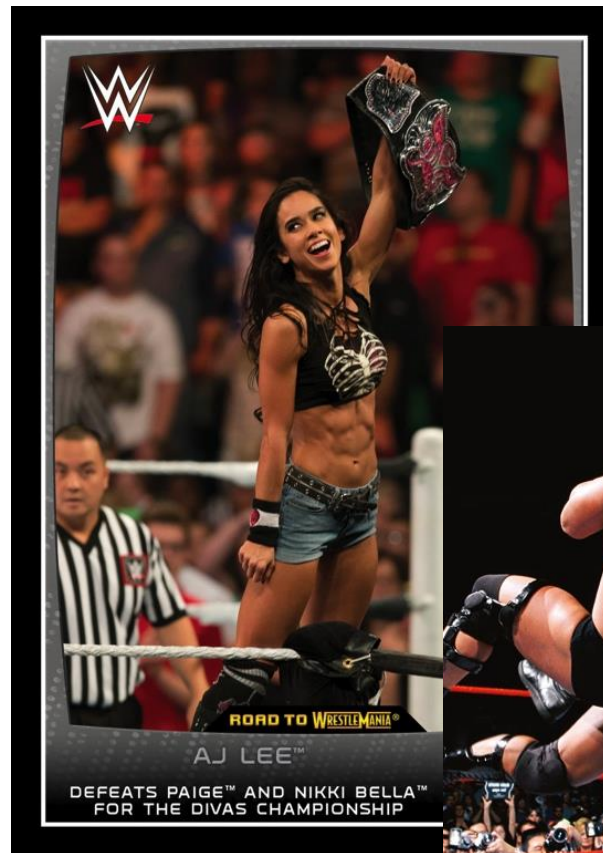


Solicitation subject to change



# Agenda

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



# WWE Road to WrestleMania offers something for all WWE fans



## Set Collectors Want:

In-Depth Storylines

## Set Collectors & Hit Seekers:

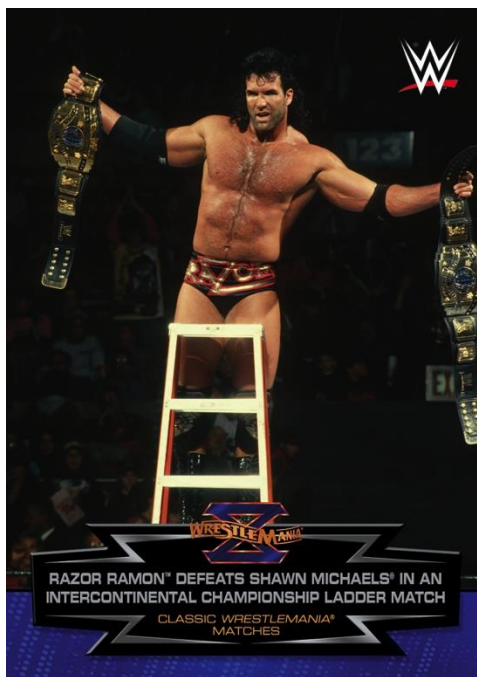
New Content & Images

## Hit Seekers Want:

Valuable Hits



Base Card



Classic WrestleMania Matches  
Insert Card

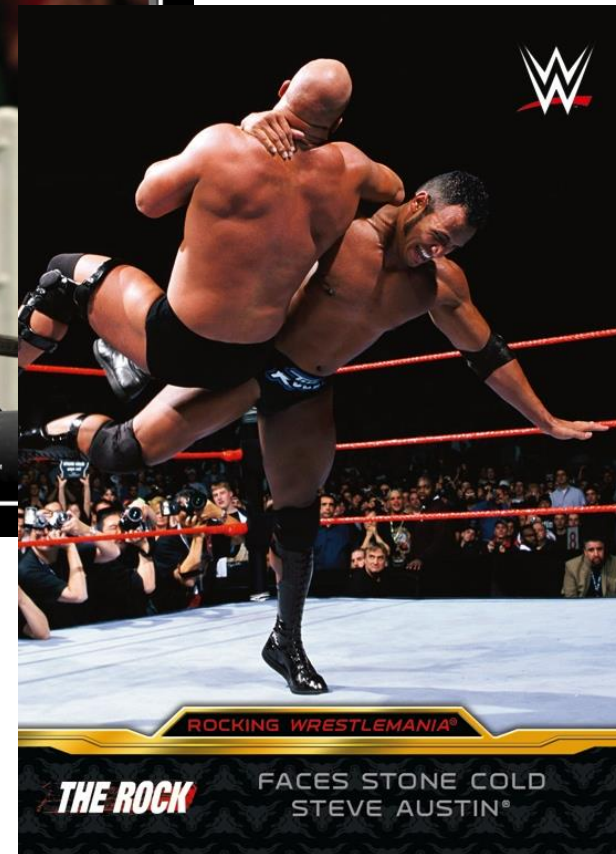
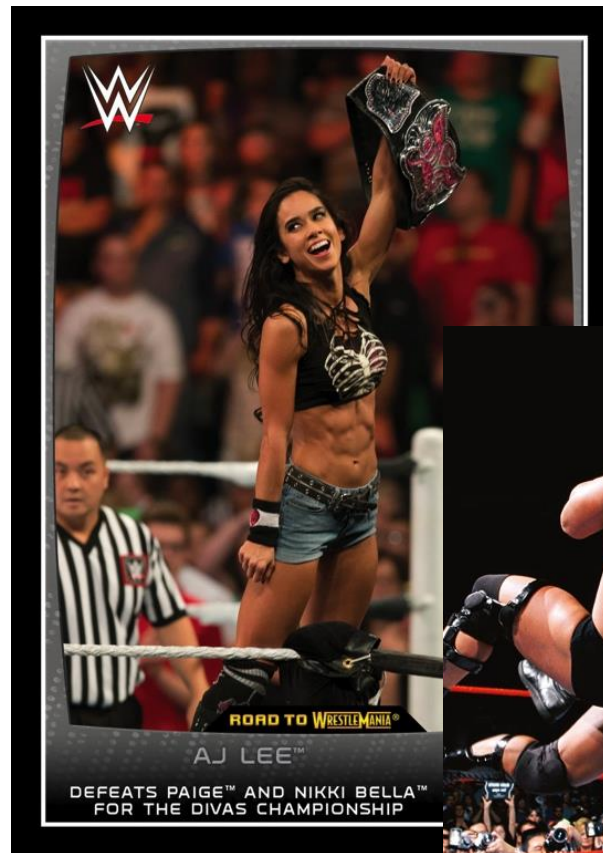


Brock Lesnar Autograph Card



# Agenda

- Consumer
- **Product**
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- About the Property



# WWE Road to WrestleMania will celebrate WrestleMania's past and present

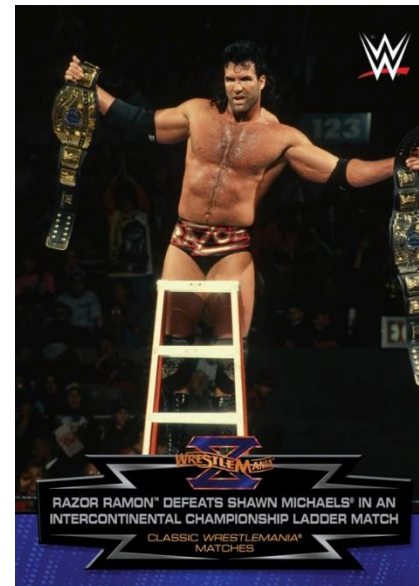
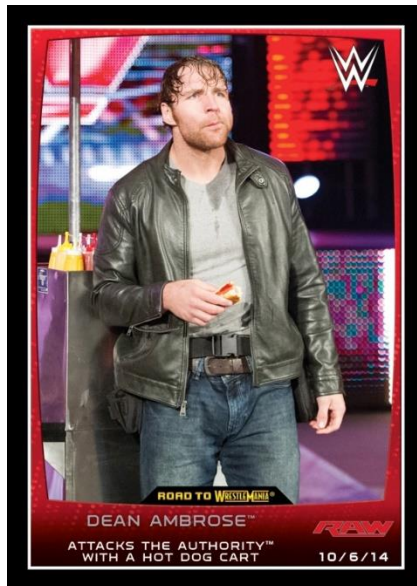


## Goals

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

## Strategies

- The August launch will tie-in with SummerSlam (8/23/15) for high fan engagement
- Launching in August to allow both Road to WrestleMania and WWE Chrome to have full selling periods
- Highlight a year's worth of WWE storylines and matches in the base cards
- Celebrate the 30 years of WrestleMania history in the insert cards
- Include exciting hits and parallels to drive value for collectors



Solicitation subject to change



# WWE Road to WrestleMania will celebrate both past and present WrestleManias



## Extensive 210 card set

- (110) **Base Cards** show the events leading up to and including WrestleMania 31
- (30) **Classic WrestleMania Matches**
- (30) **Hall of Fame NEW!**
- (10) **Bizarre WrestleMania Matches NEW!**
- (10) **Rocking WrestleMania** paying tribute to The Rock **NEW!**
- (10) **HHH@WM** paying tribute to Triple H **NEW!**
- (10) **Hulk Hogan Tribute** (including Gold & Red Parallels)

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

- Bronze Parallel (1:2) **HOBBY EXCLUSIVE!**
- Silver Parallel (1:24)
- Gold Parallel (numbered to 10)
- Red Parallel (1 per subject)

## Hits add value for collectors

- Shirt Relics, including the first-ever NXT relics **NEW!**
- Autographs, including Printing Plates **NEW!**
- Jerry Lawler Sketch Cards **NEW!**
- Dual Autographs
- Mat Relics, including parallels
- Turnbuckle Relics **NEW!**
- Printing Plates, including Swatch and Mat Relics!



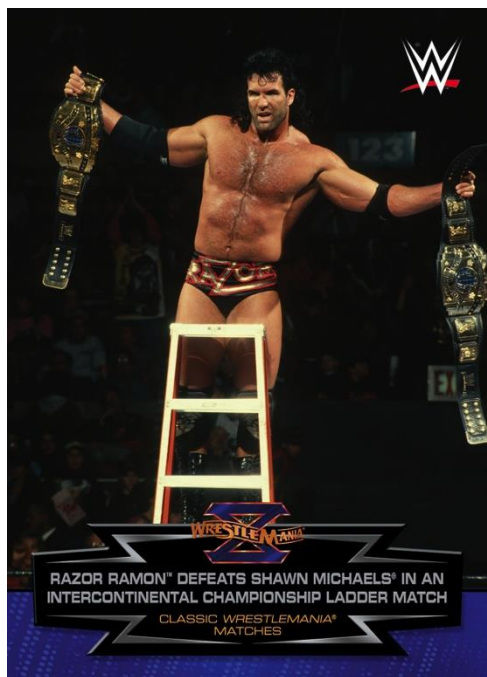
NXT Shirt Relic



# Insert cards take a look back through time at some of the greatest moments in WrestleMania history

**Classic WrestleMania Matches:** 30 of the greatest WrestleMania moments over the last 30 years  
**Bizarre WrestleMania Matches:** 10 cards depicting the most unique matches held at WrestleMania

## Classic WrestleMania Matches



## Bizarre WrestleMania Matches



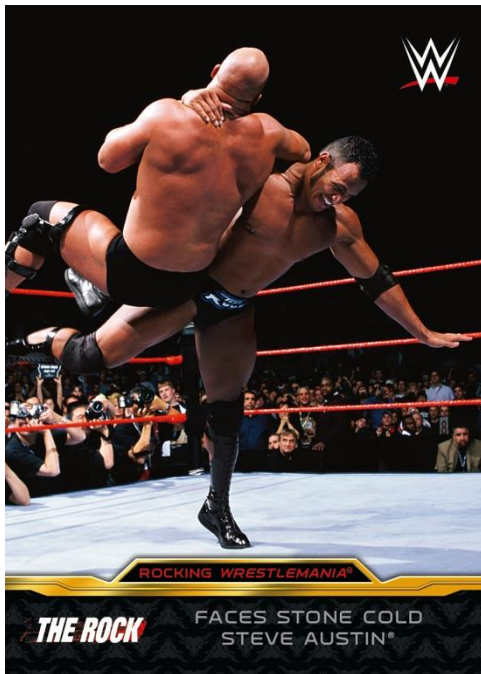
# Inserts pay tribute to WWE icons – The Rock and Triple H and the Legendary Hall of Famers

**Rocking WrestleMania:** 10 cards paying homage to one of the best WWE entertainers of all time, The Rock, and his WrestleMania matches

**HHH@WM:** 10 cards featuring WrestleMania moments of WWE's greatest villain, Triple H

**Hall of Fame:** 30 cards showcasing the top WWE Legends to have graced the Hall of Fame

Rocking WrestleMania



HHH@WM



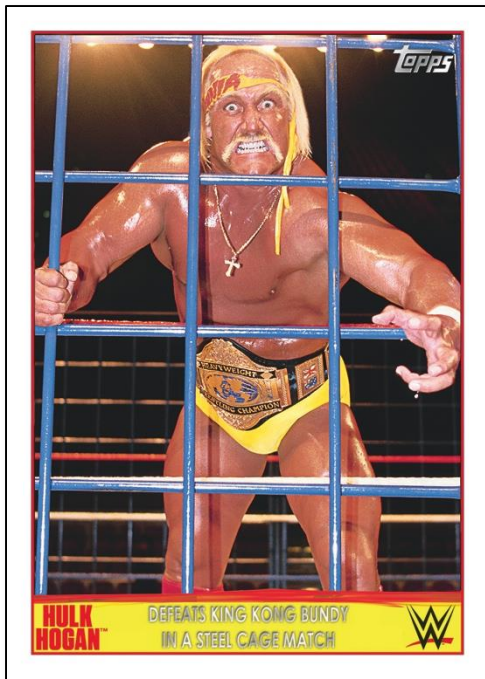
Hall of Fame



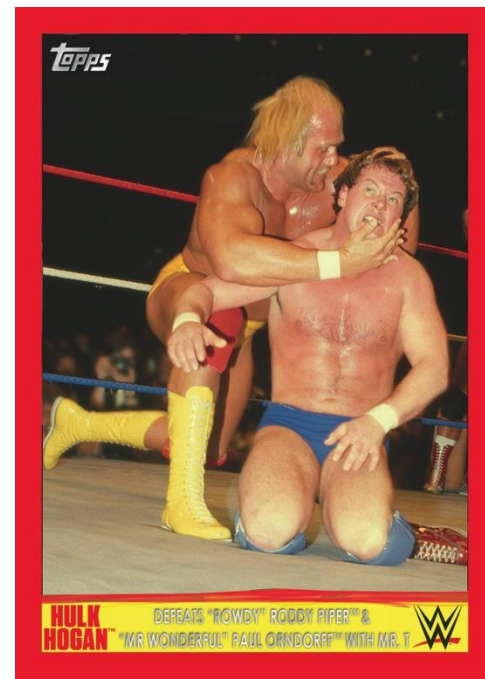


# The Topps WWE trading card line throughout 2015 pays tribute to one of the greatest WWE Champions in history, Hulk Hogan

**Hulk Hogan Tribute (1:6):** 10 cards celebrating 12-time World Champion Hulk Hogan, with the remaining 30 spread over the rest of the Topps WWE trading card line in 2015  
With Gold Border Parallels numbered to 10 and Red Border Parallels, 1 per subject



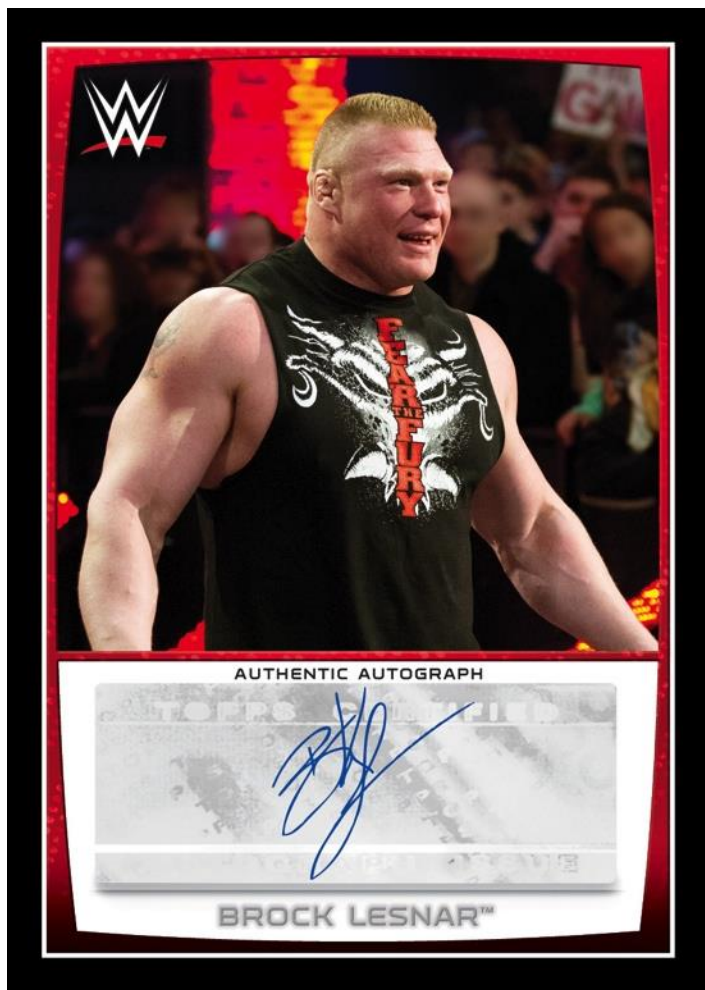
Hulk Hogan Tribute



Red Parallel



# WWE Road to WrestleMania will feature Autographs of the hottest Superstars, Divas & Legends!



Autographs Include:

- **Hulk Hogan**
- **Daniel Bryan**
- **Roman Reigns**
- **Dean Ambrose**
- **Dolph Ziggler**
- **Bray Wyatt**
- **Damien Mizdow**
- **Ryback**
- **Jimmy Hart**

Divas Include:

- **Brie Bella**
- **Nikki Bella**
- **Alicia Fox**

Plus these first-time Topps

WWE signers:

- **Brock Lesnar** (limited quantity)
- **Razor Ramon**
- **Afa**
- **Sika**
- **Eden**

And more to be announced!



# WWE Road to WrestleMania will also feature Dual Autographs and Autographed Printing Plates

**Dual Autographs:** Autograph cards showcasing two separate signatures

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

**Jerry Lawler Sketch Cards:** 1 of 1 color hand drawn original art sketch cards, signed by Lawler **New!**



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

**First-Ever NXT Swatch Relics:** Featuring white hot former NXT Champion Sami Zayn and Diva Charlotte, Ric Flair's daughter! NXT is WWE's fan-favorite minor league system, available on Hulu and WWE Network!

**Swatch Relics:** Superstar and Diva shirt swatch cards, plus WWE Legend Hulk Hogan!



NXT Swatch Relic



Hulk Hogan Swatch Relic

Shirts Relics Include:  
First-Ever NXT Shirts:

- Sami Zayn
- Charlotte

WWE Legend:

- Hulk Hogan

Divas:

- Paige
- Brie Bella
- Nikki Bella

Superstars:

- John Cena
- Rusev
- Roman Reigns
- Dean Ambrose
- Dolph Ziggler
- Damien Mizdow
- Ryback
- Goldust
- Stardust
- Adam Rose
- Cesaro
- Jack Swagger



# WWE Relics give fans a chance to own a part of WrestleMania 31

**WrestleMania 31 Mat Relics:** Pieces of the 2015 WrestleMania 31 canvas mat embedded in a card  
**WrestleMania 31 Turnbuckle Pad Relics:** Pieces of the 2015 WrestleMania 31 turnbuckle pads embedded in a card **New for this Series!**



WrestleMania 31 Mat Relic



WrestleMania 31 Turnbuckle Relic



# WWE Road to WrestleMania includes 1 of 1 Printing Plate Relic Cards

**Printing Plate Swatch Relics:** Pieces of NXT, Superstar, Divas and Legends' shirts embedded in the printing plate used to create the card

**Printing Plate Mat Relics:** Pieces of the WrestleMania 31 canvas mat embedded in the printing plates



Printing Plate Swatch Relic

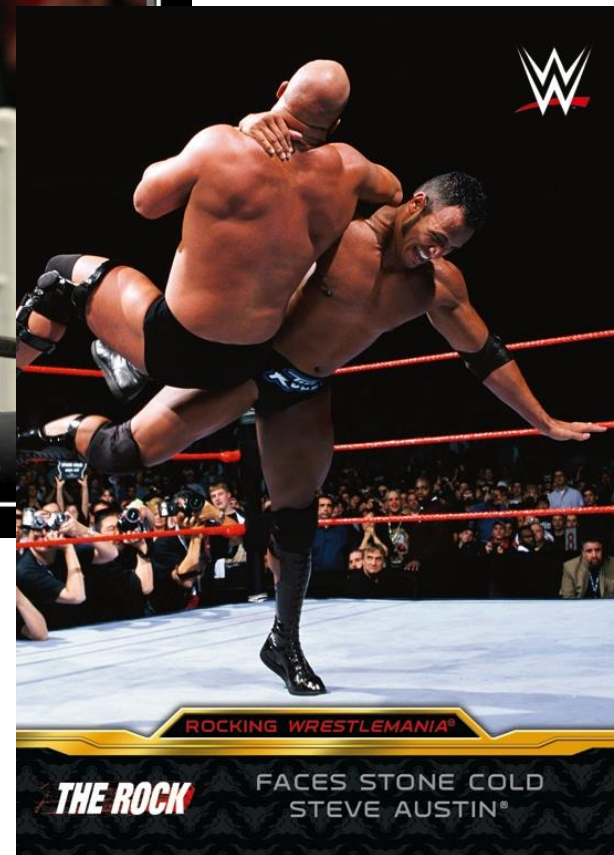
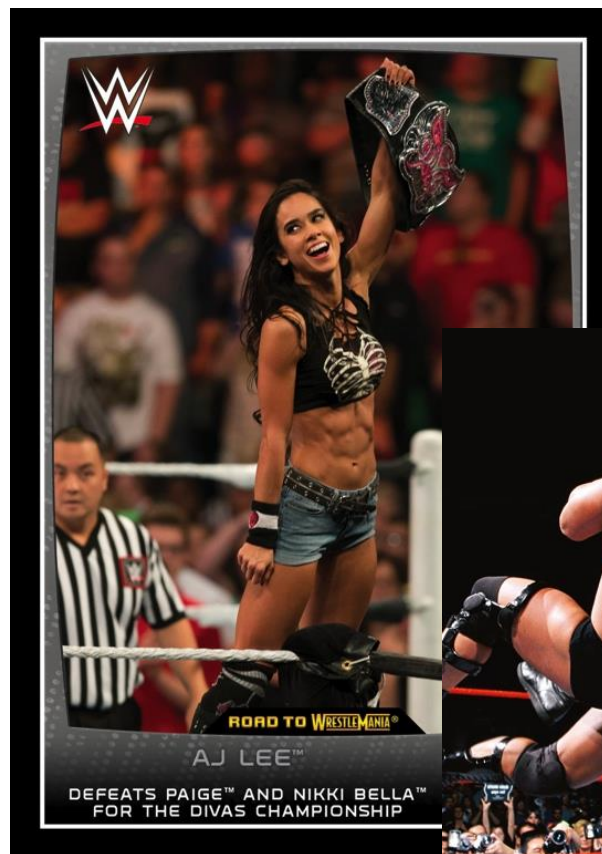


Printing Plate Mat Relic



# Agenda

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





# Product Content: HOBBY CHANNEL

- **First Ship:** 07/29/2015
- **In Store:** 08/12/2015

## Product Mix

SKU	SRP
Single Pack (7 Cards)	\$1.99
Hobby Box (24 Packs)	\$47.99

## Base Parallels

Parallel Color	Insert Rate	Hobby Only!
Bronze	1:2	
Silver	1:24	
Gold	10 per subject	
Red	1 per subject	

## Hits

Hit	Per Subject Rate
Autographs	200 per subject
Autographed Printing Plates	1 of 1
Dual Autographs	10 per subject
Shirt Swatch Relics	815 per subject
Printing Plate Swatch Relics	1 of 1
WrestleMania 31 Mat Relics	615 per subject
Printing Plate Mat Relics	1 of 1
WrestleMania 31 Turnbuckle Relics	25 per subject
Jerry Lawler Sketch Cards	1 of 1

**Plus multiple levels of parallels of the Autographs, Shirt Swatch Relics and Mat Relics!**

## Inserts (3 per Pack)

Insert	Insert Rate
Classic WrestleMania Matches	1 per pack
Hall of Fame	1 per pack
Rocking WrestleMania	1:2
HHH@WM	1:2
Bizarre WrestleMania Matches	1:4
Hulk Hogan Tribute	1:6







# Product Images: HOBBY CHANNEL

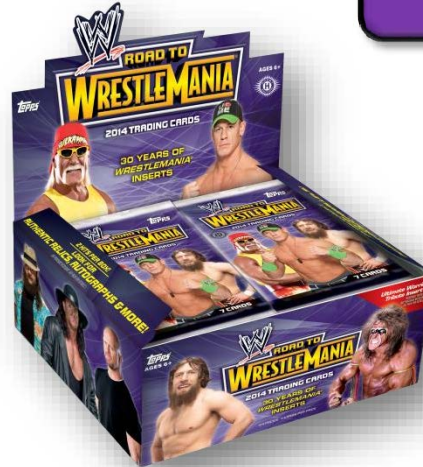
## WWE Road to WrestleMania

Product Line<sup>1</sup> In Stores August 12, 2015

Hobby Only  
2-Hits Per Box



**Hobby Pack**  
(7 cards per pack)  
\$1.99 SRP



**Hobby Box**  
(24 7-card packs)  
\$47.99 SRP

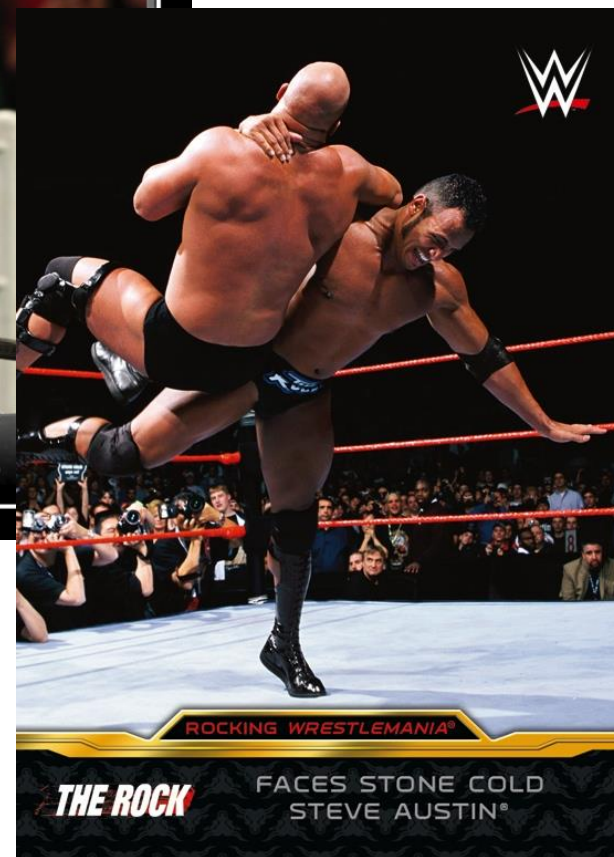
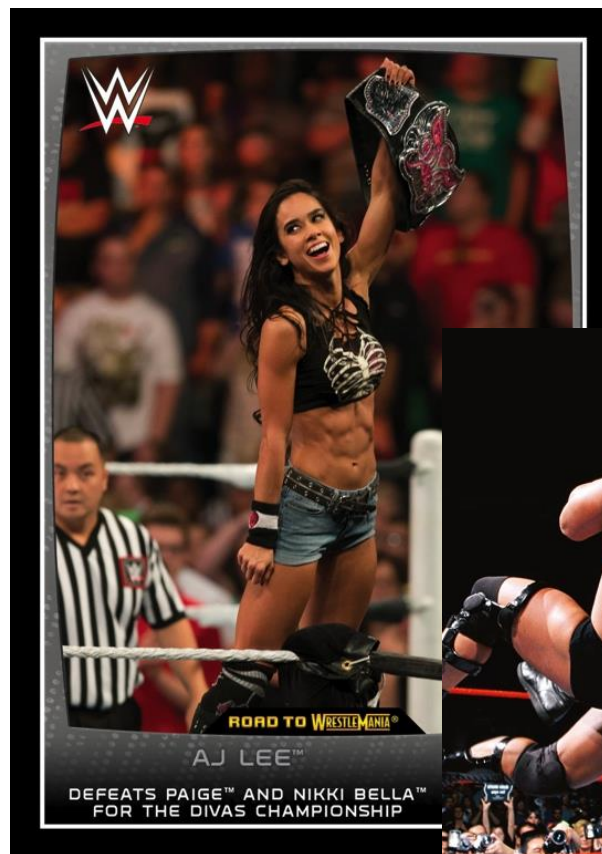
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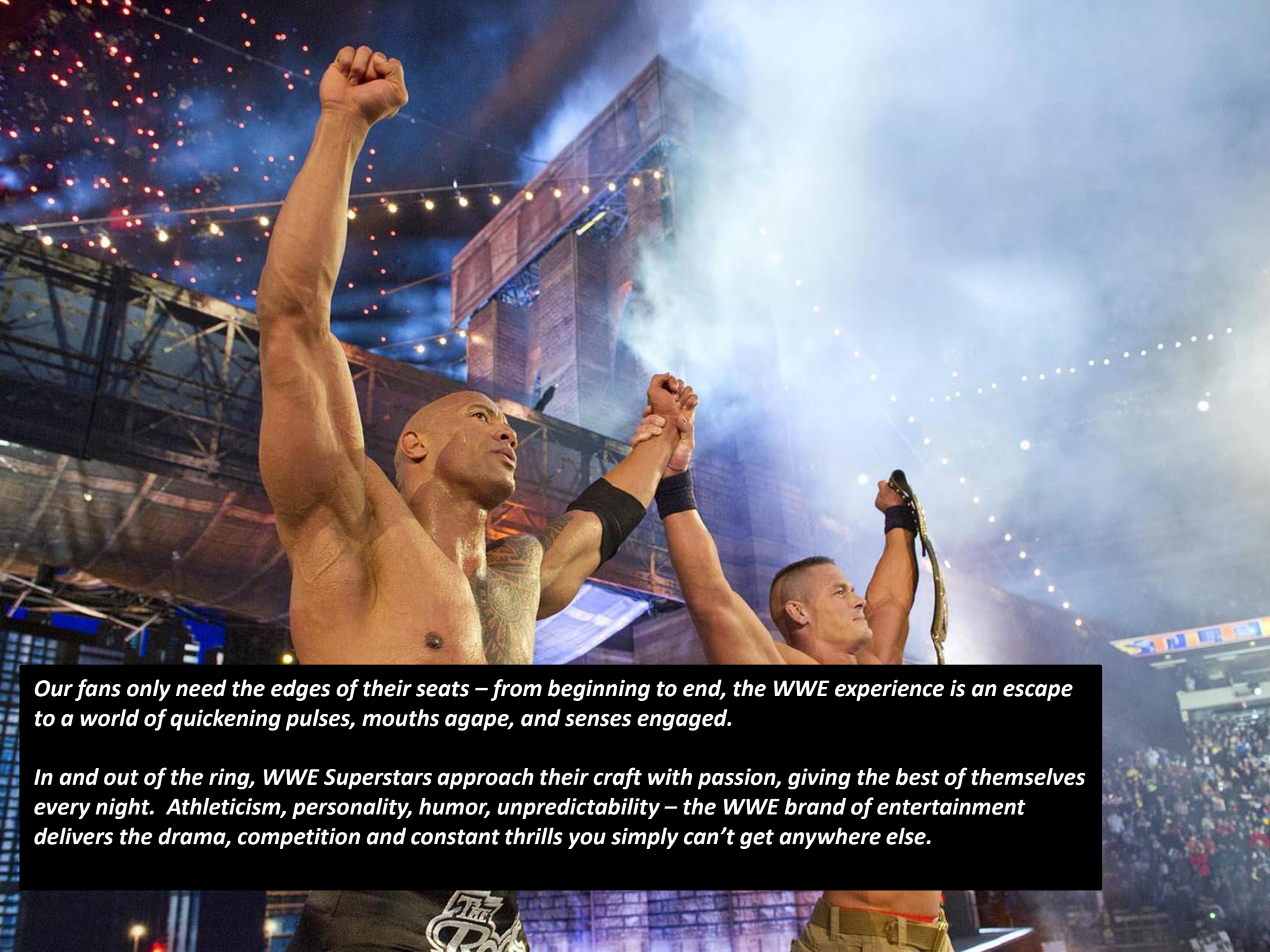
(1) See Price & Packs for Item Numbers and UPC Codes



# Agenda

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





*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

