



Product Release Sales Plan



November 26, 2014



Solicitation subject to change



Agenda

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



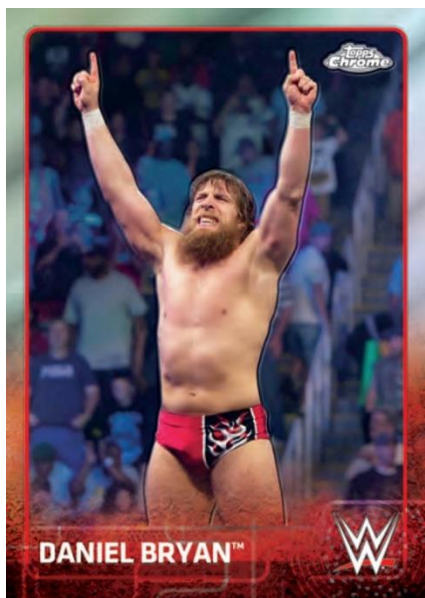
WWE 2015 offers something for all WWE fans



Set Collectors & Hit Seekers:

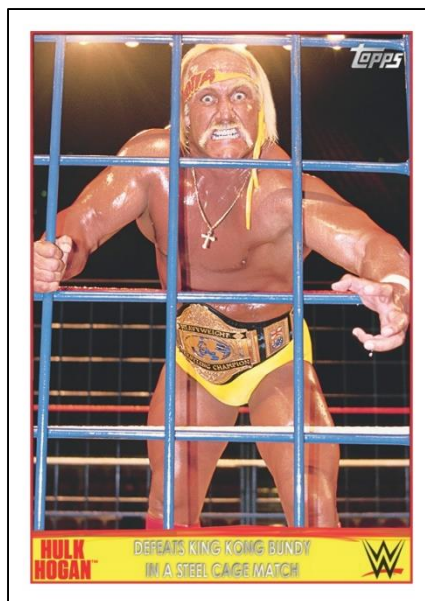
Set Collectors Need:

WWE Roster



Base Card

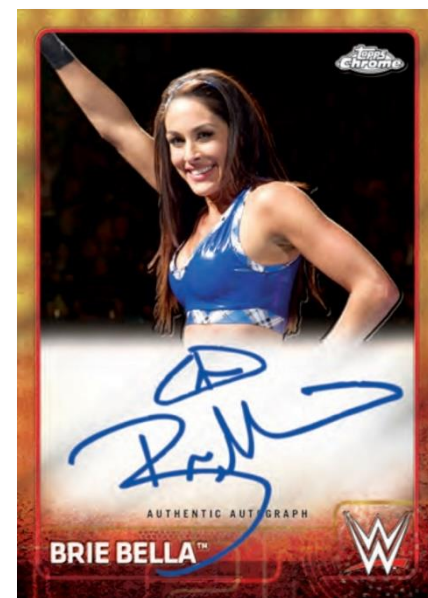
New Content &
Images



Hulk Hogan Tribute

Hit Seekers Need:

Valuable Hits



Superfractor Autograph Card



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WWE 2015 Chrome will celebrate the past, present and future stars of WWE

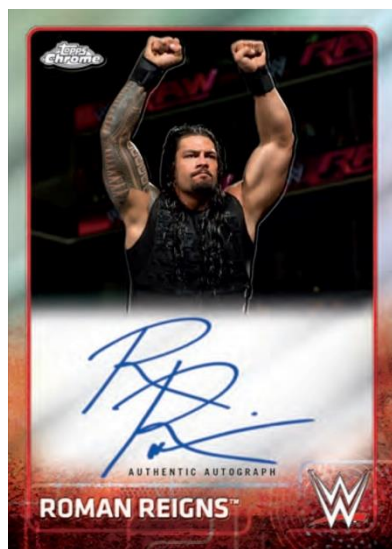


Goals

- Leverage WWE partnership to drive Topps Trading Card sales
- Excite WWE fans with premium Chrome card technology and hits

Strategies

- Launching in May to allow both WWE 2015 Chrome and Topps WWE 2015 to have full selling periods
- Highlight Superstars in a new light, drive collectability, and increase collector value
- Introduce fans to the 2015 Rookie class and NXT Superstars, the WWE developmental system
- Include exciting Chrome hits and refractor parallels to drive value for collectors



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Topps WWE 2015 Chrome celebrates WWE Champions with inserts and hits



110 card set

- (100) **Topps WWE 2014 Base Cards** featuring Superstars, Divas, Legends, Rookies and NXT Prospects
- (10) **Hulk Hogan Tribute Cards**

7 levels of chase add depth to the base set

- Standard Refractor (1 per pack)
- Gold Refractor (numbered to 50) **HOBBY EXCLUSIVE!**
- Pulsar Refractor (numbered to 75)
- Silver Wave Refractor (numbered to 20)
- Shimmer Refractor (numbered to 10)
- Red Refractor (numbered to 5)
- Superfractor (numbered 1/1)

Chrome Hits add value for collectors **2 PER BOX!**

- On-Card Autographs (Including Parallels)
- Dual Autographs
- Chrome Kiss Cards (Including Parallels)
- Chrome Autograph Kiss Cards (Including Parallels)
- Chrome Turnbuckle Relics (Including 1/1 Superfractor Parallels)
- Chrome NXT Championship Medallions (Including Parallels)
- Chrome King of the Ring Sign Relics (Including 1/1 Superfractor Parallels)
- Chrome Swatch & Mat Relics (Including Parallels)
- Printing Plates



What's new in WWE 2015 Chrome?

Chrome Rookie Base Cards

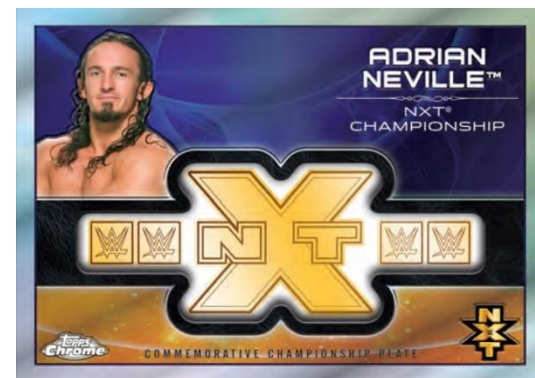
- The new class of WWE Rookies on Chrome.

Chrome NXT Prospect Insert Cards

- 10 new to Chrome Superstars and Divas who compete in NXT, the WWE's developmental system.
 - NXT matches are aired on Hulu and are increasingly popular with WWE fans.

Exciting New Hits!

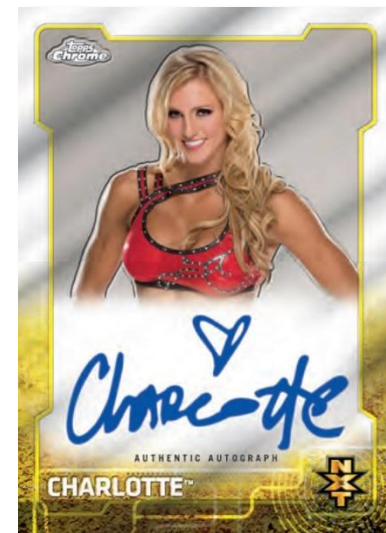
- First-Ever Turnbuckle Relics
- First-Ever NXT Autographs
- First-Ever NXT Championship Plates
- New Autograph Signers
- New Kiss Card Divas
- Chrome King of the Ring Sign Relics



NXT Championship Plate Card



Turnbuckle Relic



NXT Autograph

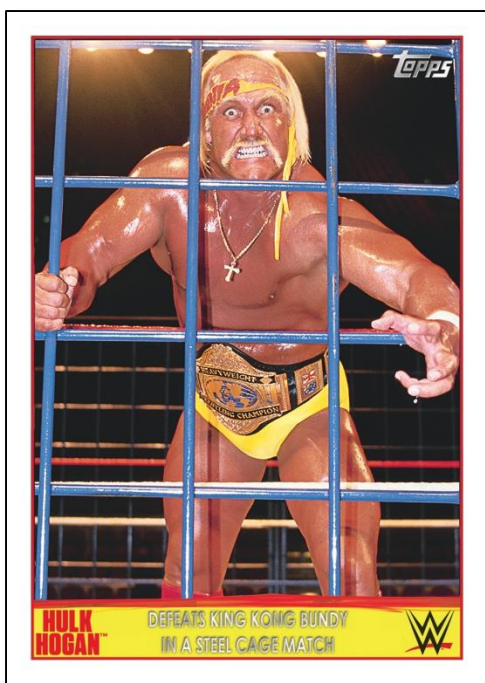


The Topps WWE trading card line throughout 2015 pays tribute to one of the greatest WWE Champions in history, Hulk Hogan

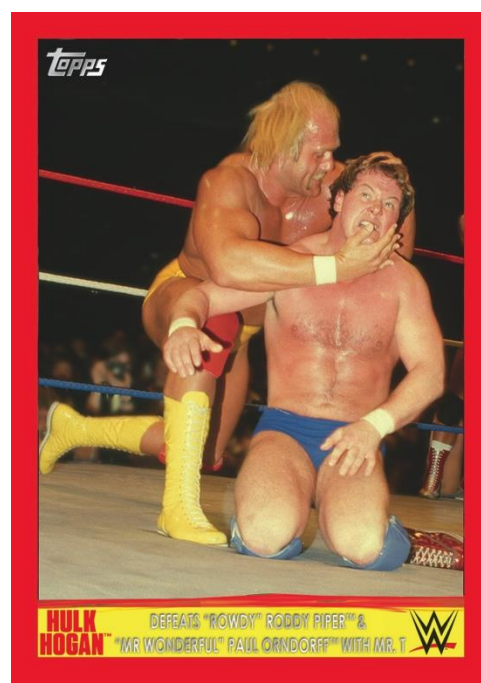
Hulk Hogan Tribute (1:6): 10 cards celebrating 12-time World Champion Hulk Hogan, with the remaining 30 spread over the rest of the Topps WWE trading card line in 2015

Gold Border Parallels (numbered to 10)

Red Border Parallels (1 per subject)



Hulk Hogan Tribute



Red Parallel



WWE 2015 Chrome will feature On-Card Autographs and Autograph Parallels

On-Card Autographs: Signatures from the hottest Superstars, Divas, Legends and, for the first time ever, NXT prospects!

On-Card Autograph Parallels: Rare refractor parallels of the autograph cards

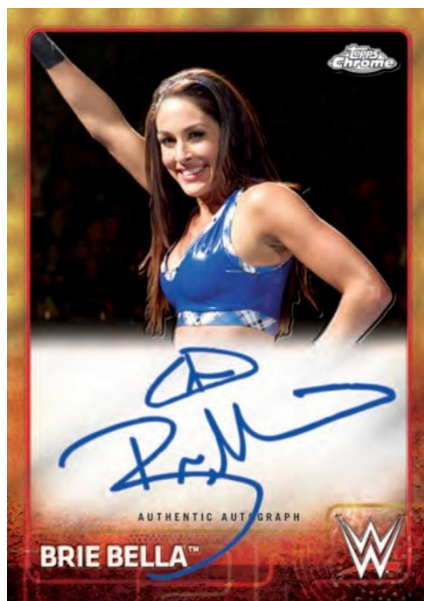
Dual Autographs: Autograph cards showcasing two signatures

On-Card Autograph

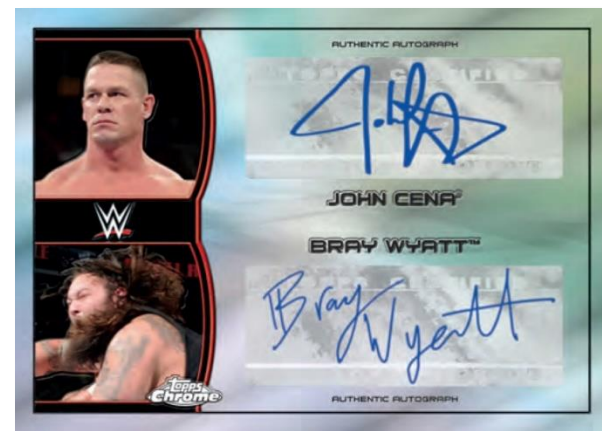
1st Ever
NXT
Autograph
Cards!



Superfractor Parallel



Dual Autograph

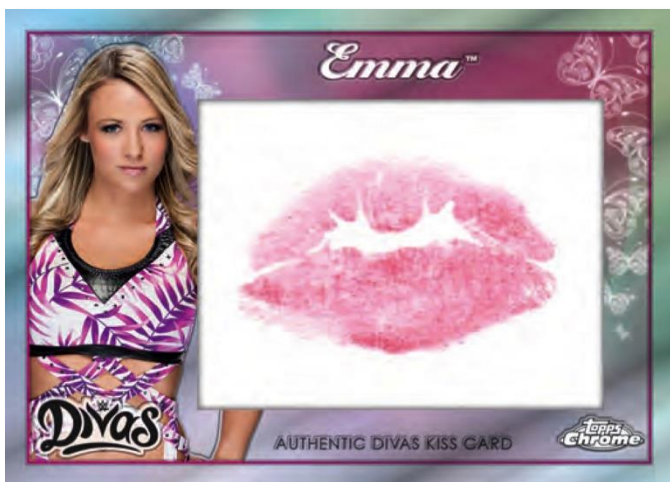


Collector favorite Chrome Diva Kiss Cards and Autographed Kiss Cards return in WWE 2015 Chrome!

Chrome Diva Kiss Cards: Cards featuring lipstick kisses from the most popular WWE Divas

Chrome Autographed Diva Kiss Cards: Diva Kiss Cards with corresponding Diva signatures

Diva Kiss Card



Autographed Kiss Card



New Commemorative NXT Championship Plate Cards feature the Championship Titles of the WWE

Commemorative Championship Plates: 15 subjects featuring the three Championships of the NXT, plus an Ultimate Warrior Commemorative Face Paint Plate Card!

NXT Championship Plate Card



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

Chrome Swatch Relics: Superstar and Diva clothing cards

Chrome Night of Champions Mat Relics: Pieces of the 2014 Night of Champions canvas mat embedded in a card

Swatch Relic



Mat Relic



NEW Turnbuckle Relics and NEW Chrome King of the Ring Sign Relics

Turnbuckle Relics: The first-ever Topps WWE turnbuckle pad relic cards!

Chrome King of the Ring Sign Relics: Pieces of the 1993 King of the Ring sign embedded in a card, new to Chrome

Turnbuckle Relic

Sign Relic



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Product Content: Hobby

- **First Ship:** 4/29/2015
- **In Store:** 5/13/2015

Product Mix

SKU	SRP
Single Pack (4 cards)	\$2.99
Hobby Box (24 single packs)	\$71.76

Inserts

Insert	Insert Rate
Hulk Hogan Tribute	1:6
Gold Hulk Hogan Tribute Parallels	100 total
Red Hulk Hogan Tribute Parallels	10 total

Parallels

Parallel	Insert Rate
Standard Refractor	1 per pack
Pulsar Refractor	Numbered to 75
Gold Refractor	Numbered to 50
Silver Wave Refractor	Numbered to 20
Shimmer Refractor	Numbered to 10
Red Refractor	Numbered to 5
Superfractor	Numbered to 1

Hits (2 per box)

Hit	Insert Rate
Championship Medallion Cards	155 per subject
Printing Plates	400 total
Autographs	179 per subject
Gold Autograph Parallel	10 per subject
Dual Autographs	5 per subject
Diva Kiss Cards	100 per subject
Autographed Diva Kiss Cards	25 per subject
Swatch Relics	220 per subject
Mat Relics	150 per subject
Turnbuckle Relics	20 per subject
Superfractor Turnbuckle Relics	1 per subject
King of the Ring Sign Relics	20 per subject
Superfractor Sign Relics	1 per subject

Plus multiple levels of parallels of the Championship Medallions, Autographs, Kiss Cards, Autographed Kiss Cards, Swatch Relics & Mat Relics!



Solicitation subject to change

*All quantities are approximations

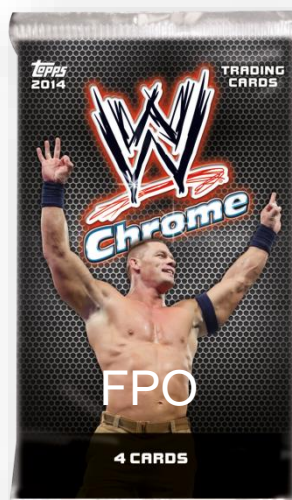


Product Images: Hobby

WWE 2015 Chrome

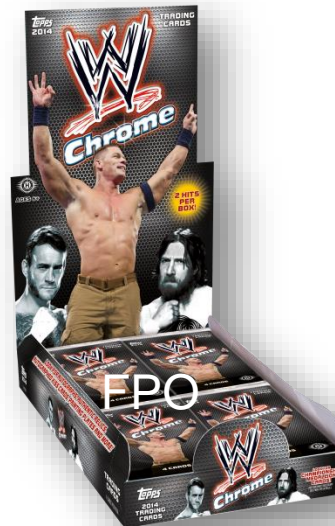
Product Line¹ In Store May 13, 2015

2 HITS PER BOX!



Single Pack

(4 cards)
\$2.99 SRP



Hobby Box

(24 single packs of cards)
\$71.76 SRP

Artwork Not Final

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



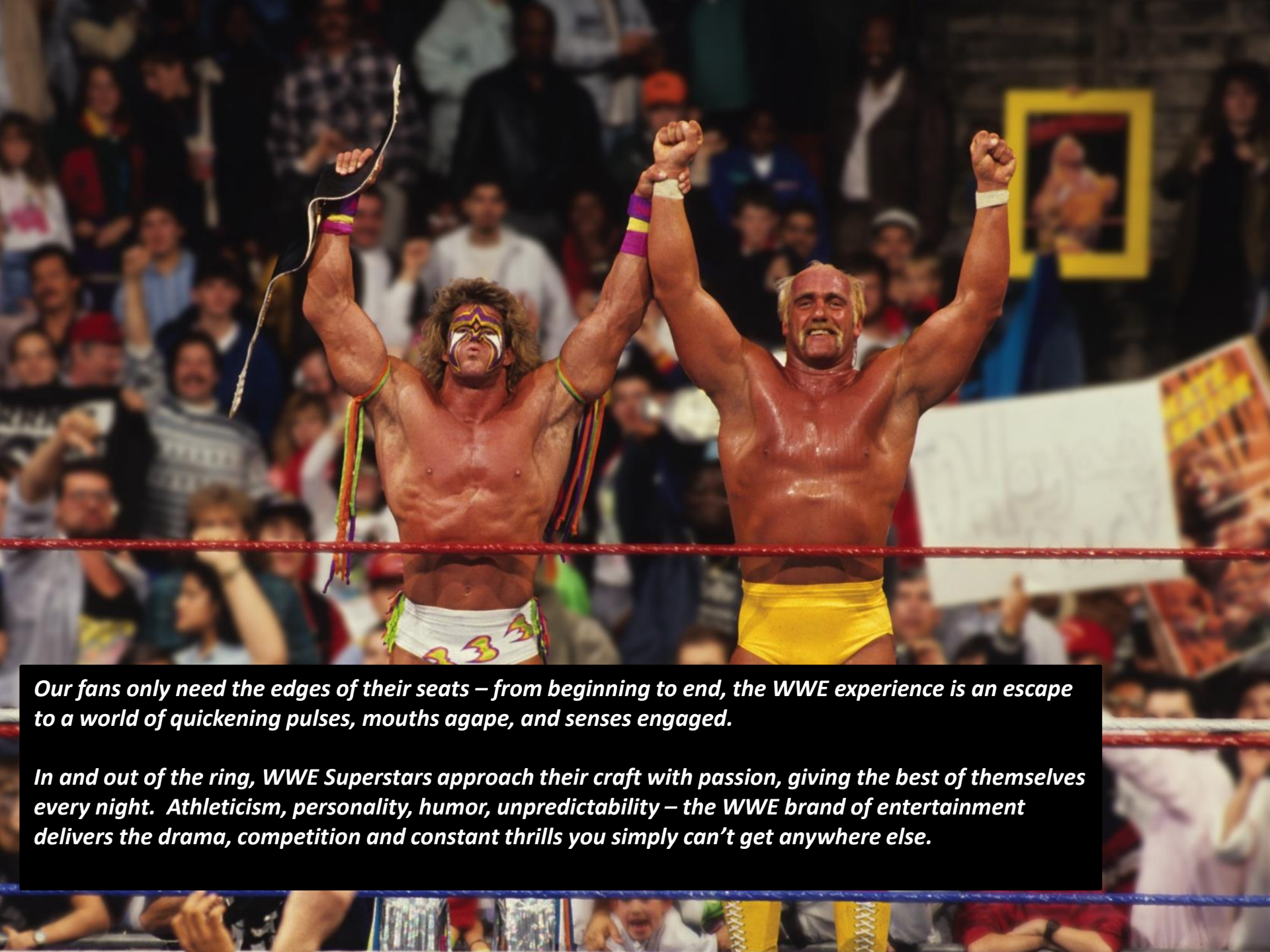
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Our fans only need the edges of their seats – from beginning to end, the WWE experience is an escape to a world of quickening pulses, mouths agape, and senses engaged.

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 150 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 in its first 6 weeks had over 660k subscribers
- WWE.com attracts more than 13 million unique visitors per month
- WWE and Superstar Facebook pages have a combined total of over 370 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 13 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.

Sources: WWE.com; WWE 2014 Brand Overview



LICENSING

