

STAR WARS

MASTERWORK™



Product Release Sales Plan

August 18, 2014

STAR WARS
MASTERWORK

topps

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.**¹⁾
- **#2 Most Licensed Toy in the US**²⁾
- **Over \$25 billion in retail sales worldwide!**

1) Source: The NPD Group/Consumer Tracking Survey, Annual 2011

2) [NPD Data - Boys 6+]

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

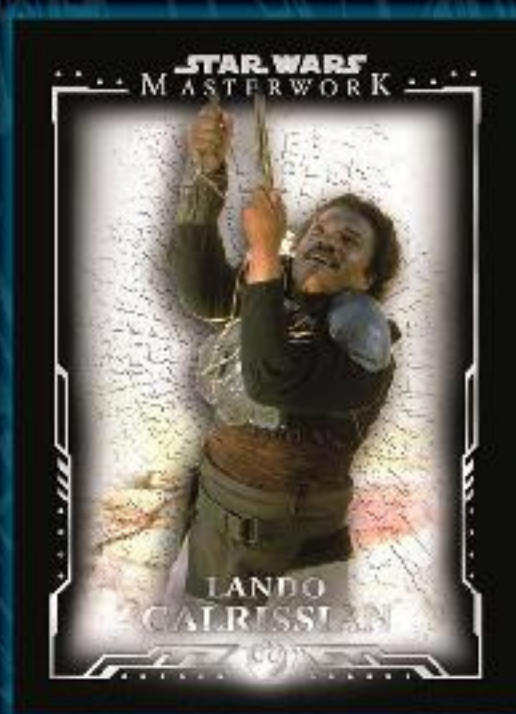
**1 HIT PER
MINI BOX!**



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

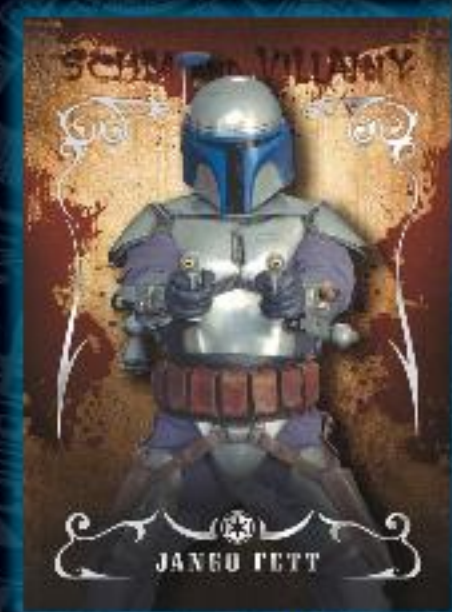
SCUM & VILLAINY: A 10-card rogue's gallery of everyone's favorite bad guys



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!

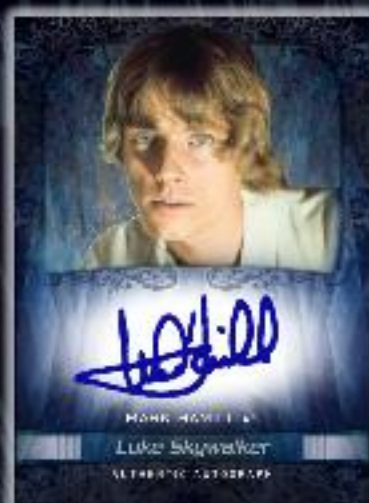
AUTOGRAPHS: Actors sign directly on amazing foil stamped 72-point heavyweight premium stock cards

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



Autograph Parallels



Dual Autograph
Books
(stickered)

*select subjects 1/1

**STAR
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Images for presentation. Artwork not final.

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TEPPS

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**

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](https://www.facebook.com/toppsstarwars) support with previews, updates and giveaways
 - Timing: December 2014
- **Industry Advertisements**
 - Advertisements in key trade publications



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

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