

topps[®]

RingPOP[®] puppies

COLLECTIBLE RING
+ TOY FIGURE



THE POWER OF THE RING POP BRAND

- Over 35 years of building brand equity!
- Ranked in the Top 25 Kids' non-chocolate brands*
- Ring Pop has a 96% awareness level among kids**
- Each year, consumers purchase nearly **150 million** Ring Pops!
- Ring Pop sales are growing
 - In 2018 Ring Pop is projected to be a \$50MM brand



THE POWER OF THE RING POP ADVERTISING

- Over 350M TV & Digital Media Advertising impressions
 - TV Advertising: Cartoon Network, Nickelodeon, Nicktoons, TeenNick, Boomerang
 - 1,555 GRPs
 - 57% reach Kids 6-11
 - 27.3% Average Frequency



BLIND BAG CATEGORY

Blind collectibles are a white hot trend.

- “While toy industry revenue increased 5 percent last year, sales of collectibles were up 33 percent, according to data from market researcher NPD Group Inc.... **Blind bag** sales were up 60 percent, increasing more than six fold in the last three years. The surprise moment of opening the packages has a massive audience on YouTube, where millions of videos are dedicated to opening blind bags.” — Bloomberg 2/23/17
- The Toy Industry Association Inc. named collectibles one of its top toy trends for 2017.

A new blind collectible that combines the super-high recognition of the Ring Pop brand with the one thing every kid wants...

A PUPPY!



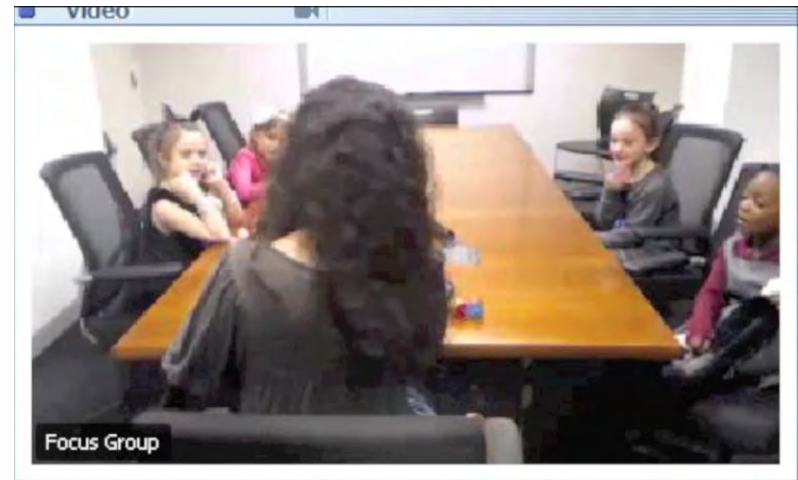
RING POP PUPPIES – PRODUCT INFORMATION

- Ring Pop container
 - Similar in size and design as Ring Pop
 - Top of gem lifts up to reveal puppy figure inside
 - Hinged with snap closure
 - 5 different color combinations to collect!
- Puppy mini-figures
 - 20 different characters with an overall unique style
 - 2 additional rare to collect (glitter, metallic gold) that are randomly inserted
 - Coordinating Puppies and Ring design

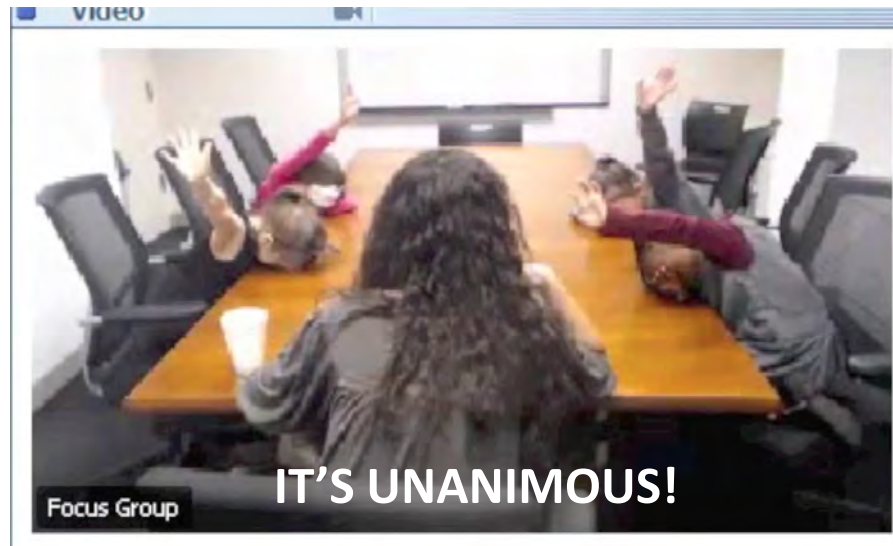


CONSUMER FOCUS GROUPS

- Smartypants moderated focus groups dedicated to the Ring Pop Puppies concept in the Topps office on 1/17/17



- **Secret vote: Raise your hand if you would ask somebody to buy these for you.**



CONSUMER FOCUS GROUPS - HIGHLIGHTS

- Focus Group response was commensurate with interest in collecting in general.
- Interest in the offering is quite high among 1st and 2nd graders (as well as some 3rd graders) .
 - Focus Group consisted of girls between the ages of 6 and 12
 - Younger girls unanimously see the offering as cute, wearable and collectible.
 - “Awwwww....”
 - “Ooooooooo....”
 - “Reminds me of Shopkins.”
 - “I would want a lot.”
 - “Maybe I would like trade them for ones I don’t have.”

RING POP PUPPIES (PACKAGING)

- Blind Bag Hanger-Hole packaging.
 - 1 puppy in Ring Pop container plus checklist per pack.
 - Competitively priced at a
\$2.99 SRP per pack
- Gravity Feed with blister display to show product sample.
- Gravity Feed Dimensions - 8.25 W x 5.75 W X 7.8575 H
 - Internal Pack Dimensions –
 3.94 inches W x 5.51 inches H
 - 24 packs per gravity feed.
- Last Order Date: 10/27/17
- Street Date: 2/28/18.



Ring Pop Puppies Series 1



Beeju



Flop-Flop



Oodle



Bandit



Clem



Hooper



Jax



Tumbles



Bobo



Niko



Cinders



Snoogy



Bailey



Scruffy



Mina



Snoot



Lolly



Melly



Blinky



Spanky Jr.



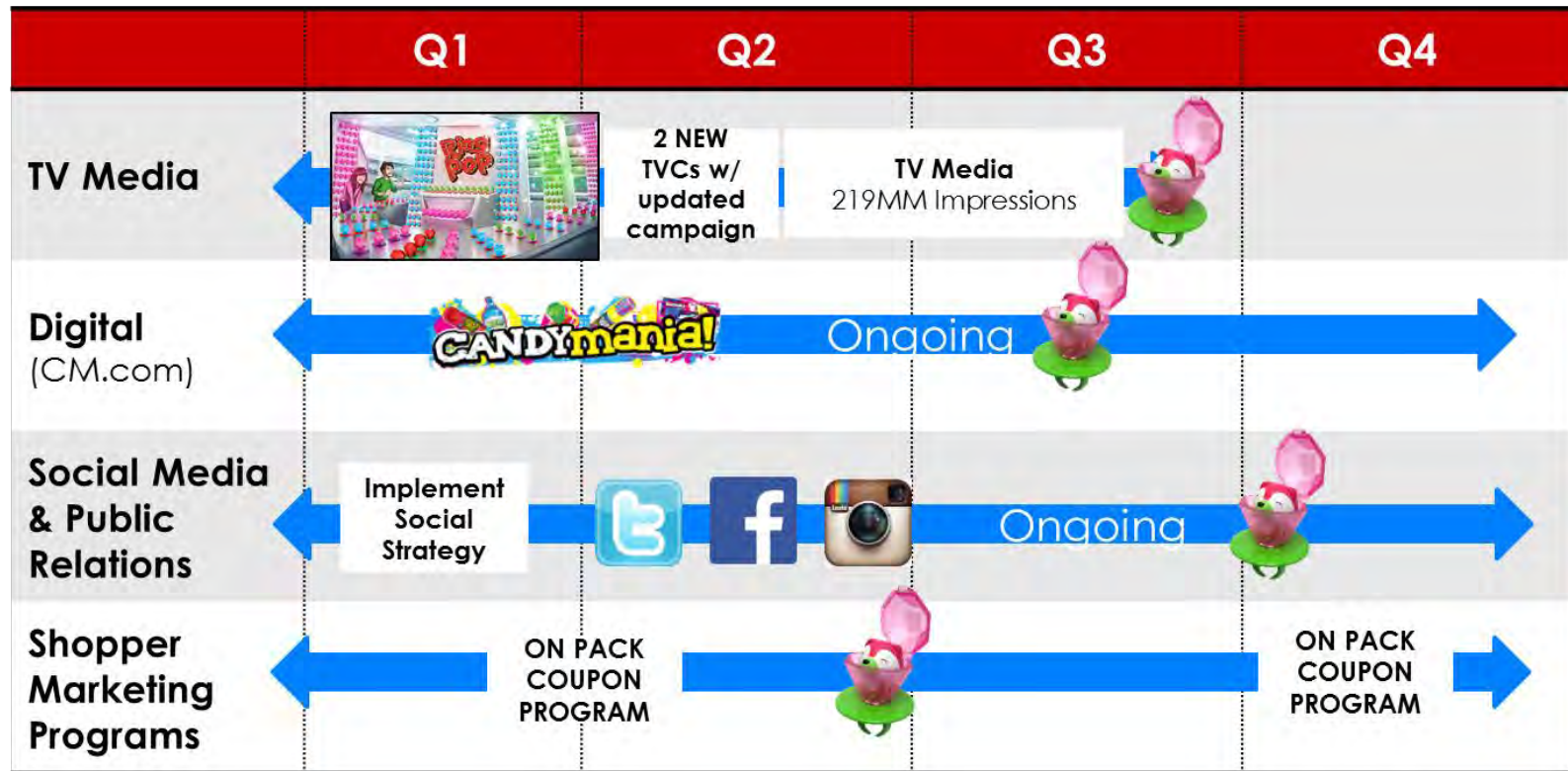
PLANNED MARKETING SUPPORT

- TV Media
 - Ring Pop TV Media runs from February to September
 - **Ring Pop Puppies will be incorporated into the commercial**
 - Reach of over 219 Million impressions

- Digital and Social Media.
 - Ring Pop Puppies will be featured with Ring Pops on Candymania.com.
 - Content pieces for parenting magazines, parent/children lifestyle sites and apps, mommy blog influencers
 - Box / bag unveiling videos

- Shopper Marketing
 - Couponing within Ring Pop packages for Ring Pop Puppies
 - Inclusion in gift guides
 - Birthday/school goody bags, stocking stuffers, Halloween candy alternatives

PLANNED MARKETING SUPPORT – Calendar





FUTURE RELEASES

FUTURE RELEASES - 2018

Building upon the success of Series 1

■ Series 2 Ring Pop Puppies

- Series 2 design concepts are already in place (subject to change)



Series 2
Preview

Slated for Q4 2018



FUTURE RELEASES – BEYOND 2018

Building upon the success of Series 1

Ring Pop Playsets

- Offering other opportunities to consumers and other vehicles to house their Ring Pop Puppy (subject to change)

RingPop Puppies

Playsets



Ring Pop Kitties

- Potential brand extension into kitties (subject to change)

RingPop Kitties
Coming Soon!



Timing TBD