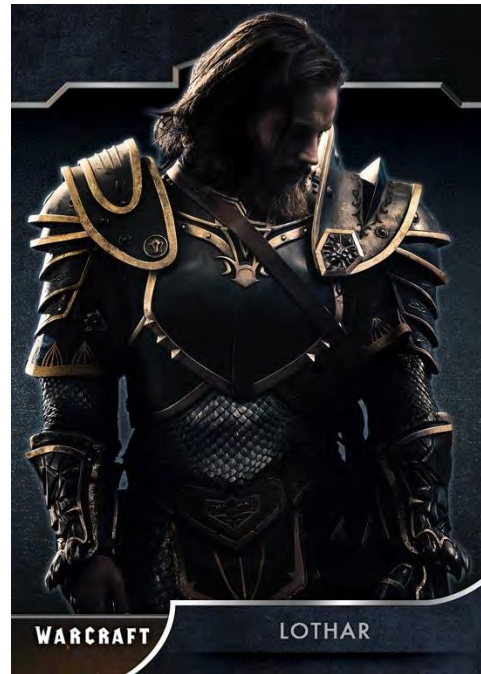
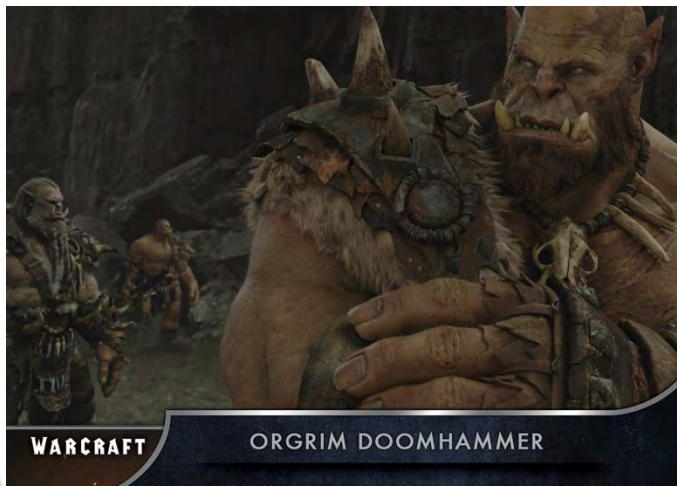




Product Release Sales Plan

WARCRAFT



December 21, 2015

WARCRAFT

Solicitation subject to change



Agenda

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



Topps Warcraft 2016 will capture the excitement of the new film from Legendary and Blizzard Entertainment



Goals

- Leverage Legendary and Blizzard partnership to drive Topps Trading Card sales
- Excite fans of fantasy, sci-fi and the video game with autographs, relics, sketches and concept art

Strategies

- Launching in May, one month ahead of the film, to capture the building excitement from both the video game and genre fan communities
- Highlight the cast, drive collectability, and increase collector value
- Include new and first time ever exciting hits and parallels to drive value for collectors



WARCRAFT

Solicitation subject to change



Topps Warcraft 2016 features autograph and relic cards and highlight's the film's cast & characters



Extensive 180 card set

- (100) **Base Cards** highlighting the film's key moments **NEW!**
- (18) **Character Cards** featuring the film's most important characters **NEW!**
- (53) **7 Different Inserts** exploring the rich Warcraft universe in greater depth **NEW!**
- (9) **HOBBY EXCLUSIVE Character Concept Art Cards** displaying amazing artwork used in the development of the film **NEW!**

4 levels of chase add depth to the base set

- Alliance Blue Parallel (1:4)
- Horde Red Parallel (1:24)
- Mage Light Blue Parallel (numbered to 10 per subject)
- Forge Gold Parallel (numbered 1 per subject)

Hits add value for collectors and fans who want to own a piece of the Warcraft Universe!

- **FIRST-EVER** Commemorative Faction Flag Patch Cards, including parallels
- Autograph Cards, including parallels **NEW!**
- Dual Autographs **NEW!**
- **HOBBY EXCLUSIVE** Triple Autographs **NEW!**
- Relic Cards, including parallels **NEW!**
- Autograph Relic Cards **NEW!**
- Rare Sketch Cards **NEW!**



WARCRAFT





Insert cards explore the Warcraft universe in greater depth for full fan immersion!

Character Cards: 18 cards featuring the most important characters

Races & Creature Cards: 9 cards exploring the main species in the film

Groups & Clan Cards: 9 cards showcasing the major alliances on Azeroth

Weapon Cards: 9 of the most deadly weapons used in combat

One-On-One Combat Cards: 9 of the best fights from the film

Battle Cards: 9 cards exploring in depth the most important battles in the war on Azeroth

The Magic of Azeroth Cards: 9 cards showing different ways magic is utilized

HOBBY EXCLUSIVE Character Concept Art Cards: 9 cards showcasing the gorgeous artwork created in developing the film's characters



WARCRAFT

Solicitation subject to change



Topps Warcraft 2016 will feature Autographs, Triple Autographs and Autographed Printing Plates



Autographs: Signatures from the top cast and crew from the film

Dual Autographs: Autograph cards showcasing two separate signatures

HOBBY EXCLUSIVE Triple Autographs: Featuring three separate signatures

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



WARCRAFT

Solicitation subject to change

6

TOPPS

Relics give fans a chance to own a part of the Warcraft universe!

Relic Cards: Pieces of the props, scenery and costumes used in the making of the film!
Sequentially numbered with parallels!

Autograph Relic Cards: Cast autographs with pieces of the props, scenery and costumes!
Sequentially numbered with parallels!



First-Ever Commemorative Faction Flag Patch Cards features the three most important groups in the Warcraft universe!

Featuring the most important members of The Alliance, The Horde and The Mages, with parallels!



WARCRAFT

Solicitation subject to change

8

TOPPS

Agenda

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



WARCRAFT



Product Content: HOBBY CHANNEL

- **First Ship:** 04/28/2016
- **In Store:** 05/11/2016

Product Mix

SKU	SRP
Single Pack (7 Cards)	\$3.99
Retail Box (24 Packs)	\$95.99

Base Parallels

Parallel Color	Insert Rate
Alliance Blue	1:4
Horde Red	1:24
Mage Light Blue	10 per subject
Forge Gold	1 per subject

Inserts

Insert	Insert Rate
Character Cards	1:4
6 Themed Inserts	1:8 for each
Hobby-Only Character Concept Art Cards	1:8

Hits

Hit
Autographs
Dual Autographs
Hobby-Only Triple Autographs
Autograph Relic Cards
Relic Cards
Commemorative Patch Cards
Sketch Cards
Printing Plates

**Hobby Only
2-Hits Per Box
GUARANTEED!**

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

Agenda

- Product
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WARCRAFT

- The Official Trailer has already amassed over **18 million views** on YouTube
- Variety proclaims “Warcraft Trailer Trending Twice as Strong as Genre Predecessors”
- Produced by Legendary Pictures, the company behind hit films such as The Dark Knight Trilogy, Man of Steel, Godzilla (2014), Inception, Interstellar, Pacific Rim & Jurassic World

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‘Warcraft’ Trailer Trending Twice as Strong as Genre Predecessors



NOVEMBER 12, 2015 | 01:35PM PT COURTESY OF LEGENDARY

Jason Klein
@listenfirst

“Warcraft” shook up the digital world this week, capitalizing on interest in one of the highest grossing video games of the century and ranking as the #1 film of the week. The [first trailer](#) for “Warcraft” was released on Friday (11/6) and nearly 23 million gamers and moviegoers alike flocked to the content.

WARCRAFT

Solicitation subject to change

TOPPS

WARCRAFT

WORLD OF WARCRAFT VIDEO GAME:

- #1 Online Game of All Time
- 10 Million Subscribers Spending \$1 Billion a Year
- Over 100 Million Lifetime Players Worldwide
- Played in Over 244 Countries Worldwide

**WARCRAFT TRADING CARDS GO ON SALE 5/11/16 IN ADVANCE
OF THE FILM'S 6/10/16 RELEASE**

WARCRAFT

Solicitation subject to change

TOPPS

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- **Consumer**



WARCRAFT

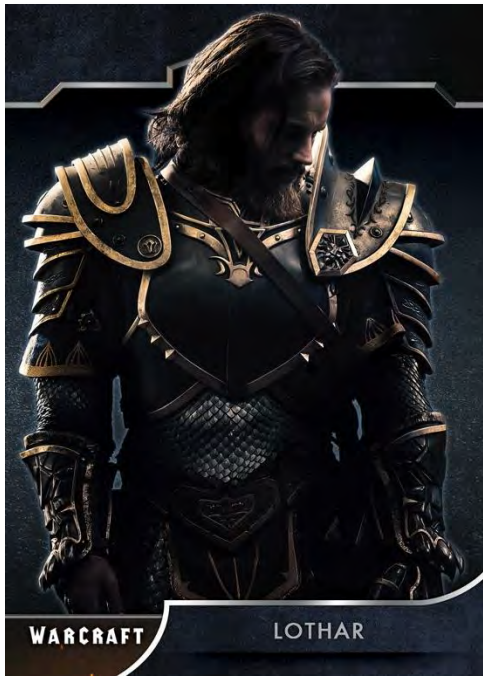
Topps Warcraft 2016 offers something for all Warcraft and fantasy film fans



Set Collectors & Hit Seekers:

Set Collectors Want:

Characters



New Content &
Images



Hit Seekers Want:

Exciting Hits



WARCRAFT

