



# Product Release Sales Plan

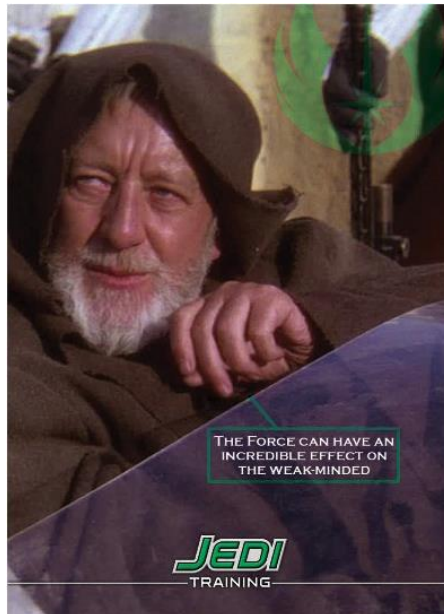
**STAR WARS**<sup>TM</sup>  
**Chrome**<sup>TM</sup>  
PERSPECTIVES

**JEDI VS. SITH**  
**\*UPDATE\***

**August 2015**

# Agenda

- Product
- Launch Details



# Star Wars Chrome Perspectives: Jedi Vs. Sith explores the viewpoints of the Jedi and the Sith as they battle for control of the Galaxy.

## Star Wars Chrome: Perspectives details (150 total cards)

- (100) **Base Cards** profiling characters from across the Star Wars Universe
  - 50 Jedi Temple Archive cards and 50 Sith Domination Guide cards
- (10) **Sith Fugitives Insert (1:2)**
- (10) **Jedi Hunt Insert (1:4)**
- (10) **Sith Propaganda Insert (1:8)**
- (10) **Jedi Information Guide Insert (1:12)**
- (10) **Jedi Training Insert (1:24)**

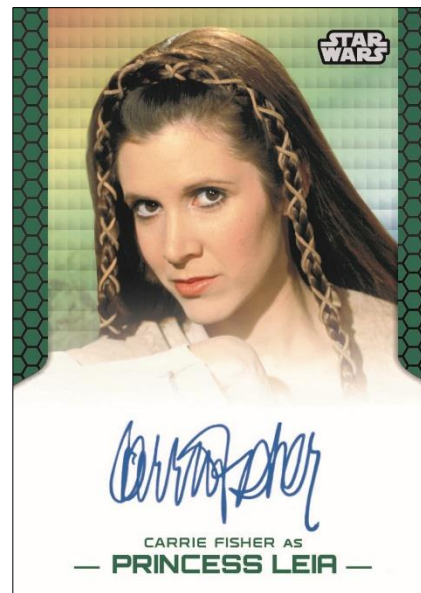


## 5 levels of chase add depth to the base set

- Standard Refractor (1 per pack)
- Prism Refractor (numbered to 199)
- X-Fractor (numbered to 99)
- Gold Refractor (numbered to 50)
- Superfractor (numbered to 1)

## Chrome hits add value for collectors

- Chrome Medallions
  - Features the greatest Jedi vs. Sith battles
  - Gold, Silver and NEW Bronze parallels
- Chrome-framed Sketch Cards
- Chrome On-Card Autographs – 22 subjects (6 first time signers!)
  - Prism, X-Fractor, Gold, and Superfractor Parallels
- 3 Ultra Rare Dual Autograph Cards (3 each)
- **6 Never-Before-Paired Rare Dual Autographs (~200 each) (NEW)**
- 2 Ultra Rare Triple Autographs (5 each)
- Printing Plates and Autographed Printing Plates



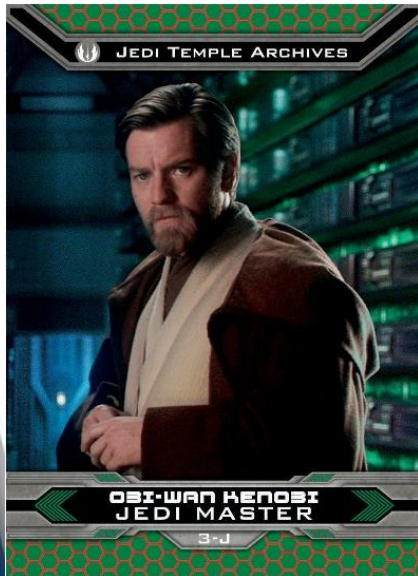


# Base cards show the perspectives of two opposing sides in an epic battle for the galaxy

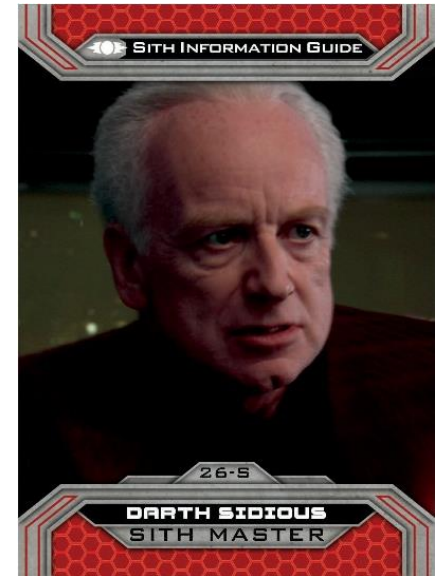
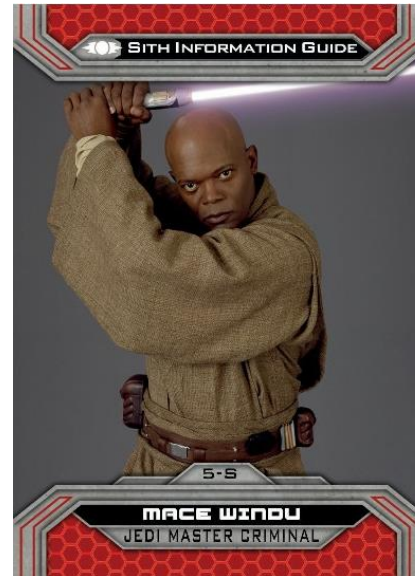
**Jedi Base Cards:** Cards profiling Star Wars characters from the perspective of the Jedi

**Sith Base Cards:** Cards profiling Star Wars Characters from the perspective of the Sith

## Jedi Temple Base Card



## Sith Information Base Card



# 5 Parallels add depth of chase to the Base Cards

The 5 parallels add an extra level of chase for collectors. Parallels include:

- Standard Refractor (1 per pack)
- Prism Refractor (numbered to 199)
- X-Fractor (numbered to 99)
- Gold Refractor (numbered to 50)
- Superfractor (numbered to 1)

**Refractor**



1 per pack

**Prism**



#'d to 199

**X-fractor**



#'d to 99

**Gold**



#'d to 50

**Superfractor**



1:1

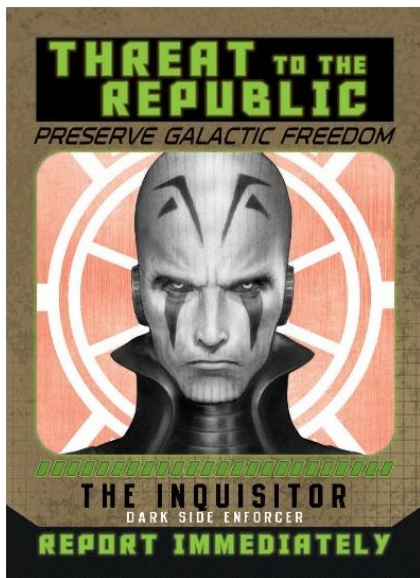
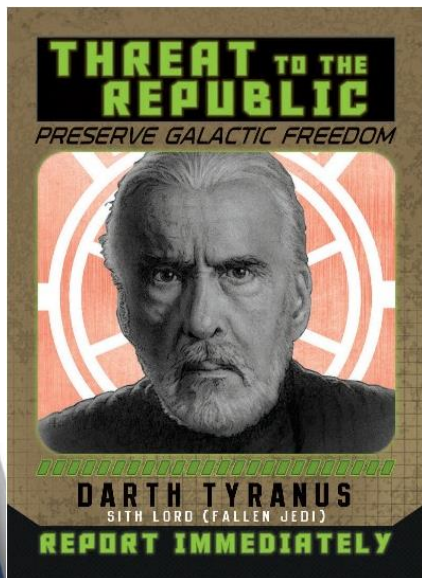


# Insert cards explore the key characters and strategies in the conflict between the Jedi and the Sith

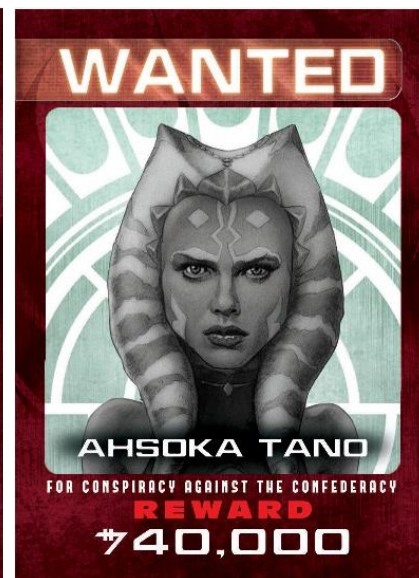
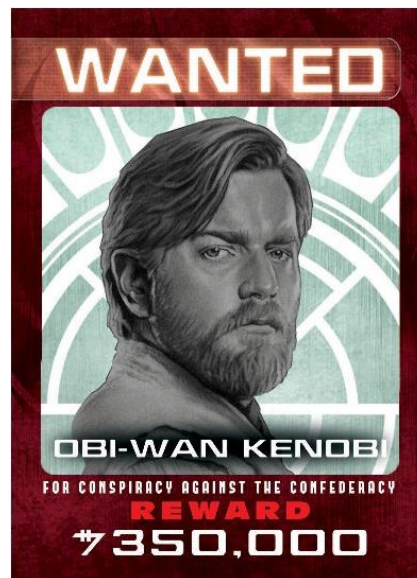
**Sith Fugitives (1:2):** Top 10 Sith Lords who are a threat to freedom in the galaxy

**Jedi Hunt (1:4):** Top 10 most wanted Jedi Masters sought after by the Sith

## Sith Fugitives



## Jedi Hunt



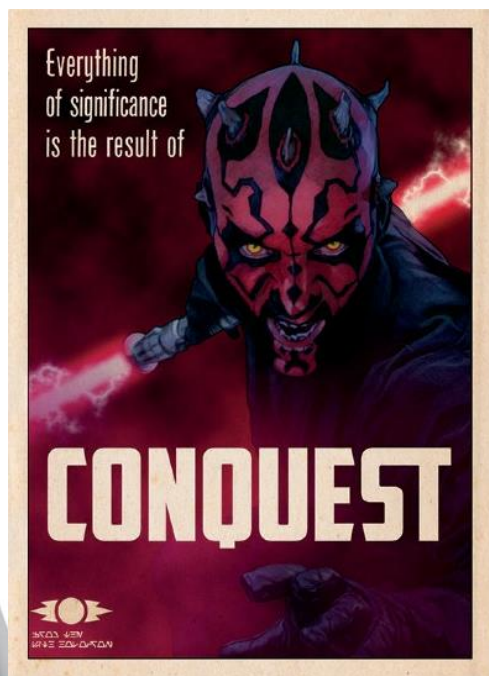
# Insert cards explore the key characters and strategies in the conflict between the Jedi and the Sith

**Sith Propaganda Cards (1:8):** Cards illustrating the power of the Sith

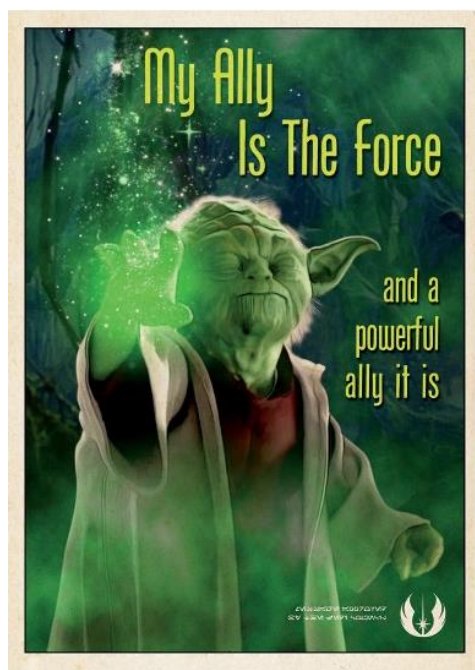
**Jedi Information Guide (1:12):** Cards illustrating the good work of the Jedi Order

**Jedi Training (1:24):** Cards illustrating grueling training it takes to become a Jedi

## Sith Propaganda



## Jedi Information Guide



## Jedi Training



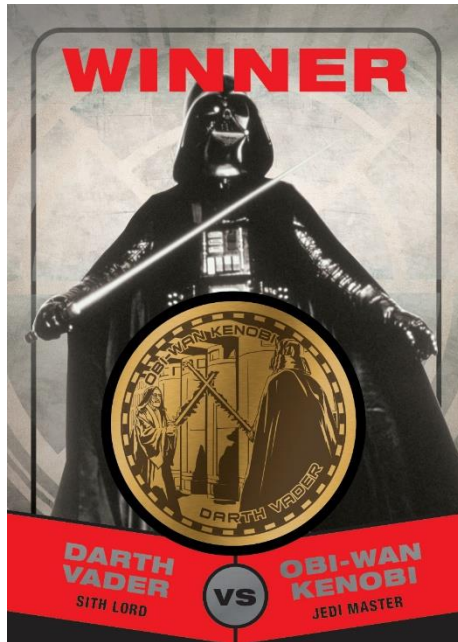


# Chrome Medallions showcase key Jedi vs. Sith battles and add value for Star Wars collectors

**Chrome Medallion Cards:** 36 chrome medallion cards commemorating 12 epic Jedi vs. Sith battles with 12 unique medallions!

## 36 Chrome Medallion Cards

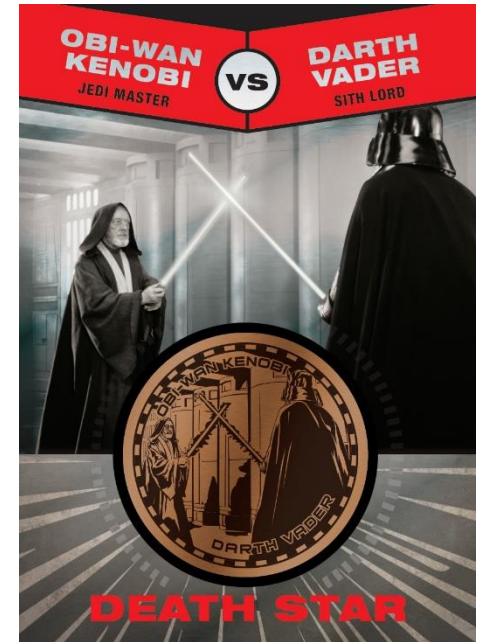
Look for each medallion card in Gold, Silver and Bronze!



(Gold - 50 per subject)



(Silver - 150 per subject)

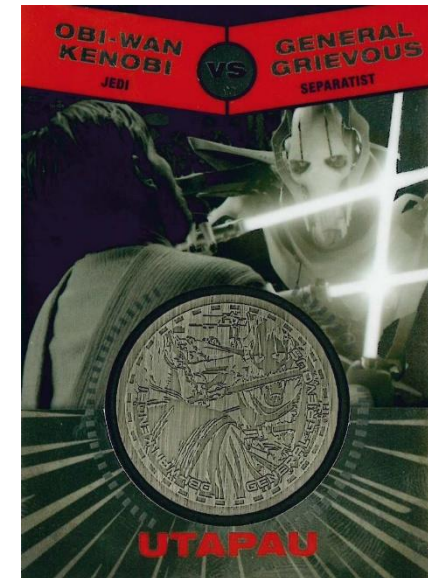
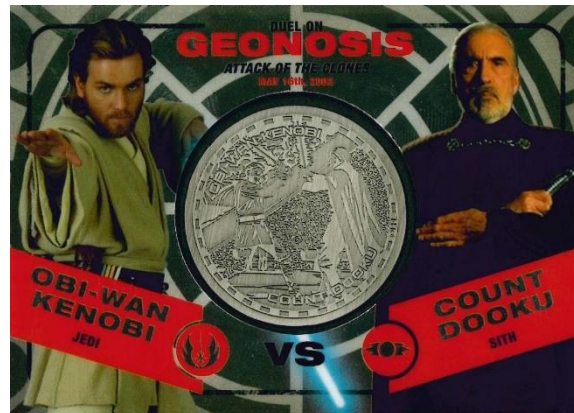
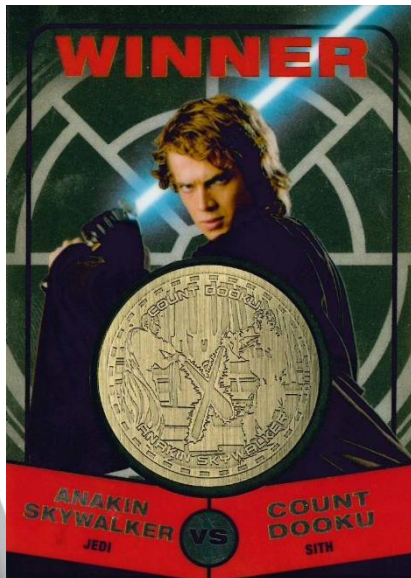
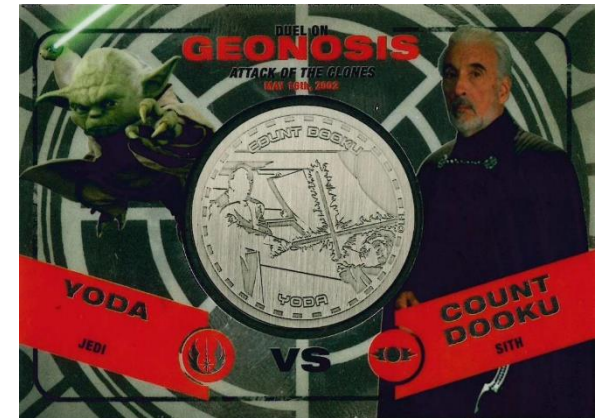
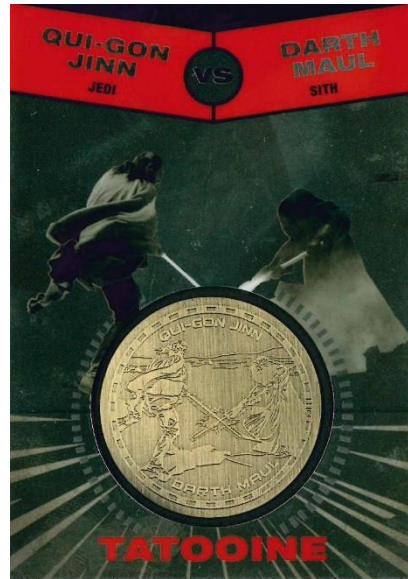
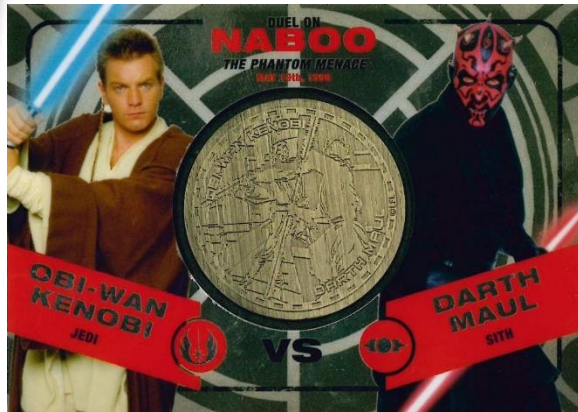


(Bronze - 299 per subject)



# Chrome Medallions showcase key Jedi vs. Sith battles and add value for Star Wars collectors

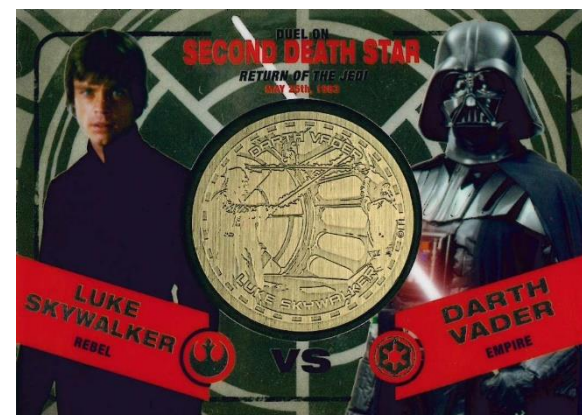
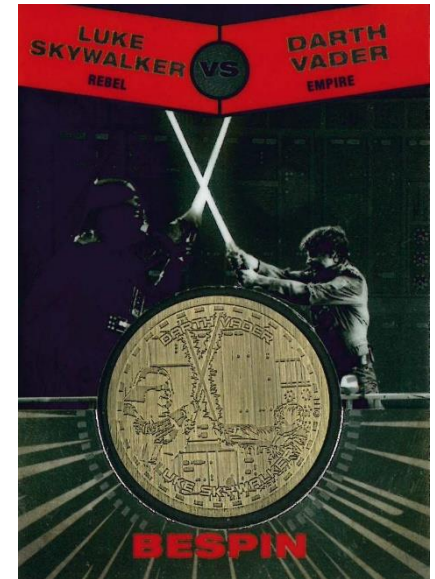
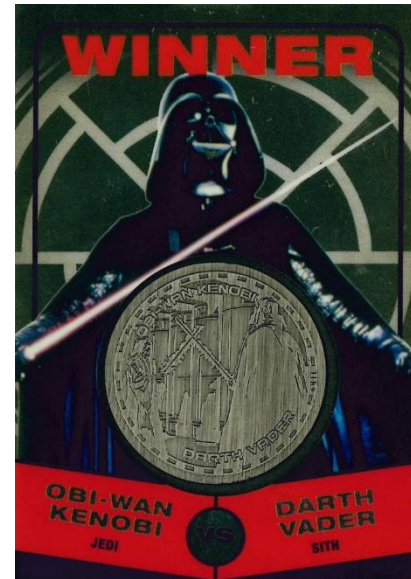
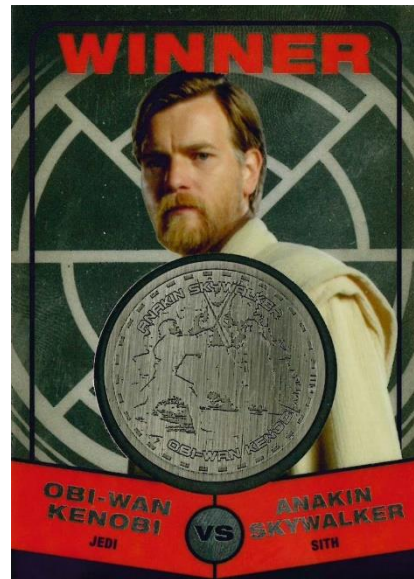
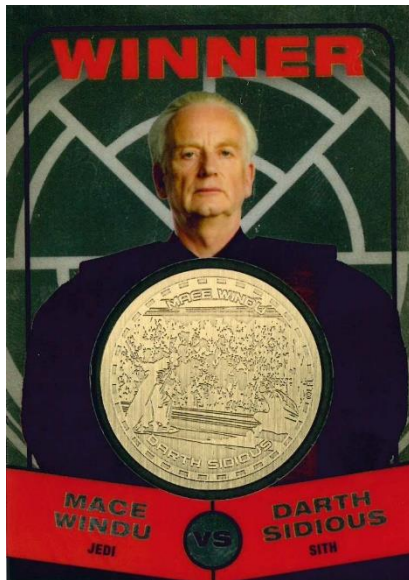
36 Chrome Medallion Cards - Look for each medallion card in Gold, Silver and Bronze!





# Chrome Medallions showcase key Jedi vs. Sith battles and add value for Star Wars collectors

36 Chrome Medallion Cards - Look for each medallion card in Gold, Silver and Bronze!



# New parallels increase rarity and chase of autographs

**Chrome On-Card Autographs:** On-card autographs from 22 Star Wars saga actors including key Jedi and Sith characters with 6 first-time signers!

**Prism Autograph Parallel:** On-card Prism parallel autographs # to 50

**X-Fractor Autograph Parallel:** On-card X-Fractor parallel autographs # to 25

**Gold Autograph Parallels:** On-card X-Fractor parallel autographs # to 10

**Superfractor Autograph Parallels:** On-card Superfractor parallel autographs # to 1

Base Autograph

Prism

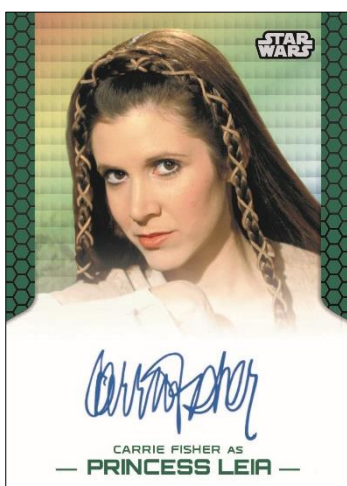
X-Fractor

Gold

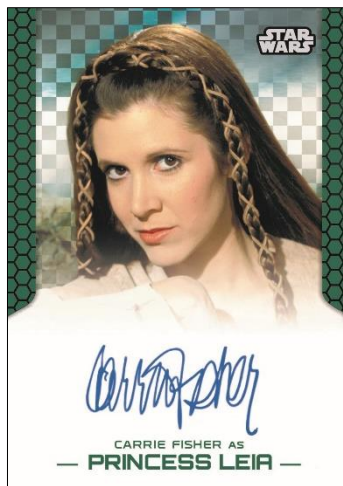
Superfractor



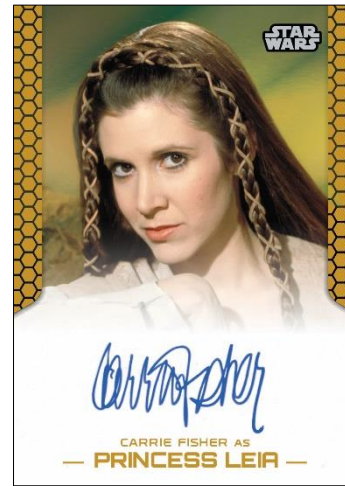
22 subjects



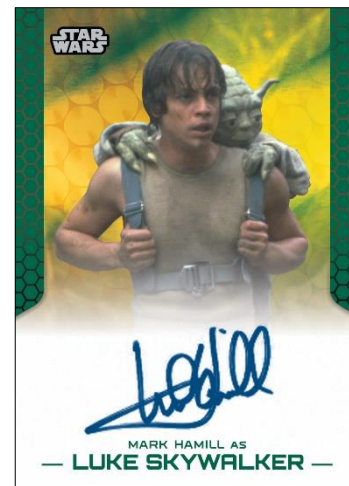
# to 50



# to 25



# to 10



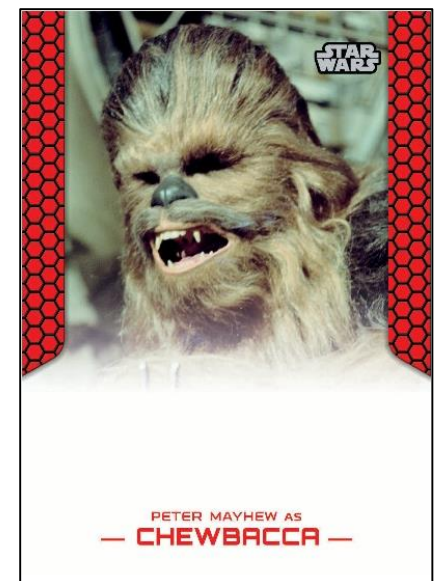
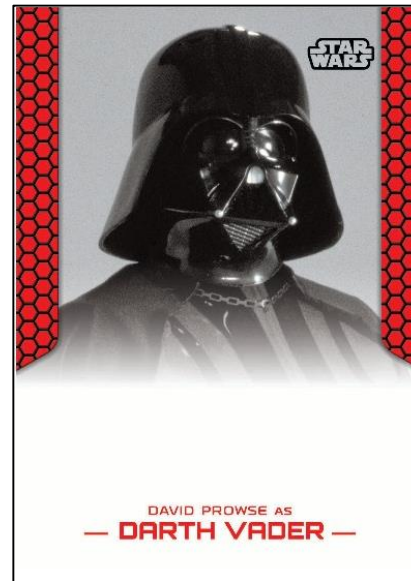
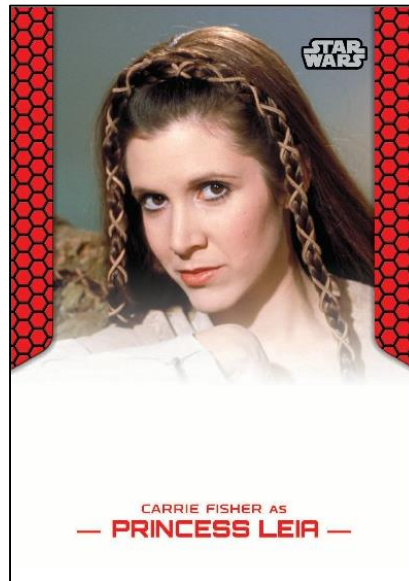
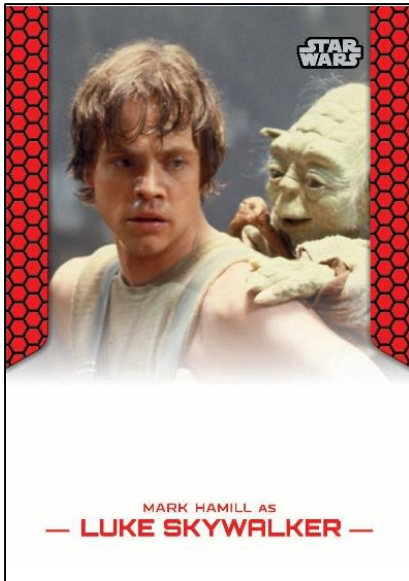
# to 1





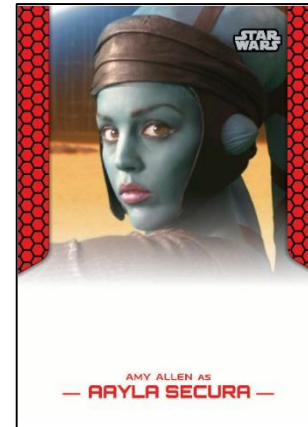
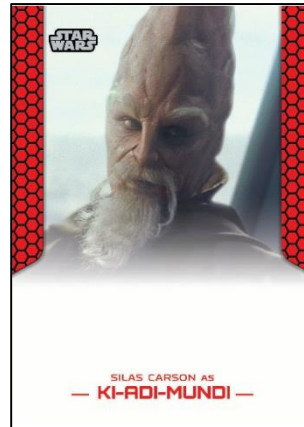
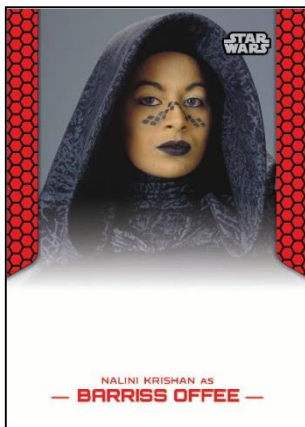
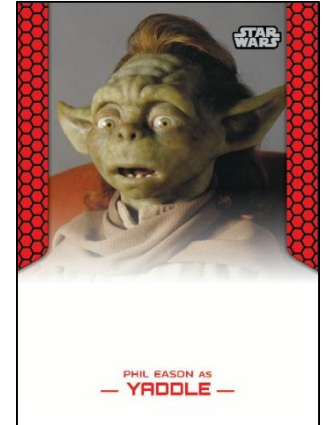
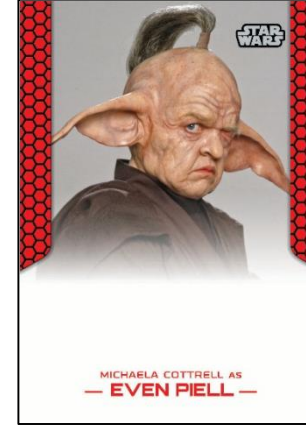
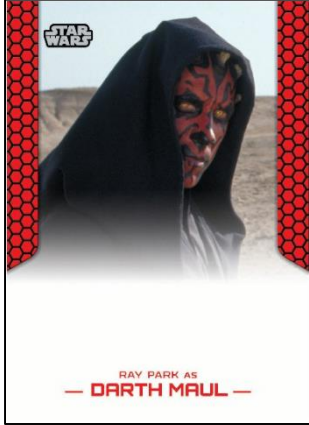
**Autograph signers span the classic films, prequels, and animated shows with focus on Jedi & Sith.**

### Autograph Signers from Classic Films



# Autograph signers span the classic films, prequels, and animated shows with focus on Jedi & Sith.

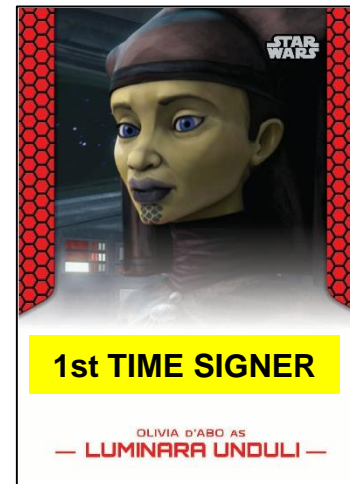
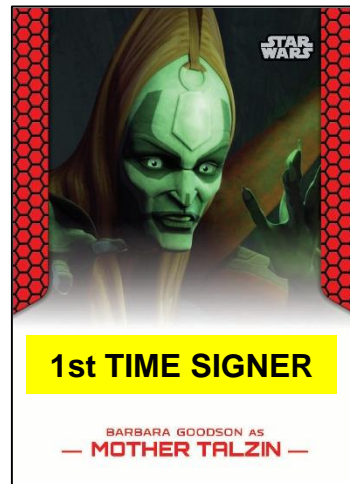
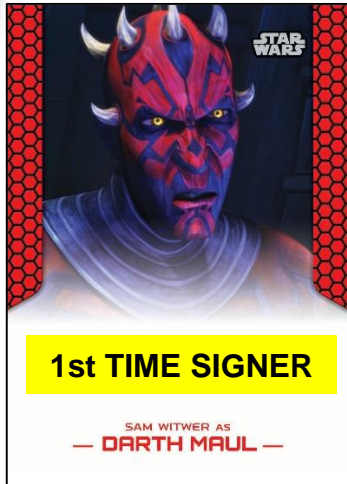
## Autograph Signers from Prequels





# Autograph signers span the classic films, prequels, and animated shows with focus on Jedi & Sith.

## Autograph Signers from Star Wars: The Clone Wars & Star Wars Rebels





# Star Wars Chrome Perspectives: Jedi vs. Sith includes Six Rare Dual Autographs in Brand New Combinations!

**Rare Dual Autographs:** Featuring key Jedi and Sith duos.  
6 Brand New Combinations at print quantity of approx. 200 each.

## Rare Dual Autographs

NEW!



Jedi Council



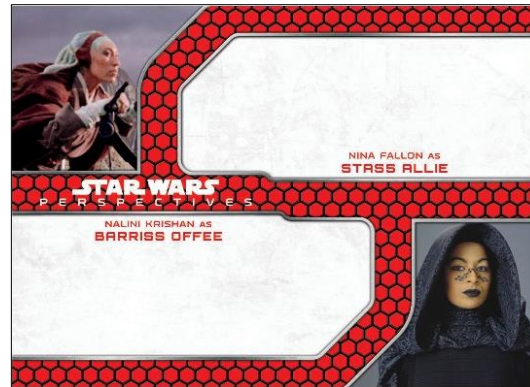
Enemies



Jedi Council



Night Sisters



Jedi Council



Partners

# Three Ultra-Rare Dual Autographs drive chase and value for collectors as they are extremely limited.

**Ultra Rare Dual Autographs:** 3 Combinations x 3 each.

## Ultra Rare Dual Autographs

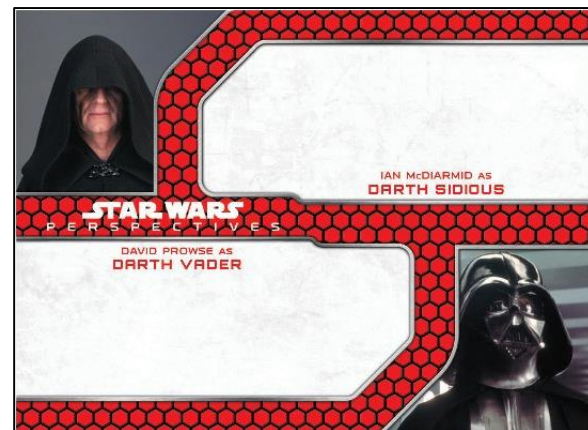
**NEW!**



Luke and Leia:  
Twins of the Force



Sidious and Darth Maul:  
Sith Master and Apprentice



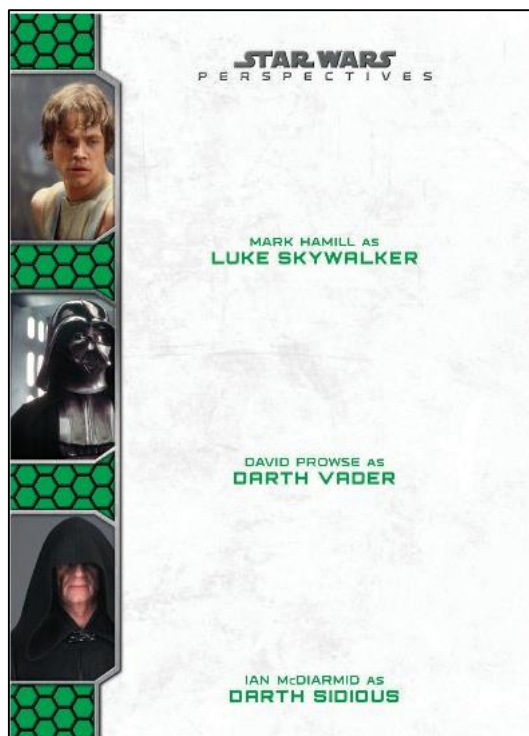
Sidious and Darth Vader:  
Sith Master and Apprentice

# Two Ultra-Rare Triple Autographs drive chase and value for collectors as they are extremely limited.

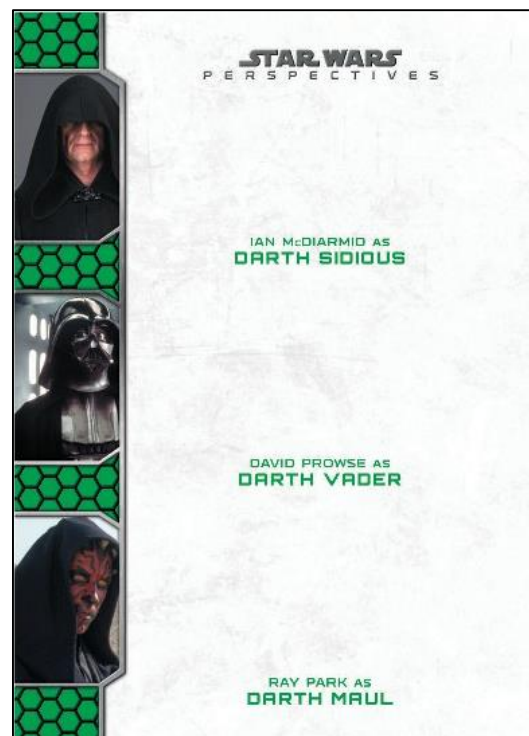
**Triple Autographs:** Featuring Jedi and Sith trios. 2 Combinations x 5 each.

Both triple autographs are never-before-printed combinations.

## Triple Autographs



Classic Saga Triple:  
Destiny Fulfilled



Dark Side Triple:  
Lords of Evil





# Chrome Sketch Cards and Printing Plates add value for Star Wars collectors

**Chrome Sketch Cards:** Sketch cards by Topps artists trapped within a Chrome border

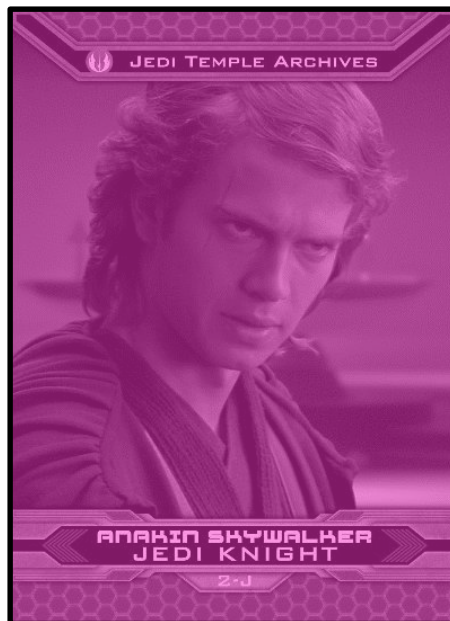
**Printing Plates:** Printing Plates used in the production of Star Wars Chrome Perspectives: Jedi vs. Sith

**Autographed Printing Plates:** Autographed plates from the production of the autograph cards

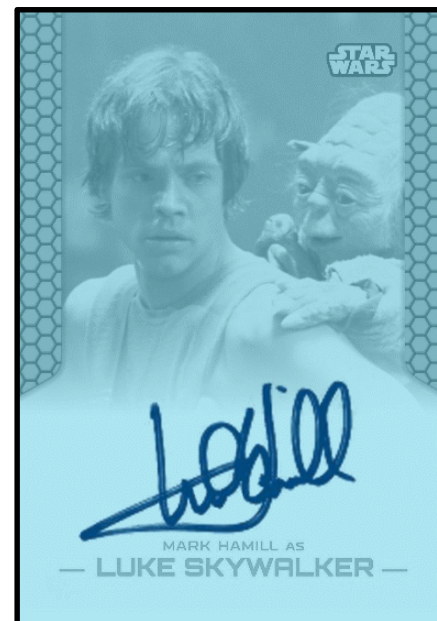
Chrome Sketch Card



Printing Plates

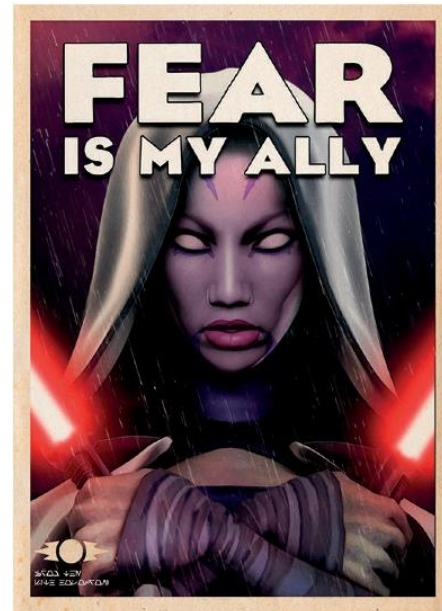


Autographed Printing Plates



# Agenda

- Product
- **Launch Details**



# Product Content

- In Store: 8/21/2015



## SKU Mix

SKU	SRP
Hobby Single Pack (6 cards per pack)	\$3.99
Hobby Box (24 packs per box)	\$95.99

## Parallel Rates

Parallel	Insertion Rate
Standard Refractor	1 per pack
Prism Refractor	Numbered to 199
X-Fractor	Numbered to 99
Gold Refractor	Numbered to 50
Superfractor	Numbered to 1

## Insert Rates

Insert	Insertion Rate (per pack)
Sith Fugitives	1:2
Jedi Hunt	1:4
Sith Propoganda	1:8
Jedi Information Guide	1:12
Jedi Training	1:24

## Hit Rates

Hit	Insertion Rate
Bronze Medallions	299 per subject
Silver Medallions	150 per subject
Gold Medallions	50 per subject
Chrome Sketch Cards	8,000 total
On-Card Autographs	22 subjects
Prism Autograph Parallel	50 per subject
X-Fractor Autograph Parallel	25 per subject
Gold Autograph Parallels	10 per subject
Superfractor Autograph Parallels	1 per subject
Ultra Rare Dual Autographs	3 subjects x 3 each
Rare Dual Autographs	6 subjects x 200 each
Triple Autograph	3 subject x 5 each
Printing Plates	600 total
Autographed Printing Plates	4 per subject





There are two different packaging designs for Star Wars Chrome Perspectives: Jedi vs. Sith to drive an additional level of collectability

Jedi  
Box



Sith  
Box



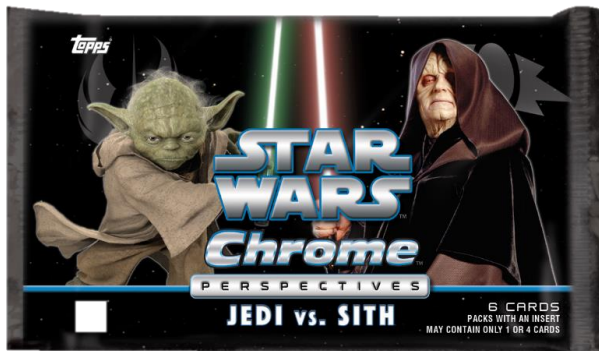
Both boxes contain the same content



# Product Images

## Star Wars Chrome Perspectives: Jedi vs. Sith Product Line<sup>1</sup> In Stores 8/21/15

Hobby  
EXCLUSIVE  
Launch!



**Single Pack**  
(6 Cards)  
\$3.99 SRP



**Hobby Boxes**  
(24 packs)  
\$95.99 SRP



- (1) Both boxes contain the same content  
(2) See Price & Packs for Item Numbers and UPC Codes

