



Product Release Sales Plan



September 24, 2013



Agenda

- **About the Brand**
- Consumer
- Product
- Support Plan
- Launch Details

MiniKins Brand

MiniKins [min-ee-kins]: *Witty, Edgy, Fun!*

- **MiniKins** is a line of 1" tall mini figures featuring famous Garbage Pail Kids characters.
- With uniquely hilarious characters who are as endearing as they are gross, an endless universe of new characters, and a heavy dose of wit, **MiniKins** delivers laughs to a new generation like no other mini figure today!
- Kids love the fascinating gross-out humor that's unlike anything else they've seen.
- Adults love the nostalgia of an icon from their youth, and keep coming back for more of the layered humor that ranges from puns to visual gags to parodies.



Sticker

+



Mini Figure



Mini Figure

+



Sticker

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MiniKins are the next hot sensation in mini-figures!

Insights

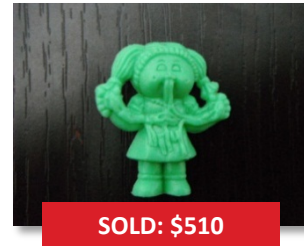
- **Adults are demanding mini figures featuring Garbage Pail Kids characters!**
 - Garbage Pail Kids Brand launched “Cheap Toys” mini figures in 1986
 - Over the years, fans have created petitions, created multiple Facebook fan pages, and regularly send messages to Topps asking to bring mini figures back
 - Demand for mini figures featuring GPK characters have made them highly sought after and highly collectible.



1987: Cheap Toys



2013: MiniKins



- **Mini figures have had success in the category with kids**
 - Kids love collecting other mini figures such as, Trash Packs, Squinkies, Lego Minifigures, Star Wars Fighter Pods, and more!
 - Fun, assorted varieties bring easy play value and stimulate impulse purchase

With an established legacy in Cheap Toys, new Topps MiniKins are already positioned for success

Insights

- **MiniKins are different** (not a “me too!”)
 - Highest quality, hand crafted sculpts and painting with a range of complex poses vs. typical “blocky” figures
 - Large number of variants will keep collectors of all ages coming back for more
 - Famous characters with unique, witty humor
- **Consumer can't wait!!**
 - Loyal GPK consumers have already shared early feedback on the return of mini figures featuring GPK characters:



Please, Topps...
Launch a new series
of Cheap Toys!

- Midas Wilder

My house is already
flowing with "MiniKins
hysteria" and parties

- Cheaptoyman

I cannot wait!

- NolanJP

Where can you buy
them?

- Michael Reed

Heaven is...being able to live
forever in an afterlife where
Garbage Pail Kids Cheap Toy
packs are available every
single day...forever.

- GPK Cheap Toys Facebook

C'mon Topps bring
them back.

- Darrell La Farge

TOPPS

We Asked Consumers:

Does anyone think it would be cool to make a new line of mini figures featuring famous GPK characters?



Musclethings
I got 4 boxes so far. I'm getting as much as I can!

ikespike
Great news!!!

Libby French
Hell yes! I'd buy them in a heart beat!

Bill Howard
can we see more of these figurines? where can I buy them?

Eric Ove:
Shut up and take my money!!!!

Spright
I'm in love!

William Meier
Not just cool, it should be required by law!

Dxtc
My love for these toys is all in!

Jennifer Heart
Yes yes yes!!!! I would buy them for myself, and my 3 kids!!!



3,824 likes in 4hrs!



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MiniKins are a new kind of small figure for a new generation of fans, collectors and kids



Launch Goals

- Drive incremental sales with a highly differentiated property
- Maximize sales by appealing to a new generation of Kid Fans and nostalgic Adult Collectors

Strategies

- Launch MiniKins 2 to extend the MiniKins brand platform
- Excite Kid Fans and Adult Collectors with famous GPK characters in a new form
- Motivate collectors with extensive variants of different rarities
- Build fan engagement and product awareness with social media and PR

MiniKins offer a wide variety of fun characters and stickers to collect



26 Fun New Figures

- Multi-colored characters, each approximately 1" tall
- Great for collectors and kids!
 - Top quality sculpts and paint for top-notch collectibles
 - Soft, bouncy material that's fun to play with
- 26 unique designs with a wide range of characters!
 - More detail and engaging poses than typical mini figures
 - Gross kids, scary monsters, and cute animals
- 26 sticker cards
 - Each figure comes with 1 sticker card
 - Include names and backstories for each character



4 Cool Variants to Collect!

- Neon Blue (1 in 3 packs)
- Neon Red (1 in 3 packs)
- Neon Green (1 in 4 packs)
- Classic Peach (1 in 12 packs)

← HOBBY EXCLUSIVE!

Collectible stickers bring the mini figures to life with graphic front images and hilarious back stories



Sticker Front



Sticker Back



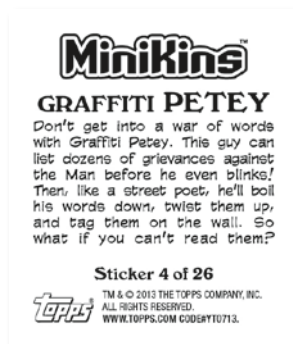
Sticker Front



Sticker Back



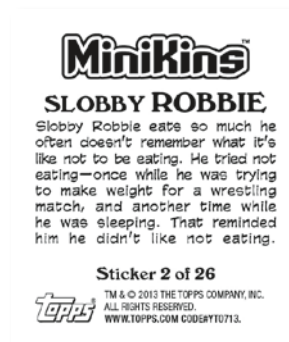
Sticker Front



Sticker Back



Sticker Front



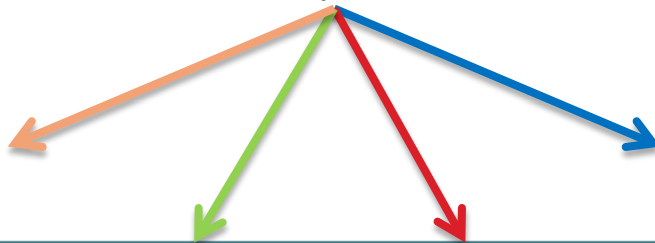
Sticker Back



With over 130 different figures to collect,
MiniKins will keep adults and kids engaged!



Painted Figure Variant



Neon Variants Drive Collector Chase



Hobby Exclusive

Character Configuration

1 Painted
+ 4 Neon Variants
5 Figures per Character



26 (total characters) x 5



130 to Collect in All!



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MiniKins will engage existing GPK fans and new kid fans!

MiniKins YouTube Channel

- Dedicated YouTube channel with original video content
 - Timing: Feb-Apr 2014
- Episodes and music videos bring MiniKins to life with stop-motion animation
- Weekly prize for best fan-made videos

PR and fan outreach

- Partner with digital news sites, AP outlets, news feeds, journalists, and bloggers
- Announce and share “MiniKins YouTube” videos

Social Media

- Extensive social media network including Facebook, Twitter, and Instagram
- Build set excitement with previews, polls, and downloadable content

facebook



Check it out!

[YouTube.com/MiniKinsOfficial](https://www.youtube.com/MiniKinsOfficial)

[Facebook.com/MiniKinsTopps](https://www.facebook.com/MiniKinsTopps)

[Twitter.com/MiniKinsTopps](https://www.twitter.com/MiniKinsTopps)

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Product Content: HOBBY CHANNEL

- **First Ship:** 2/24/14
- **In Store:** 3/12/14

Product Mix

SKU	SRP
Single Pack <ul style="list-style-type: none">• 2 Blind Figures• 2 Stickers	\$2.99



Color Variants

Variant	Hit Rate
Neon Blue	1:3
Neon Red	1:3
Neon Green	1:4
Classic Peach	1:12

HOBBY EXCLUSIVE!

Product Images: HOBBY CHANNEL



Product Line¹ In Stores March 12, 2014



2 Blind Figures

Single Pack
(2 Figures + 2 Stickers)
\$3 SRP



24 Packs

Hobby Box
(24 2-packs)
\$72 SRP

Artwork Not Final

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

