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F1 TURBO ATTAX 2022

LAUNCH DECK



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INTRODUCTION INTO F1 TURBO ATTAX 2022

- ❑ Third year of the partnership between Topps and F1
- ❑ Biggest collection so far – Over 380 cards which includes Limited Editions and Exclusive Cards
- ❑ Autograph Cards for the first time
- ❑ Cleaner and more simple gameplay with just ATTACK vs. DEFENCE gameplay. Extra stats/categories have been removed for 2022
- ❑ Introduced Parallel cards for the first time in India which includes Mirror Foil, Rainbow Foil and Limited Edition subjects
- ❑ More Limited Editions – 32 in-total compared to just 5 in 2021
- ❑ New Strapline: “Live Life in the Fast Lane!”



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Topps TURBO ATTAX OFFICIAL FORMULA 1™ TRADING CARD GAME

OVERVIEW OF THE COLLECTION

447 CARDS TO COLLECT

Champions of 2021



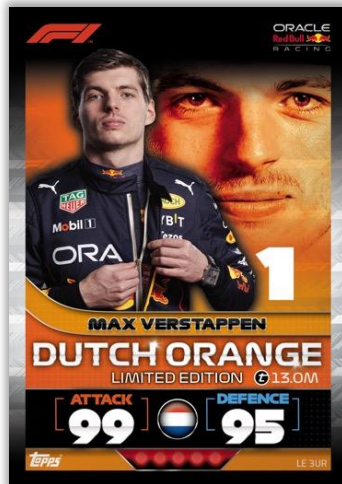
Oversized 'XL' cards



100 Club makes it debut into Turbo Attax



Limited edition cards



LIVE ACTION & EPIC MOMENTS



Autograph Cards



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SKU CONFIGURATION



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TRADING CARD GAME

VALUE PACK



Inner
24 packs



- MRP ₹49/-
- 3 different versions available across all markets
- Cars featured on the wraps this year, instead of drivers
- Value pack has 10 cards which includes base cards plus mirror foil, rainbow foil, digitized autograph and consumer gratification cards
 - Mirror Foil Cards – 2 per packet
 - Rainbow Foil Cards – 1 per 3 packets
 - Digitized Autograph Cards – 1 per 24 packets
 - Digital coupon code – 1 per packet

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MULTI PACK



□ MRP ₹99/-

Multi pack has 20 cards which includes base cards plus mirror foil, rainbow foil, Oversized card, digitized autograph and consumer gratification cards

- 20 Turbo Attax cards, including 1 guaranteed Limited-Edition subjects.
 - 13 Regular Cards
 - 3 Mirror Foil Cards
 - 2 Rainbow Foil cards
 - 1 Guaranteed Oversize Card
 - Digitized Autograph card – 1 per 12 packets
 - Digital coupon code – 1 per packet



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SMART PACK

□ MRP ₹699/-

Smart pack has 126 cards which includes base cards plus mirror foil, rainbow foil, digitized autograph, limited edition, oversized and consumer gratification cards. It also comes with a cool game mat to play

- Guaranteed Limited edition cards of Max Verstappen, Sebastian vettel & Lewis Hamilton
- 12 value pack (10 cards each packet)
- Guaranteed Oversize Cards – 2 per pack
- Digitized autograph cards – 1 per pack
- 1 Double Game mat
- Digital coupon code – 1 per packet



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CARRY BOX

□ MRP ₹999/-

Carry box has 161 cards which includes base cards plus mirror foil, rainbow foil, digitized autograph, limited edition, oversized and consumer gratification cards. It also comes with a cool card display frame

- Guaranteed Limited edition cards of Max Verstappen, Lewis Hamilton, Lando Norris, Fernando Alonso & Charles leclerc
- 15 value pack (10 cards each packet)
- Guaranteed Oversize Cards – 4 per pack
- Digitized autograph cards – 2 per pack
- 1 exclusive card frame
- Digital coupon code – 1 per pack

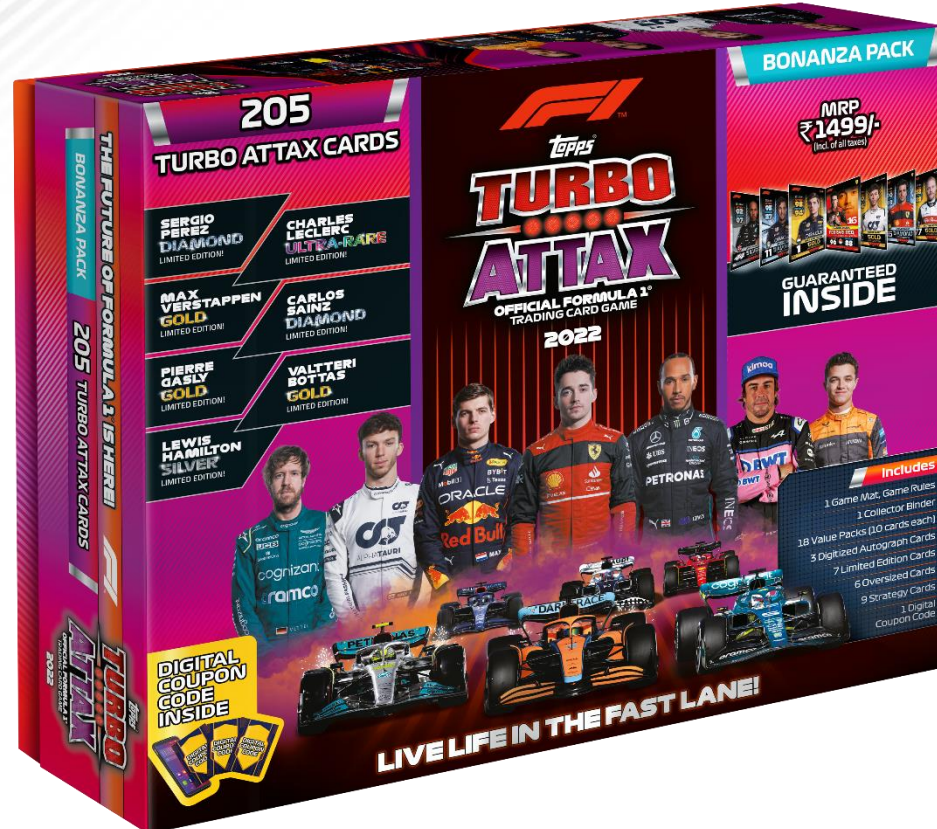



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BONANZA PACK



□ MRP ₹1499/-

Bonanza pack has 205 cards which includes base cards plus mirror foil, rainbow foil, digitized autograph, limited edition, oversized and consumer gratification cards. It also comes with double game mat & a Binder

- Guaranteed Limited edition cards of Sergio Perez, Charles Leclerc, Max Verstappen, Carlos Sainz, Pierre Gasly, Valtteri Bottas, Lewis Hamilton
- 18 value pack (10 cards each packet)
- 1 Game Mat
- 1 Collector Binder
- Guaranteed Oversize Cards – 6 per pack
- Digitized autograph cards – 3 per pack
- Exclusive Strategy cards – 9 per pack
- Digital coupon code – 1 per pack

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EXCLUSIVE ECOMM PACKS



Champions Pack

- MRP ₹1899/-
- Exclusive e-comm pack available only on in.topps.com
- Includes 125 premium cards out of the collection
- Includes digital coupon code

Parallel cards pack

- MRP ₹1299/-
- Introduced for the first time in India
- 2 different designs available – Red & Pink
- 96 parallel cards includes 32 Rainbow foil and 64 Mirror foil cards
- Includes digital coupon code

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SKU DETAILS

Item Description	MRP	Barcode	Inner/outer packaging
F1 Turbo Attax 2022 TCG collection Value pack	49/-	5053307059801	24/288 packs
F1 Turbo Attax 2022 TCG collection Multipack	99/-	5053307059825	12/144 packs
F1 Turbo Attax 2022 TCG collection Smart pack	699/-	5053307059849	32 packs
F1 Turbo Attax 2022 TCG collection Carry box	999/-	5053307059856	32 packs
F1 Turbo Attax 2022 TCG collection Bonanza pack	1499/-	5053307059863	12 packs
F1 Turbo Attax 2022 TCG collection Champion Pack (E-comm Exclusive)	1899/-	5053307059870	16 packs
F1 Turbo Attax 2022 TCG collection Parallel pack (E-comm Exclusive)	1299/-	5053307062047	N/A



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MARKETING PLAN

Online Activation

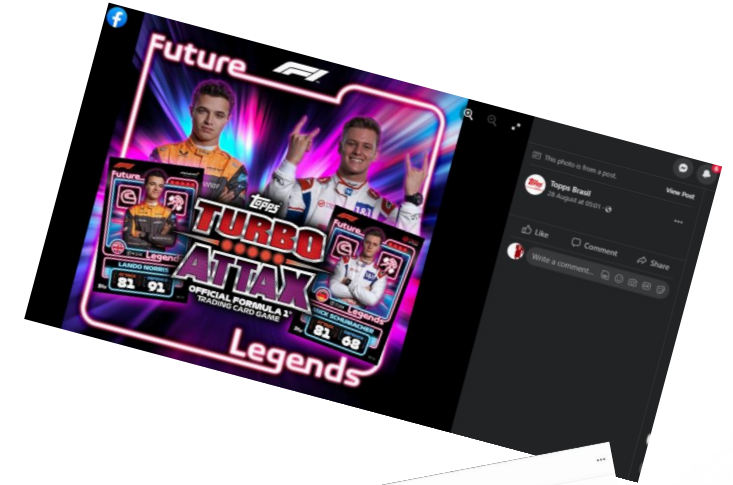
- Dedicated F1 campaign on website
- Promotional ads on Facebook and Instagram
- Content marketing on Instagram
- Influencer marketing on Instagram
- Unboxing campaign on YouTube
- Promoting F1 TVC on YouTube by running paid ads

Offline Activation

- TOPPS Attax National Championship
- F1 Screenings & Product Sampling
- PR Articles
- In-store branding activity
- FDU stands
- Topps trade offer (collect 'n' claim)
- In school promotion
- Retail branding and sampling

Consumer Gratification

- Retail & Digital gratification program



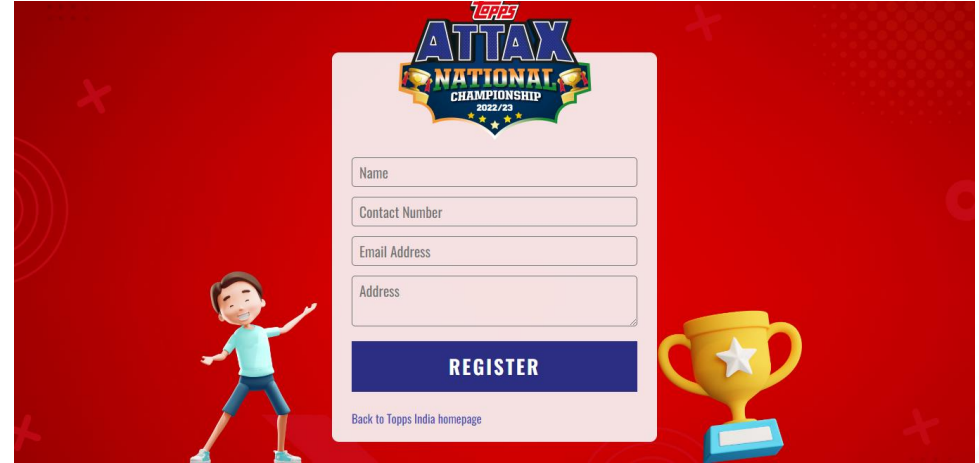
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TOPPS ATTAX NATIONAL CHAMPIONSHIP



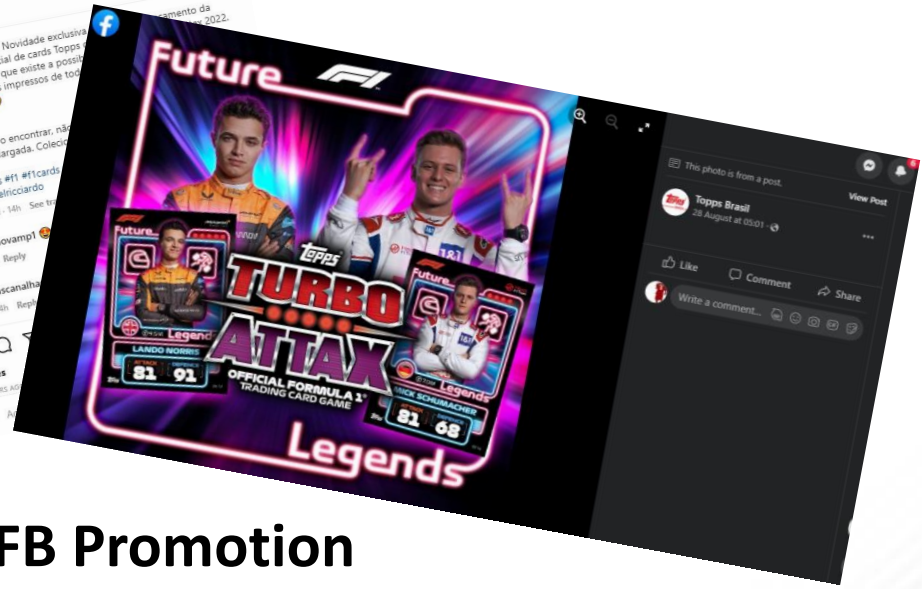
Trophy, Certificate & Amazing prizes



Dedicated registration Page on Website



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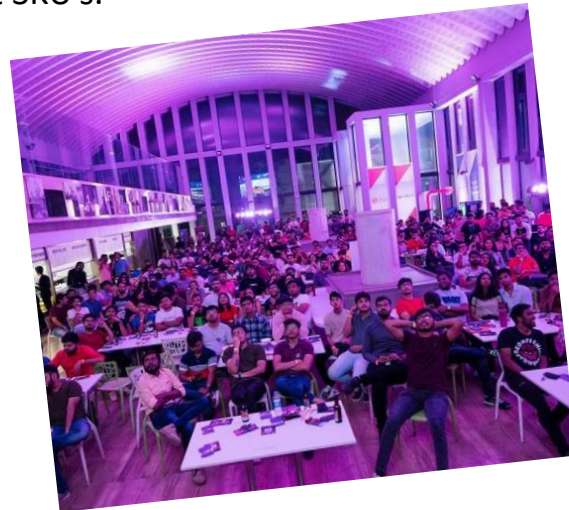


Display Units

Retail display stand for F1 Turbo Attax will be developed to showcase range of product SKU's.



Instagram & FB Promotion



Biggest F1 Screening in India



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School Sampling Activity



Retail Poster

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TOPPS COLLECT 'N' CLAIM TRADE OFFER

Topps to introduce for the first-time a trade scheme that incentivise the Distributor & Retailers when they purchase more Topps products.

- Collect Points, Claim freebies & Win Silver Coin.
- Every inner will contain a coupon with Points and Free product for retailers
- Retailers must collect 500 points to claim 10gm Silver coin.
- Distributors must collect 200 points to claim 10gm Silver coin.



Retailer Coupon



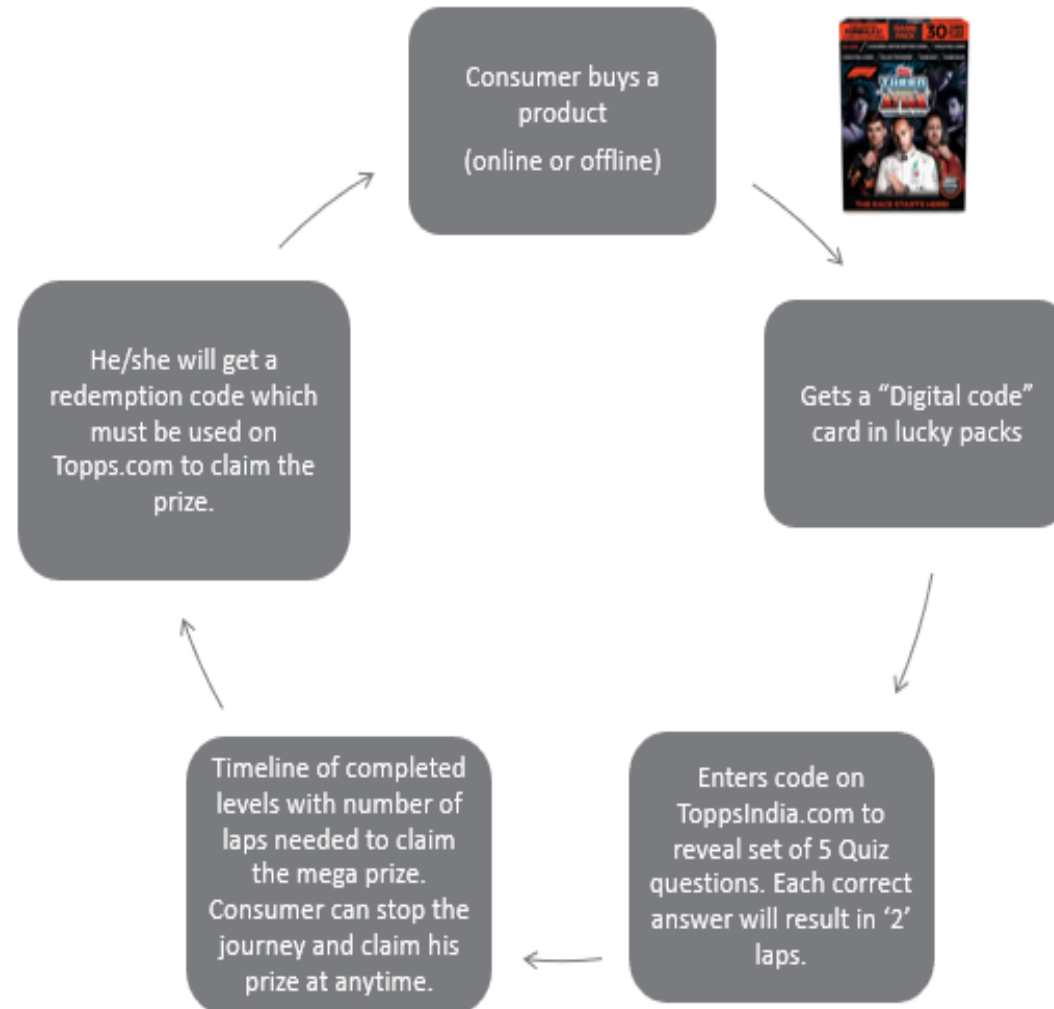
Distributor Coupon



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CONSUMER GRATIFICATION PROGRAM





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Thank you

