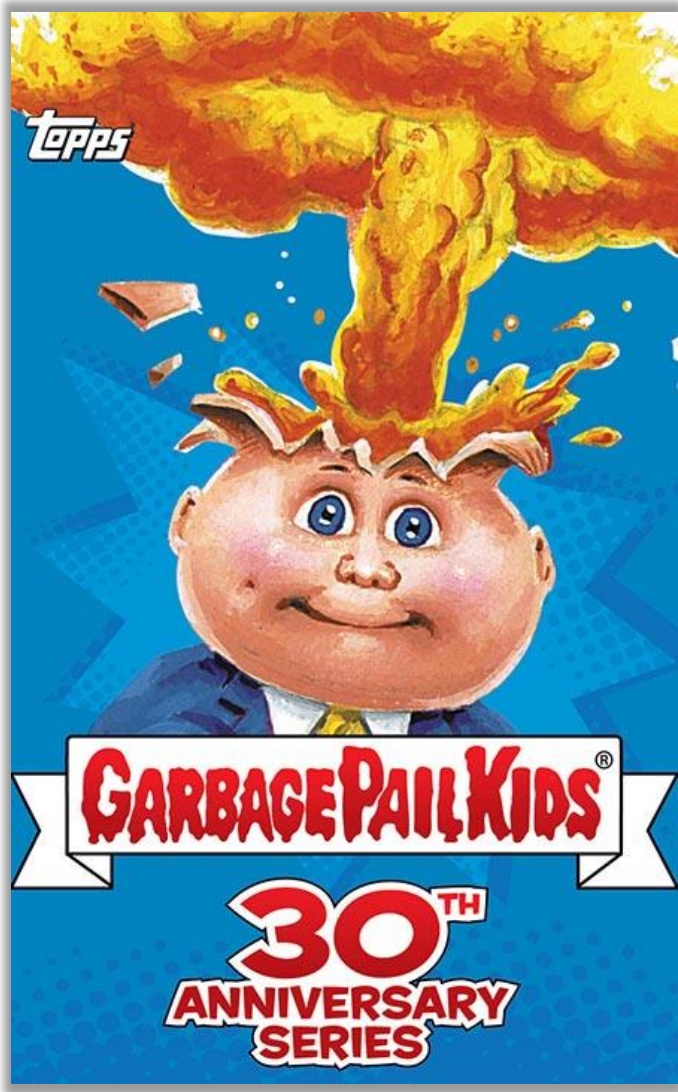




# Product Release Sales Plan



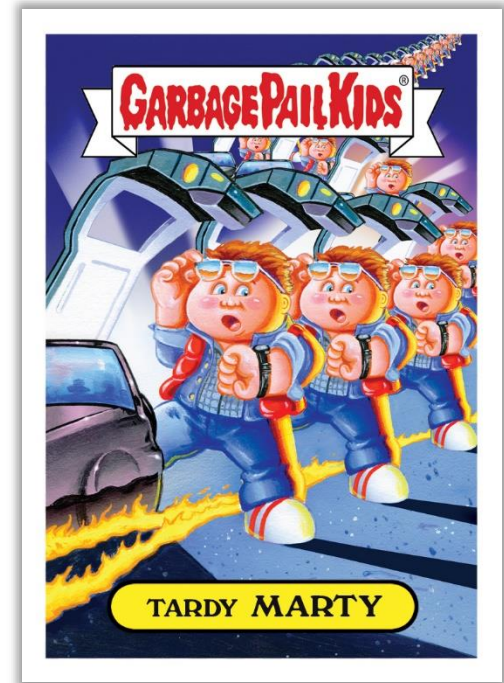
## 30<sup>th</sup> Anniversary Series

March 23, 2015



# Agenda

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

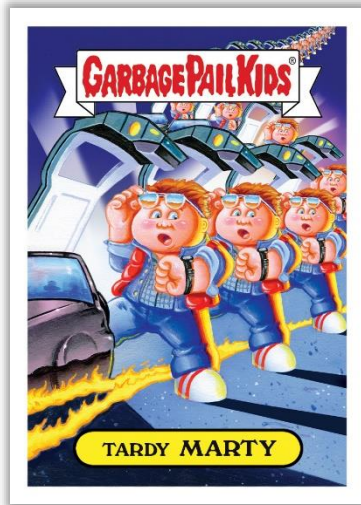


# GPK 30<sup>th</sup> Anniversary Series Celebrates the history of GPK with 11 All-New Never Before Done Themes!

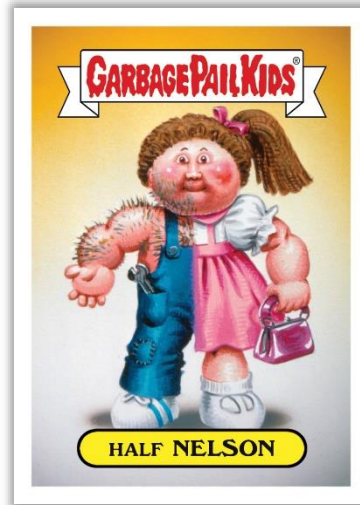
Featuring 10 More Additional Themes than a regular GPK Release!

- Special '80s Celebration Subsets include '80s Pop Culture Parodies, Lost Alternate Art of Classic '80s GPKs, Newly Painted Lost '80s Jokes!
- Classic '80s characters return with Adam Bomb's "Don't Push My Button," Zoom-Outs and Garbage Pail Kids' Kids!
- Includes the lost spin-offs GPK Pets & GPK Presidents, plus GPKs illustrated by guest Superstar Artists such as Katie Cook and Miran Kim, IDW Comic Book Covers and much more!

Plus! 88 More Stickers to Collect!



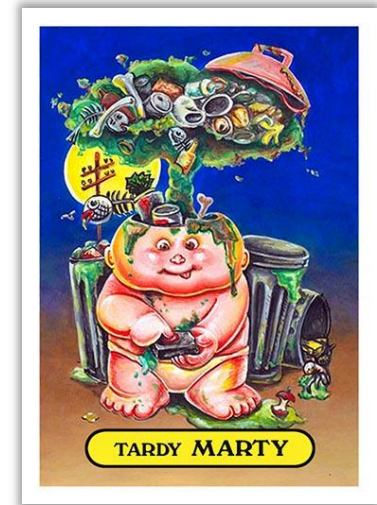
'80s Parody



Lost '80s Alternate Art



Lost '80s Joke



Adam Bomb's Button



# GPK 30th Sticker Cards will Drive Sales Through Exciting New Content and Fan Engagement



## Goals

- Drive incremental category sales with a highly differentiated property and a special 30<sup>th</sup> anniversary set with new content
- Maximize sales by appealing to Adult Collectors and Kid Fans

## Strategies

- Capitalize on the added exposure of the 30<sup>th</sup> Anniversary of GPK licensing program, which includes toys by Funko, comic books by IDW and Steve Jackson Games
- Excite Set Collectors, Lapsed Fans and Kid Fans with new art, crazy, silly, fun all-new inserts, and valuable bonus content
- Increase product value with exciting new content
- Build fan engagement and product awareness with social media and PR.



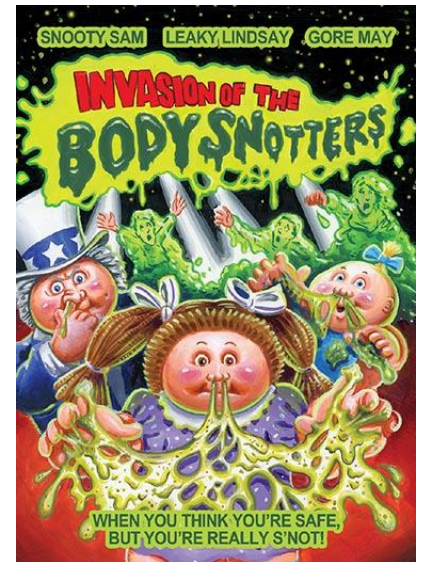
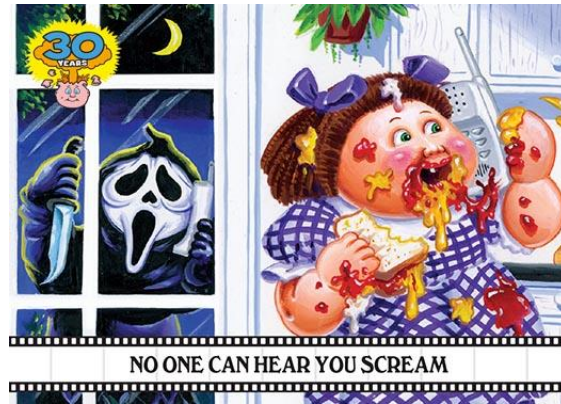
# Featuring 14 All-New Never Before Done Themes!

## 11 Subsets within the “Base Set!”

- Adam Bomb’s “Don’t Push My Button!”
- Artistic Influence
- Artistic Interpretations
- Comic Book Covers
- Cutting Room Floor
- Lost Alternate Art
- Zoom-Outs
- ‘80s Spoofs
- Garbage Pail Pets
- Garbage Pail Presidents
- Garbage Pail Kids’ Kids

## Plus! 3 Insert Themes!

- Famous Movie Scenes
- Horror Films
- “Super Fan” Tattoos



# Themed Subsets Celebrate 30 Years of GPK Humor

**Adam Bomb's Don't Push My Button (20):** Classic GPKs pressing Adam's button with "explosive" results

**Artistic Influence (20):** GPKs Influence throughout the history of art

**Title Cards/Checklists (4)**

Don't Push My Button



Artistic Influence



Title Card



# Themed Subsets Celebrate 30 Years of GPK Humor

**Artistic Interpretations (10):** Superstar Artists', such as Katie Cook and Miran Kim, takes on GPK

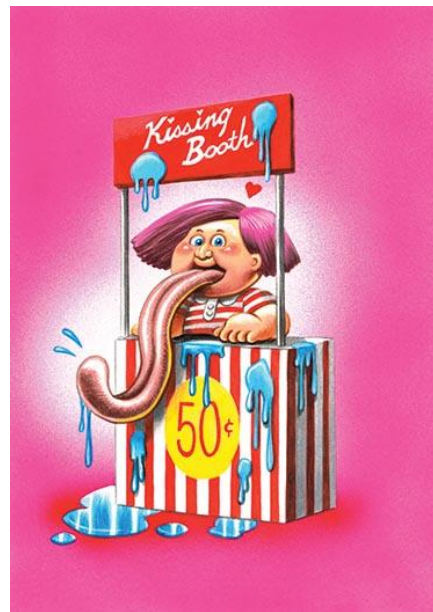
**Comic Book Covers (14):** Featuring IDW GPK Comic Book Covers

**Cutting Room Floor (10):** Unused '80s gags newly painted by original artist Tom Bunk

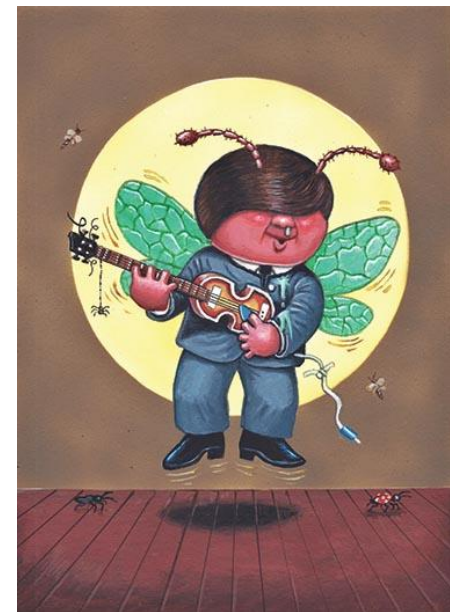
## Artistic Interpretations



## Comic Book Covers



## Cutting Room Floor



# Themed Subsets add depth to the card set

**Lost Alternate Art (12):** Unused '80s art, featuring the first versions of classic characters

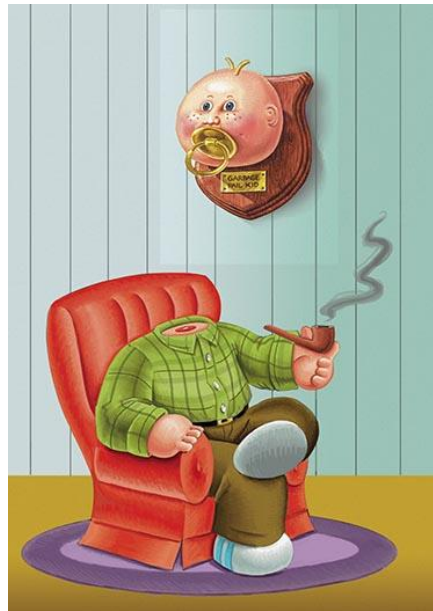
**Zoom-Outs (20):** See what's really going on behind the scenes of classic GPK cards

**'80s Spoofs (50):** Parodies of other '80s pop culture icons

Lost Alternate Art



Zoom-Out



'80s Spoof





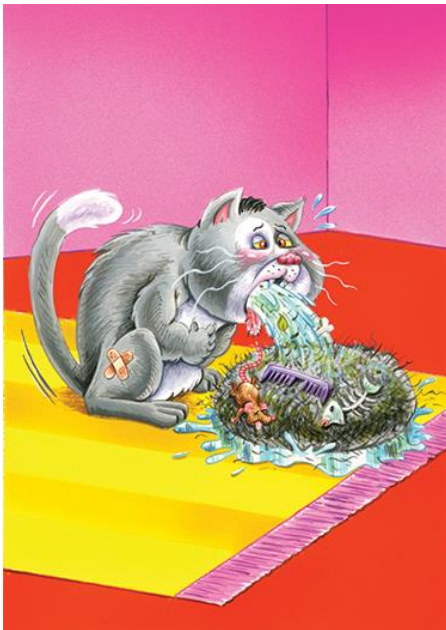
# Themed Subsets add value for the collector

**Garbage Pail Pets (20):** A never before seen, vintage unused GPK spin-off concept

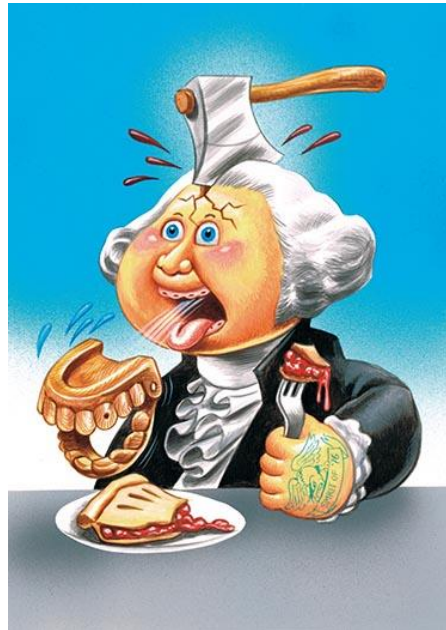
**Garbage Pail Presidents (20):** A never before seen, vintage unused GPK spin-off concept

**GPKs' Kids (20):** What if classic GPKs had a kids together?

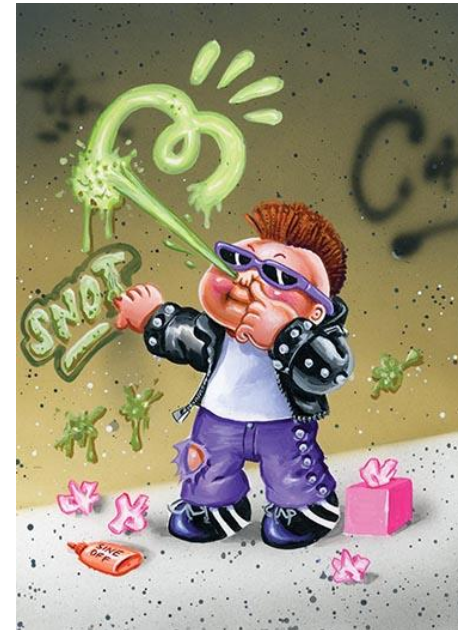
Garbage Pail Pets



GP Presidents



GPK's Kids



# New Inserts Add a Fresh, New Angle to Classic GPK Humor

**Famous Movie Scenes (1:4):** Famous classic GPK characters return inside iconic film scenes

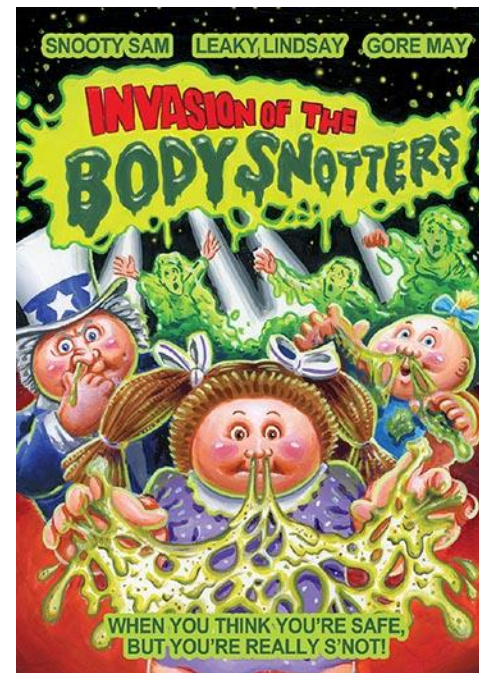
**Horror Films (1:8):** Parodies of horror film posters, starring classic GPKs

**"Super Fan" Tattoos (1:4):** Stickers featuring parodies of GPK-themed tattoos

## Famous Movie Scenes



## Horror Films



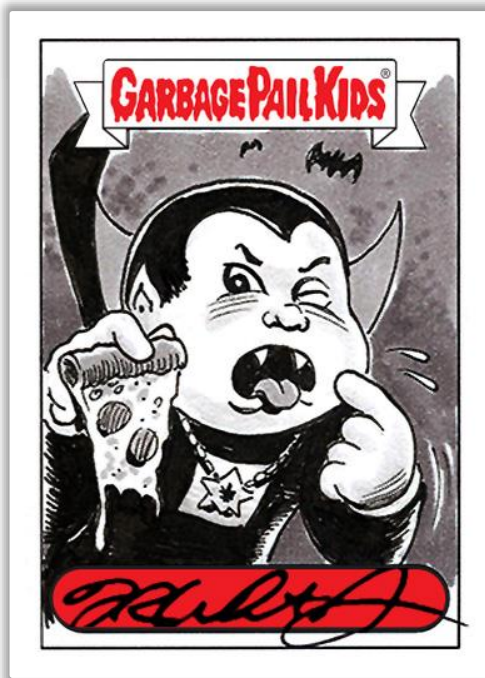
# Exciting Hits will Provide a Chase for Collectors!

**Sketch Cards:** One-of-a-kind artist illustrations from the GPK artists

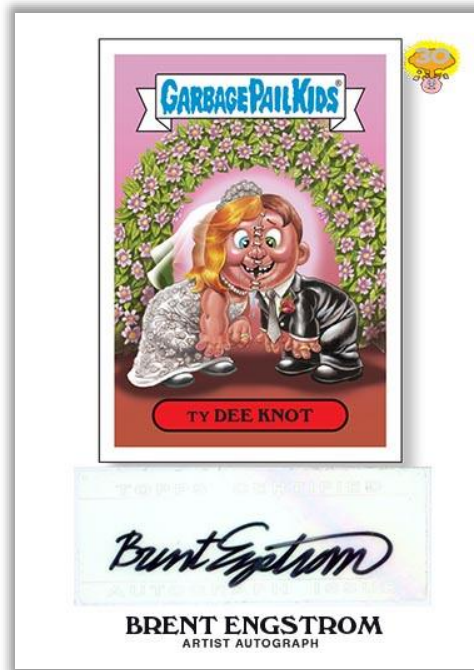
**Autographs:** Including original series creators such as Len Brown **NEW!**

**Printing Plates:** 540+ printing plates from the base set and inserts

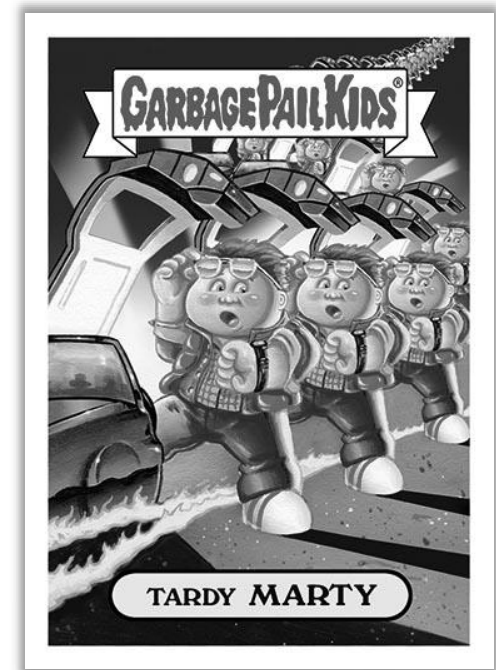
Sketch Cards



Autographs



Printing Plates



# Exclusive Content Provides Added Value for Collectors in Hobby

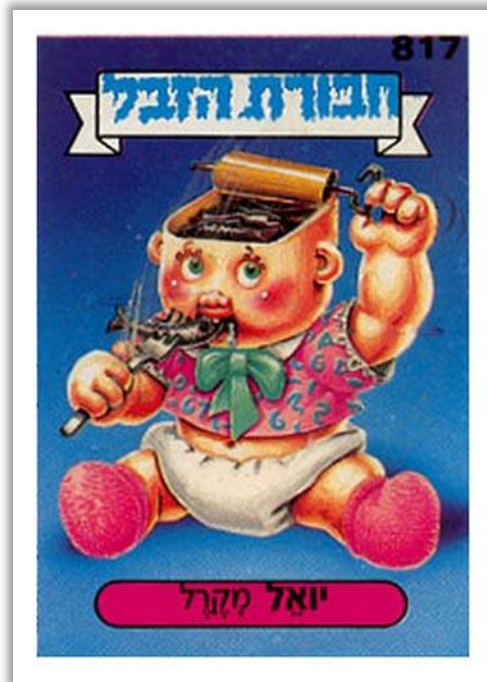


**Foreign Legion Stickers (1:24):** Featuring GPKs from 10 different foreign series

**Silver Parallels (1:24):** Hobby exclusive silver parallel of the base cards

**Die Cut Sketch Cards (500 total):** One of a kind die cut shaped sketch cards by GPK artists

Foreign Legion



Die Cut Sketch Cards



# Exclusive Parallels add additional Value to the Collector Pack



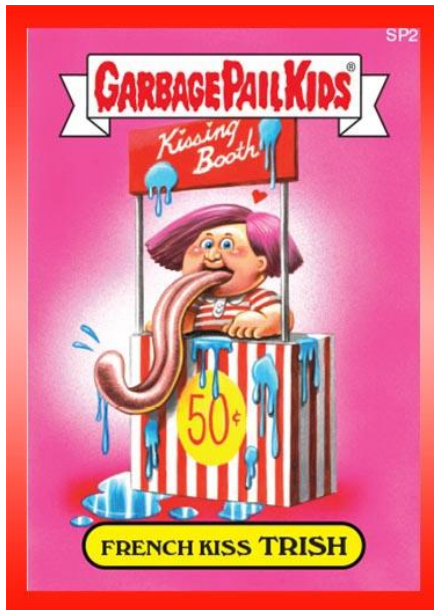
**Metallic Red (1:1):** Exclusive metallic red border parallel cards for set collectors

**Character Back (1:1):** Base parallel featuring an Adam Bomb drawing on the back

**Sepia (1:24):** Sepia tone replicates vintage photographs for a unique look at GPK characters

**Pink (1:24):** Exclusive pink parallel cards have an '80s nostalgia

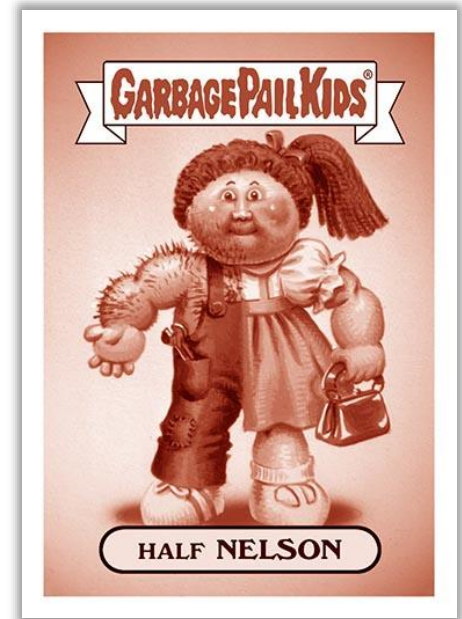
Metallic Red



Character Back



Sepia



# Even More Collector Pack Exclusive Content!

## ALL NEW! ALL HOBBY EXCLUSIVE!

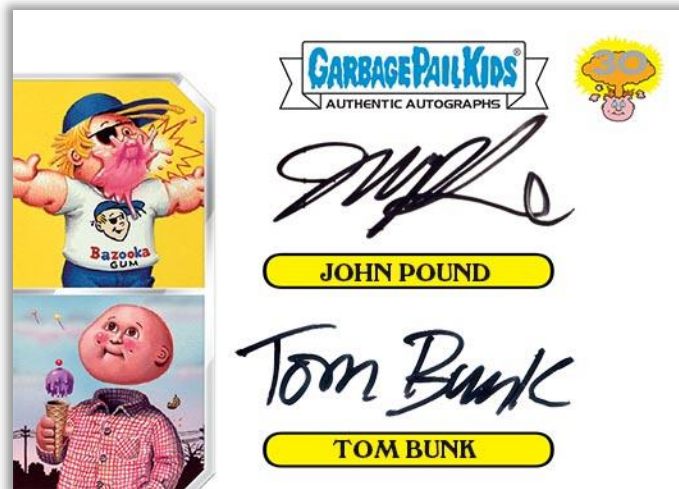


**Dual Autographs:** Cards featuring autographs of two GPK artists

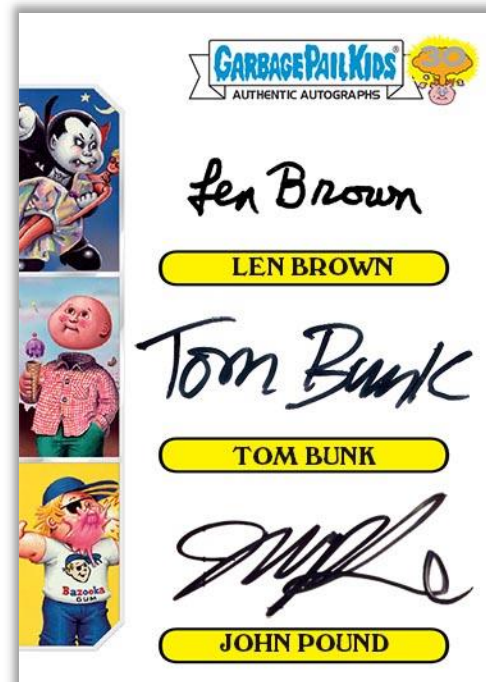
**Triple Autographs:** Cards with autographs of three different GPK artists

**Autographed Pen Relics:** Autographs with a piece of the pen used for the signing embedded within

### Dual Autos



### Triple Autos



# Still More Collector Pack Exclusive Content!

## ALL NEW!

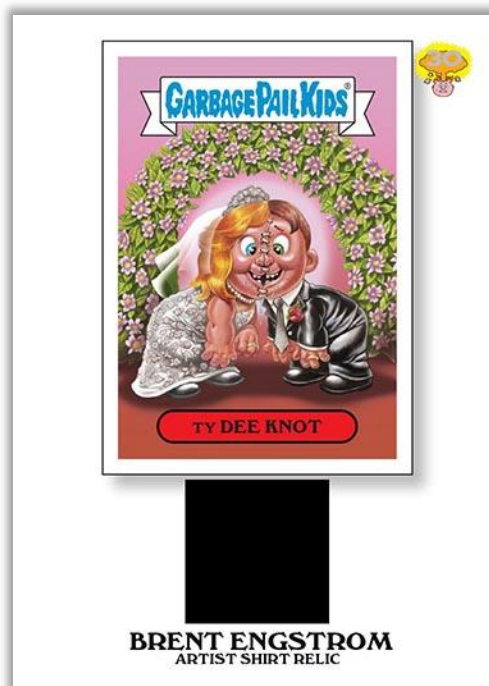


**Artist Relics:** Swatches of painting work shirts from top GPK artists

**Medallion Cards:** Medallions of six different classic GPKs

**Stamp Relics:** Featuring the Italian GPK Stamp Series

### Artist Relics



### Stamp Relics

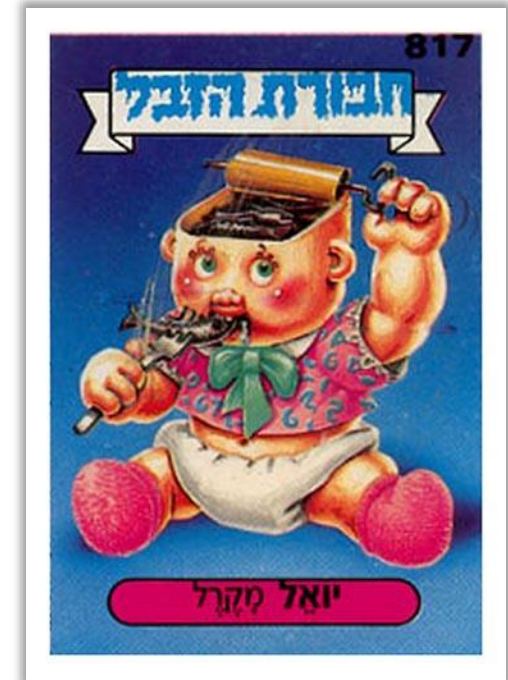


# GPK 30th Sticker Cards Product Overview



## GPK 2015 Sticker Cards

- **245 Sticker Cards to Collect!**
  - (220) Themed Cards – 110 A/B names
  - (15) Famous Movie Scene Stickers
  - (5) Horror Film Stickers
  - (5) “Super Fan” Tattoo Stickers
- **Parallels Provide Chase for Collectors**
  - Black Parallel (1:2)
  - Silver Parallel (1:24) – **HOBBY EXCLUSIVE**
  - Gold Parallel (85 per subject)
- **NEW! Exclusive Inserts and Short Prints**
  - (10) Foreign Legion Stickers – **HOBBY EXCLUSIVE**
  - (10) C-name Short Prints (1:100)
- **Exciting Rare Hits Add Value**
  - Die Cut Sketch Cards – **HOBBY EXCLUSIVE**
  - Autographs
  - Printing Plates
  - Buybacks **NEW!**



Foreign Legion





# GPK Hobby Collector Pack is Packed Full of Exclusive Content!

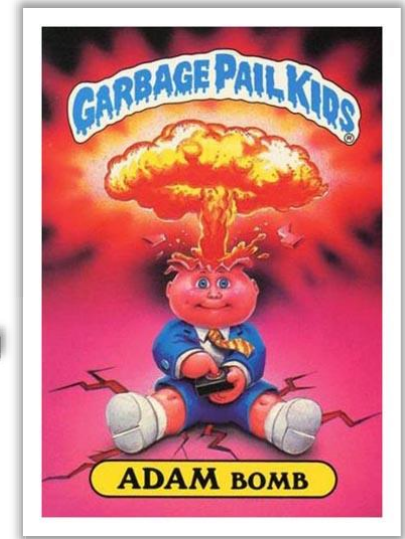


Hobby  
Exclusive!

## GPK 2015 Sticker Cards

### Hobby Collector Pack – 245 Sticker Cards to Collect

- **3 Guarantees Per Pack**
  - 1 Black Parallel
  - 1 Metallic Red Parallel
  - 1 Character Back Parallel
- **5 Guarantees Per Box**
  - 1 Foreign Legion Sticker (10 subjects)
  - 1 Pink Parallel
  - 1 Sepia Parallel
  - 1 Buyback **NEW!** (also in retail)
  - 1 Barf Bag (10 subjects) **NEW!**



Buyback

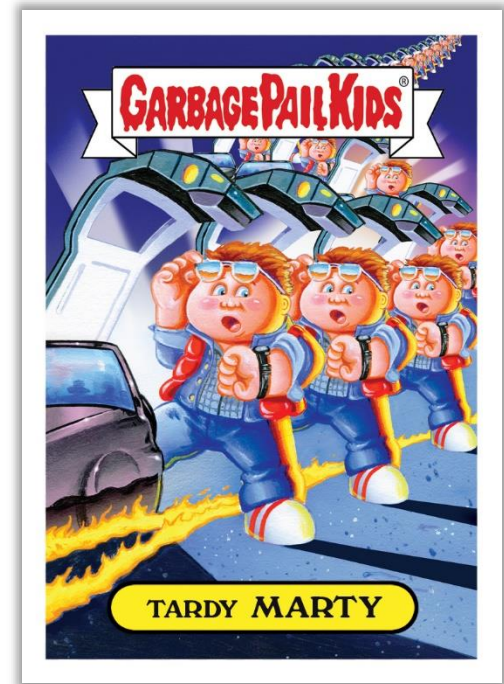


Barf Bag



# Agenda

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



# Product Content: HOBBY CHANNEL



- **First Ship:** 6/25/15
- **In Store:** 7/8/15

## Product Mix

SKU	SRP
Standard Hobby Pack (10 Cards)	\$2.50
Standard Hobby Box (24 Packs)	\$60.00
Hobby Collector Pack (6 Cards)	\$5.00
Hobby Collector Box (24 Packs)	\$120.00

## Parallels

Parallel	Insert Rate / QTY
Black	1:2
Silver	1:24 <b>Hobby Only!</b>
Gold	85 per subject

## Inserts

Insert	Insert Rate
Famous Movie Scene Stickers	1:4
Horror Film Stickers	1:8
"Super Fan" Tattoo Stickers	1:12
Foreign Legion Stickers	1:24 <b>Hobby Only!</b>

## Hits

Insert	Insert Rate / QTY
Autographs	3,000 total
Printing Plates	Over 540
Die Cut Sketch Cards	500 total <b>Hobby Only!</b>
Buybacks	1 Per Box



Hobby Collector Pack Exclusive Content Inserts & Parallels	
Hit	Insert Rate / QTY
Metallic Red Parallels	1:1
Character Back Parallels	1:1
Pink Parallels	1:24
Sepia Parallels	1:24
Medallion Cards (6 subjects)	75 per subject
Artist Relics (4 subjects)	300 per subject
Italian Stamp Relics	384 total
Dual Autographs (4 subjects)	10 per subject
Triple Autographs (3 subjects)	5 per subject
Autograph Pen Relics (19 subjects)	1 of 1





# Product Images: HOBBY CHANNEL

## Garbage Pail Kids 30<sup>th</sup> Sticker Cards

Product Line<sup>1</sup> In Stores: July 8, 2015



**Single Pack**  
(10 Cards Per Pack)  
\$2.50 SRP



**Hobby Box**  
(24 Packs)  
\$60 SRP



**Collector Pack**  
(6 Cards Per Pack)  
\$5.00 SRP

Special  
Collector Edition!



**Collector Box**  
(24 Packs)  
\$120 SRP

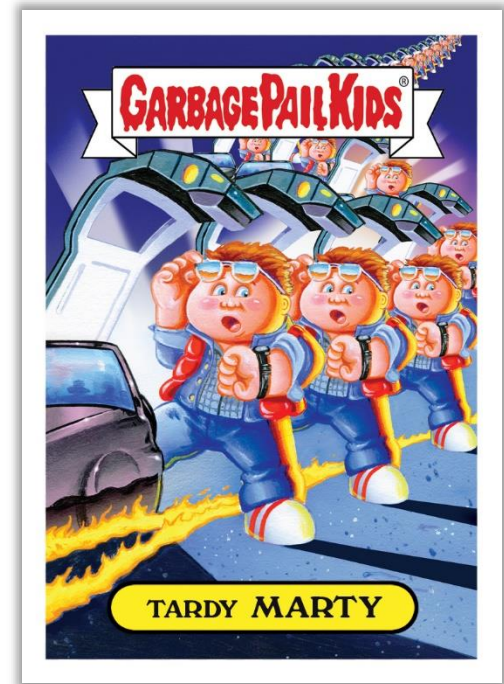
All Artwork FPO

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



# Agenda

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



# The GPK Fan Community Continues to Thrive Online and Now has Over 300,000 Fans on Facebook!

"I just bought some today and felt like I was 10yrs old again. Awesome!"

"This is awesome! I had a good laugh. LOL!"

"Love them more every year!"

"Those are the bomb!"

**GARBAGE PAIL KIDS**

"THIS IS AWESOME!!"

facebook

"The new GPK's are amazing! Can't wait to get them all!"

"I cant wait to buy some! I've been waiting for the next series to come out!"

"OMG! GPK's!.....Word."

"Just want to say been collecting these cards since the 80s I probably have one of the biggest collections in Washington State! Keep the series coming!"

"Just bought a box and got a sketch card! Woot!"

"Very nice artwork. Awesome!"

**GARBAGE PAIL KIDS**

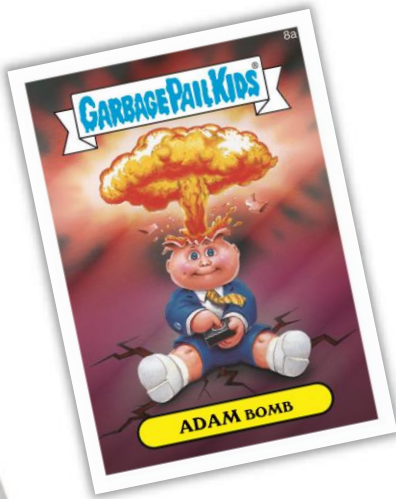
# Garbage Pail Kids (GPK) Brand Overview

## Garbage Pail Kids

- A uniquely hilarious group of kids who are as endearing as they are gross. With original hand-painted art, an endless universe of new characters, and a heavy dose of wit, Garbage Pail Kids have been delivering laughs since 1985!

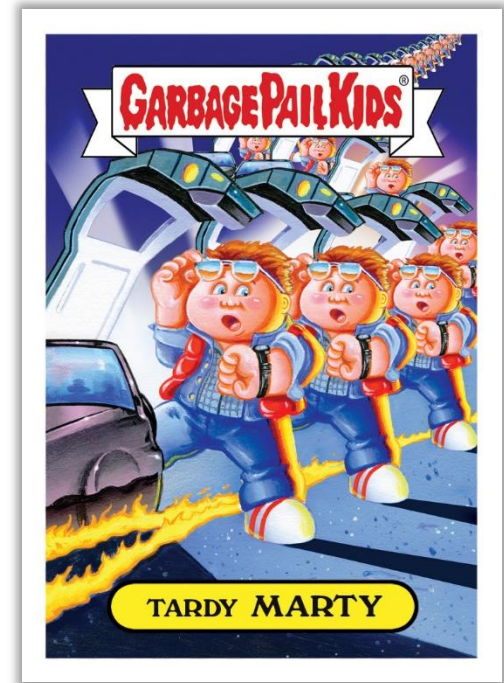
## Why We Love GPK

- 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.



# Agenda

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







# GPK Meets the Diverse Needs of Adult and Kid Fans

## Adult Fans Need:

Memorable Characters  
Unique "Hits"



## Adult & Kid Fans Need:

Fresh Gags  
Clever Art



## Kid Fans Need:

Amusing Inserts

