

## G2A FACTSHEET

May 2020

## HISTORY



2010

Started as a retailer.



XYZ-XXX-YYY-ZZZ



2014

Initially offered **game keys, gaming services and gift cards** for all major platforms (Steam, Uplay, Origin, PSN, Xbox).



2014

Changed into a **marketplace**.

2018

G2A Marketplace was expanded to include **electronics and gadgets** from all major brands (Razer, Corsair, Logitech, Asus, MSI, etc.)

## KEY NUMBERS



20M

clients  
worldwide

11.8M

transactions  
in 2019

260M

visits  
in 2019

## PRODUCTS



Subscription service offering unique discounts and special offers for the clients.



Affiliate program that lets users earn money by recommending G2A Marketplace.



A tool for external stores to import their products to the marketplace in a quick and easy way.



A program which lets game developers open their official store on the marketplace and gain a lot of benefits.

## G2A PLUS

An addition to the normal shopping experience, **G2A Plus** lets subscribers receive **unique discounts** and **special offers** just for them.

Here are some numbers:

- ✓ Over **1.6M people** have tried Plus in total.
- ✓ Over **1500 game keys** sold **weekly** through unique Plus offers.
- ✓ About **700 games discounted** within the subscription each week.
- ✓ Unique benefits: **exclusive discounts**, **individual reflinks** with which clients can earn money by recommending G2A Plus, special **cashback codes**, etc.



## G2A Goldmine

As an affiliate program with a very long history – it has been launched in **June 2013**, even before the marketplace – Goldmine has always allowed our users **earn money** while **doing what they like the most**: playing games and talking about them!

Since its inception, Goldmine has amassed some spectacular numbers:

- ✓ As of May 2020, its users have earned **over €9M** in total, with the most active one making an astonishing **€3.2M!**
- ✓ Goldmine reflinks account for **over 1M monthly visits** on the marketplace website.



## SOCIAL MEDIA

**3.8 million**  
overall reach

**98% response rate**  
on social media

**2 hrs**  
avg. response time



Facebook

**2.4M**  
likes



Twitter

**926k**  
followers



Instagram

**264k**  
followers



YouTube

**216k**  
subscribers



Twitch

**3.7k**  
followers



LinkedIn

**7.7k**  
followers



## AWARDS AND RECOGNITION



### Reliable Partner 2018

CWK Operator



### Best Benefits Strategy 2018

Benefits Festival



### Leader of the Region in Financial Services

Nowiny/Polska Press



### Newsweek's Innovation Award

Business Insider



### Golden Medal

Polish Academy  
of Success



### Best Deal of the Year 2017

eBay Hong Kong



### Innovative Cross Cultural Training for Gamers

The Stevies (US)



### Cross Cultural Customer Experience

The Stevies (US)



### G2A Land Oculus Virtual Reality Project

The Stevies (US)



### Outstanding Customer Service Team

Global Business  
Excellence



### Outstanding New Product/Service

Global Business  
Excellence



### Outstanding Fast-Growth Business

Global Business  
Excellence



### Innovation in Customer Experience

UK Financial Services  
Experience Awards



### Company of the Year

Crystal Antenna  
Award



## MEDIA ABOUT G2A

# Forbes

G2A's co-founder  
included on 30 under 30  
(Forbes Poland)



## Harvard Business Review

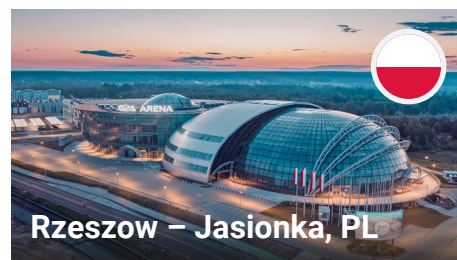
How G2A keeps a start-up  
energy in a big company  
(Harvard Business Review Poland)

## BUSINESS INSIDER

G2A's CEO and co-founder  
named a Digital Shaper  
(Business Insider Poland)

## WORKING AT G2A

## NETHERLANDS (NL)



## HONG KONG (HK)



The biggest business and exhibition center in the city of Rzeszow, Poland.

## POLAND (PL)



## EMPLOYEES



**550**  
talented, skilled  
specialists



**17**  
countries  
of their origin



**16**  
languages  
they speak



**Individual  
benefits for  
employees**

including exclusive offers  
from local facilities



**Active  
Team**

promoting **healthy lifestyle**,  
available to every employee



**Internship  
programs**

and **close cooperation** with  
universities

Save the Children 

**\$500,000**

gathered for the  
**Save the Children**  
Foundation

**GAMING  
FOR GOOD**

**\$128,193**

gathered through our  
platform and donated to  
**Gaming for Good**

## CHARITY

