

## G2A FACTSHEET

January 2021

## 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



24M

**clients**  
worldwide



14.2M

**transactions**  
in 2020



307M

**visits**  
in 2020

## PRODUCTS



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



Referral 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 **1.8M people** have tried Plus in total.
- ✓ Over **6000 game keys** sold **weekly** through unique Plus offers.
- ✓ About **38 thousand games and DLCs discounted** within the subscription on the marketplace.
- ✓ Unique benefits: **exclusive discounts, individual reflinks** with which clients can earn money by recommending G2A Plus, **free game each month**.



## G2A Goldmine

As a referral 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 January 2021, its users have **earned nearly €6M in total**.
- ✓ Goldmine reflinks account for **over 600 thousand 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

**870k**  
followers



Instagram

**312k**  
followers



YouTube

**205k**  
subscribers



Twitch

**4.3k**  
followers



LinkedIn

**8.4k**  
followers



## AWARDS AND RECOGNITION



**BrandMe CEO**  
Forbes Poland



**Golden Drums**  
Slovenian  
Advertising  
Chamber



**KTR Golden/Silver  
Swords**  
Advertising Creators  
Club Poland



**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



**Cross Cultural  
Customer  
Experience**  
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**

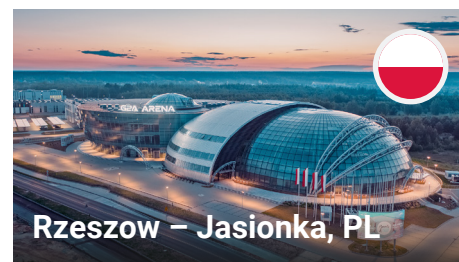
**G2A's CEO and co-founder  
named a Digital Shaper**  
(Business Insider Poland)

**B  
M  
BRANDME  
CEO  
Forbes**

**G2A's CEO wins the  
BrandMe CEO award**  
(Forbes Poland)

## WORKING AT G2A

## NETHERLANDS (NL)



## HONG KONG (HK)



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

## POLAND (PL)



## EMPLOYEES



**520**

talented, skilled specialists



**14**

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