

G2A FACTSHEET

October 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



27M

clients
worldwide

100M+

products
sold so far

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:

- ✓ Nearly **2M people** have tried Plus in total.
- ✓ Over **25 000 game keys** sold **weekly** through unique Plus offers.
- ✓ Over **38 000 games and DLCs**, as well as **over 800 software products** 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 September 2021, its users have **earned nearly €6.2M in total**.
- ✓ Goldmine reflinks account for **over 500k monthly visits** on the marketplace website.



SOCIAL MEDIA

3.7 million
overall reach

98% response rate
on social media

2 hrs
avg. response time



Facebook

2.3M
likes



Twitter

825k
followers



Instagram

307k
followers



YouTube

200k
subscribers



Twitch

5.5k
followers



LinkedIn

8.9k
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)



**Merchant Team
of the Year**
CNP Awards
2021



**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)



Amsterdam, NL



Rzeszow – Jasionka, PL

HONG KONG (HK)



Hong Kong, HK



G2A's employees



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

POLAND (PL)



Rzeszow, PL



Warsaw, PL



Krakow, PL

EMPLOYEES



500

talented, skilled specialists



12

countries of their origin



Individual benefits for employees



Active Team

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



Internship programs

CHARITY



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**