

G2A FACTSHEET

April 2022

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



105M+

products
sold so far



255M

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 **22 000 game keys** sold **weekly** through unique Plus offers.
- ✓ Over **28 000 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 April 2022, its users have **earned over €6.3M 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

f **2.3M**
likes
Facebook

t **808k**
followers
Twitter

ig **299k**
followers
Instagram

yt **196k**
subscribers
YouTube

tv **5.8k**
followers
Twitch

in **9.3k**
followers
LinkedIn

PARTNERS

BUSINESS

INFLUENCERS
(present & past partners)



Throughout the years we have partnered with nearly
1600 partners
(over 200 in 2021 alone) from **61 different countries**.

DEVELOPERS & PUBLISHERS

INDUSTRY



ESPORTS INITIATIVES


\$10M
invested
since 2014

71
esports teams
partnered
with us


100
esports & gaming
events have been
sponsored




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




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



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



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



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

WORKING AT G2A

NETHERLANDS (NL)



HONG KONG (HK)



G2A ARENA
The biggest business and exhibition center in the city of Rzeszow, Poland.

POLAND (PL)



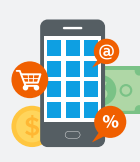
EMPLOYEES



450
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