

# G2A FACTSHEET

May 2023

## 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**.



**2020**

G2A in **TOP10 Cross-Border Marketplaces** operating in Europe.

**2022**

Expanded to **all-digital platform offering 75K+ products**, including non-gaming categories like software or subscriptions. **Gate 2 Adventure** begins.

## KEY NUMBERS



**25M+**

**clients**  
worldwide

BUY



**105M+**

**products**  
sold so far



**255M**

**visits**  
in 2022

## PRODUCTS

### G2A PLUS

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

### G2A Goldmine

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

### G2A DIRECT

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 **2.2M people** have tried Plus in total.
- ✓ Over **20 000 game keys** sold **weekly** through unique Plus offers.
- ✓ Over **32 000 games and DLCs**, as well as **over 1000 software products** discounted within the subscription on the marketplace.
- ✓ Unique benefits: **exclusive discounts**, both from us and **our partners**, **priority support**, **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 May 2023, its users have **earned over €6.95M in total**.
- ✓ Goldmine reflinks account for **over 500k monthly visits** on the marketplace website.



## SOCIAL MEDIA

**3.6 million**  
overall reach

**98% response rate**  
on social media

**2 hrs**  
support response time

**f** **2.3M**  
likes  
Facebook

**t** **769k**  
followers  
Twitter

**i** **293.7k**  
followers  
Instagram

**v** **193k**  
subscribers  
YouTube

**t** **5.8k**  
followers  
Twitch

**in** **10.2k**  
followers  
LinkedIn

**PARTNERS**

BUSINESS

INFLUENCERS  
(present & past partners)



Throughout the years we have partnered with nearly  
**1700 partners**  
 (over 250 in 2022 alone) from **61 different countries**.

DEVELOPERS & PUBLISHERS

INDUSTRY



G2A ARENA

G2A ARENA

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


**ESPORTS INITIATIVES**

**\$11M+**  
invested since 2014

**71**  
esports teams  
partnered with us

**100+**  
esports & gaming  
events have been sponsored


**SELECTED AWARDS AND RECOGNITION**




**BrandMe CEO**  
Forbes Poland




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




**Outstanding Fast-Growth Business**  
Global Business Excellence




**Innovation in Customer Experience**  
UK Financial Services Experience Awards



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




**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

**Golden Drums**  
Slovenian Advertising Chamber




**Outstanding New Product/Service**  
Global Business Excellence



**Best Benefits Strategy 2018**  
Benefits Festival




**Company of the Year**  
Crystal Antenna Award



**Cross Cultural Customer Experience**  
The Stevies (US)


**MEDIA ABOUT G2A**




**G2A's co-founder included on 30 under 30**



**Harvard Business Review**  
**How G2A keeps a start-up energy in a big company**



**BUSINESS INSIDER**  
**G2A's CEO and co-founder named a Digital Shaper**



**BRANDME CEO**  
**G2A's CEO wins the BrandMe CEO award**

WORKING AT G2A

HQ in NETHERLANDS (NL)



Amsterdam, NL

HQ in HONG KONG (HK)



Hong Kong, HK

R&D CENTER (PL)



Rzeszow, PL

OFFICES in POLAND (PL)



Warsaw, PL



Krakow, PL

EMPLOYEES



**400** talented, skilled specialists & 40% women representation



**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