

HISTORY

2010
Started as a retailer.

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

KEY NUMBERS

- 225M** visits in 2022
- 66M+** Visitors in 2022
- 25M+** clients worldwide
- 75k** Items available
- 3.6M** social media community
- 105M+** Items sold so far

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:

- Over **2.2M people** have tried Plus in total.
- Over **20 000 game keys** sold **weekly** through unique Plus offers.
- Over **37 000 games and DLCs**, as well as **over 1100 software items** 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:

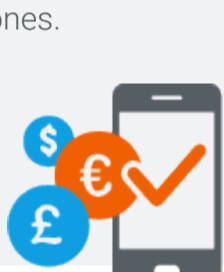
- As of June 2023, its users have **earned over € 7M in total**.
- Goldmine referrals account for **over 400k monthly visits** on the marketplace website.



Trust

200+ payment methods

While shopping, you can **pick** from **over 200 payment methods**, including the most popular and secure ones, like **PayPal, Skrill, PayU and many others**, often popular regional ones.



AI Anti-fraud solutions

Our checkout **process is completely safe**, covered by a robust and professional Fraud Prevention team, **supported by state-of-the-art AI technology** used to prevent false or fraudulent transactions - this resulted in reaching the fraud rate at the marketplace of 0.2% vs 2.9% globally.



VERIFIED sellers only

Only verified sellers. All our sellers are registered business entities, who had to undergo a **strict AML process**, which required them sending us all business-related documents to make sure they are legitimate – **no anonymous dealer can offer anything for sale via G2A!**



ECOMMERCE SPLIT

Gaming

- games,
- DLC,
- random,
- currencies,
- gaming subs,
- in-game items
- gaming gift cards,



Non-gaming

- subs,
- crypto,
- gift cards,
- programs,
- special gift cards,
- cash gift cards



SOCIAL MEDIA

3.6 million overall reach

98% response rate on social media

2 hrs support response time

- 2.3M** likes (Facebook)
- 769k** followers (Twitter)
- 293.7k** followers (Instagram)
- 125.5k** likes (TikTok)
- 193k** subscribers (YouTube)
- 5.8k** followers (Twitch)
- 10.2k** followers (LinkedIn)

PARTNERS

BUSINESS (present & past partners)

- Mastercard, PwC, Skrill, PayPal, Facebook, Twitter, Paysafecard, Red Bull, Deloitte, Google

INFLUENCERS (present & past partners)

- DreamHack, Beyond the Summit, ESL, IGL, MSI, GIGABYTE, ZOTAC, Logitech, ROCCAT, COOL MASTER, GOSU GAMERS, MSI, STEELSERIES, RAZER, GUNNAR, CURSE

Throughout the years we have partnered with nearly **1800 partners** (over 250 in 2022 alone) from **61 different countries**.

DEVELOPERS & PUBLISHERS

- GameForce, NINEK STUDIOS, CIPSOFT, WargamingNet, Epic Games, Microsoft, WargamingNet, Epic Games

INDUSTRY




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

ESPORTS INITIATIVES


- \$12M+** invested since 2014
- 71 esports teams** partnered with us
- 110+** esports & gaming events have been sponsored

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



How G2A keeps a start-up energy in a big company



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



G2A's CEO wins the BrandMe CEO award

WORKING AT G2A

HQ in **NETHERLANDS (NL)**

HQ in **HONG KONG (HK)**



Amsterdam, NL



Hong Kong, HK

R&D CENTER (PL)

OFFICES in **POLAND (PL)**



Rzeszow, 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



\$128,193 gathered through our platform and donated to Gaming for Good