

# G2A FACTSHEET

August 2024

## 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).



**2016**

**Services Customer Center** - new ticket system, support hub, live chat



**2019**

**Gamification** - implemented as a part of Marketplace experience to drive customers' loyalty & further growth

**GATE 2 ADVENTURE 2022**

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



**2014**

Changed into a **marketplace**.

**2015**

G2A became **#1 seller on eBay**.

**#1**

**2017**

**G2A Plus** - a subscription service offering unique discounts and special offers to the subscribers

**G2A PLUS**

**2020**

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



## KEY NUMBERS



**250M**

visits  
in 2023




**130M+**

Visitors  
in 2023



**30M+**

users  
worldwide



**75k**  
Items  
available



**3.9M**  
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 August 2024, its users have **earned over € 8.4M in total**.
- ✓ Goldmine reflinks account for **over 500k monthly visits** on the marketplace website.



## Trust

# 400+

### banking channels

While shopping, you can **pick** from **a multitude of 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 **much lower than the 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

- subscriptions
- programs
- gift cards
- mobile prepaids
- e-learning
- special gift cards
- crypto



## SOCIAL MEDIA

### 3.9 million

overall reach

### 98% response rate

on social media



### 2.3M

likes

Facebook



### 736k

followers

Twitter



### 270k

followers

Instagram



### 433.4k

likes

TikTok



### 190k

subscribers

YouTube



### 5.8k

followers

Twitch



### 11.4k

followers

LinkedIn

## PARTNERS

BUSINESS



INFLUENCERS  
(present & past partners)



Throughout the years we have partnered with nearly

**2000 partners**

(over 300 in 2023 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

**\$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

**Forbes**

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**  
Forbes

G2A's CEO wins the BrandMe CEO award

## WORKING AT G2A

HQ in **NETHERLANDS** (NL)



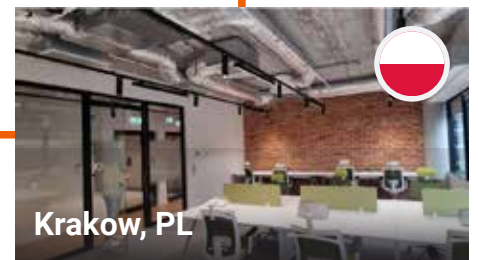
HQ in **HONG KONG** (HK)



**R&D CENTER** (PL)



**OFFICES** in **POLAND** (PL)



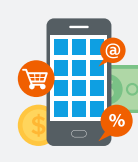
## EMPLOYEES



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



**12**  
countries  
of their origin



**Individual**  
benefits for  
employees



**Learning & Development**  
188 development-related  
events in 2023



**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**