

G2A FACTSHEET

March 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**.

#1

2015

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

G2A PLUS

2017

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



2020

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

KEY NUMBERS



250M

visits
in 2023




130M+

Visitors
in 2023



30M+

clients
worldwide



75k
Items
available



3.7M
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.

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 March 2024, its users have **earned over € 7.8M 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

3.6 million

overall reach

98% response rate

on social media

2 hrs

support response time



2.3M

likes

Facebook



769k

followers

Twitter



294k

followers

Instagram



130.5k

likes

TikTok



195k

subscribers

YouTube



5.8k

followers

Twitch



10.9k

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



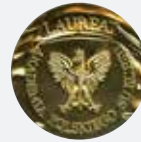
**KTR Golden/Silver
Swords**
Advertising
Creators Club



**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)



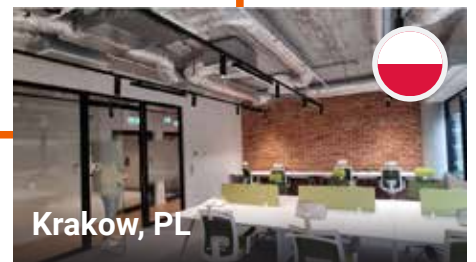
HQ in **HONG KONG** (HK)



R&D CENTER (PL)



OFFICES in **POLAND** (PL)



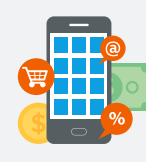
EMPLOYEES



400
talented, skilled
specialists &
40% women
representation



12
countries
of their origin



Individual
benefits for
employees



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