

# G2A FACTSHEET

January 2025

## 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).



**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



**2022**

Expanded to **all-digital platform** offering a wide range of 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**.



**2017**

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



**2020**

G2A in **TOP 10 Cross-Border Marketplaces** operating in Europe.



www

**200M+**

visits  
in 2024



**35M+**

users  
worldwide

## KEY NUMBERS



90k+

Items available



4.0M

social media community



135M+

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 January 2025, its users have **earned over € 8.8M in total**.
- ✓ Goldmine referrals 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

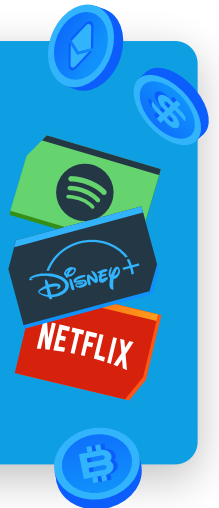
### Gaming

- 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



**4 million**  
overall reach

**98% response rate**  
on social media

## SOCIAL MEDIA

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

**X (Twitter)**  
**520k**  
followers

**Instagram**  
**265k**  
followers

**TikTok**  
**721.2k**  
likes



**YouTube**  
**189k**  
subscribers

**LinkedIn**  
**5.8k**  
followers

**LinkedIn**  
**11.9k**  
followers

## PARTNERS

BUSINESS



INFLUENCERS  
(present & past partners)



Throughout the years we have partnered with nearly

# 2000 PARTNERS

from 61 different countries.

DEVELOPERS & PUBLISHERS



INDUSTRY



## ESPORTS INITIATIVES

# \$12M+

invested  
since 2014

# 71

esports teams  
partnered with us



# 110+

esports & gaming  
events have been  
sponsored



## AWARDS AND RECOGNITION



**Best Marketplace**  
21st Century  
National  
Technology  
Awards 2024



**Best Digital  
Marketing Campaign**  
eCommerce Awards  
2024



**Company of the  
Year: Retail Gold**  
Globe Awards for  
Business 2024



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



**BrandMe CEO**  
Forbes Poland



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



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



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



**Golden Drums**  
Slovenian  
Advertising  
Chamber



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



**Best Deal  
of the Year 2017**  
eBay Hong Kong



**Newsweek's  
Innovation Award**  
Business Insider



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



**Golden Medal**  
Polish Academy  
of Success



## GLOBAL MEDIA COVERAGE

Forbes



BUSINESS  
INSIDER



MARCA



Newsweek



CITYA.M.



EUROPEAN BUSINESS  
MAGAZINE

