

G2A FACTSHEET

July 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
94K+ 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
worldwideKEY
NUMBERS



94k+

Items
available



4.0M

social media
community



136M+

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 €9M 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

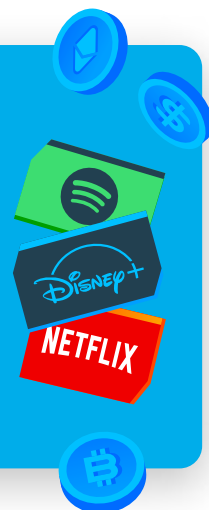
Gaming

- 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




4 million
overall reach


98% response rate
on social media

SOCIAL MEDIA

 **2.2M**
likes


 **512k**
followers

 **262k**
followers

 **744.6k**
likes



 **189k**
subscribers

 **5.8k**
followers

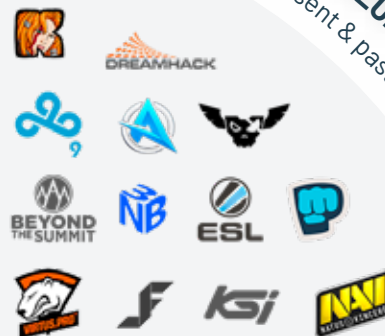
 **12.2k**
followers

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



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



Best Digital Marketing Campaign
eCommerce Awards 2024



Newsweek's Innovation Award
Business Insider



Golden Drums
Slovenian Advertising Chamber



Best Deal of the Year 2017
eBay Hong Kong



Golden Medal
Polish Academy of Success



Outstanding New Product/Service
Global Business Excellence



Best Marketplace
21st Century National Technology Awards 2024



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



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

G2A's CEO wins the BrandMe CEO award

