

G2A FACTSHEET

March 2026

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

202M+

visits in 2025



35M+

users worldwide

KEY NUMBERS



125k+

Items available



150M+

Items sold so far



4.1M

social media community

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 Free** lets subscribers generate **Plus Points** that can be exchanged for discounts, while **G2A Plus Premium** members receive unique discounts and benefits on top of that.

- ✓ Over **650k active Plus users** in total.
- ✓ Over **415k orders made** that generated Points for Plus users.
- ✓ Unique benefits: **Plus Points to pay less**, exclusive discounts, 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 February 2026, its users have **earned over €9.5M 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
- crypto
- esims



4.1M

overall reach

98% response rate

on social media

SOCIAL MEDIA



2.2M
followers



473k
followers



257k
followers



933.5k
likes



190k
subscribers



5.8k
followers



12.8k
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

