

GameStop®

POWER TO THE PLAYERS®

Q2 2016 Earnings

August 25, 2016

GameStop
POWER TO THE PLAYERS

ES GAMES

KONGREGATE

gameinformer

MICROMANIA

simply mac

springmobile

THINKGEEK

Safe Harbor

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements may include, but are not limited to, the outlook for the third quarter and fiscal 2016, future financial and operating results and projections, projected store openings, timing and terms of potential acquisitions, the company's plans, objectives, expectations and intentions, and other statements that are not historical facts. Such statements are based upon the current beliefs and expectations of GameStop's management and are subject to significant risks and uncertainties. Actual results may differ from those set forth in the forward-looking statements. GameStop undertakes no obligation to publicly update or revise any forward-looking statements. The following factors, among others, could cause actual results to differ from those set forth in the forward-looking statements: the inability to obtain sufficient quantities of product to meet consumer demand, including console hardware and accessories; the timing of release and consumer demand for new and pre-owned video game titles; our ability to continue to expand, and successfully open and operate new stores for, our collectibles and tech brands businesses; risks associated with achievement of anticipated financial and operating results from acquisitions; our ability to sustain and grow our console digital video game sales; the risks associated with international operations, wireless industry partnerships and operations and the completion and integration of acquisitions; increased competition and changing technology in the video game industry, including browser and mobile games and digital distribution of console games, and the impact of that competition and those changes on physical video game sales; and economic, regulatory and other events, including litigation, that could reduce or impact consumer demand or affect the company's business. Additional factors that could cause GameStop's results to differ materially from those described in the forward-looking statements can be found in GameStop's Annual Report on Form 10-K, as amended, for the fiscal year ended Jan. 30, 2016 filed with the SEC and available at the SEC's Internet site at <http://www.sec.gov> or <http://investor.GameStop.com>.

GME is a Global Specialty Retailer

We're a global family of specialty retail brands that makes the most popular technologies affordable and simple

GME | CHANGING THE GAME

VIDEO GAMES

No. 1 Market Share in 13 Countries

\$13 Billion Addressable US Market



GameStop
POWERUP
REWARDS

46 Million Members Worldwide

gameinformer

2016: \$8B

GME | CHANGING THE GAME

DIGITAL/MOBILE GAMING

\$1 Billion Digital Business

\$8 Billion Addressable US Market



Downloadable Content



KONGREGATE
Top 10 Mobile Publisher

2016: >\$1B

GME | CHANGING THE GAME

TECHNOLOGY BRANDS

\$200+ Billion Addressable US Market



- The Largest And Fastest Growing AT&T Wireless Retailer
- AT&T National Dealer

simply mac
Apple Specialist

- Largest Apple Authorized Reseller

2016: ≈\$.85B

GME | CHANGING THE GAME

COLLECTIBLES

\$11 Billion Addressable US Market



THINKGEEK
JOIN IN. GEEK OUT.™

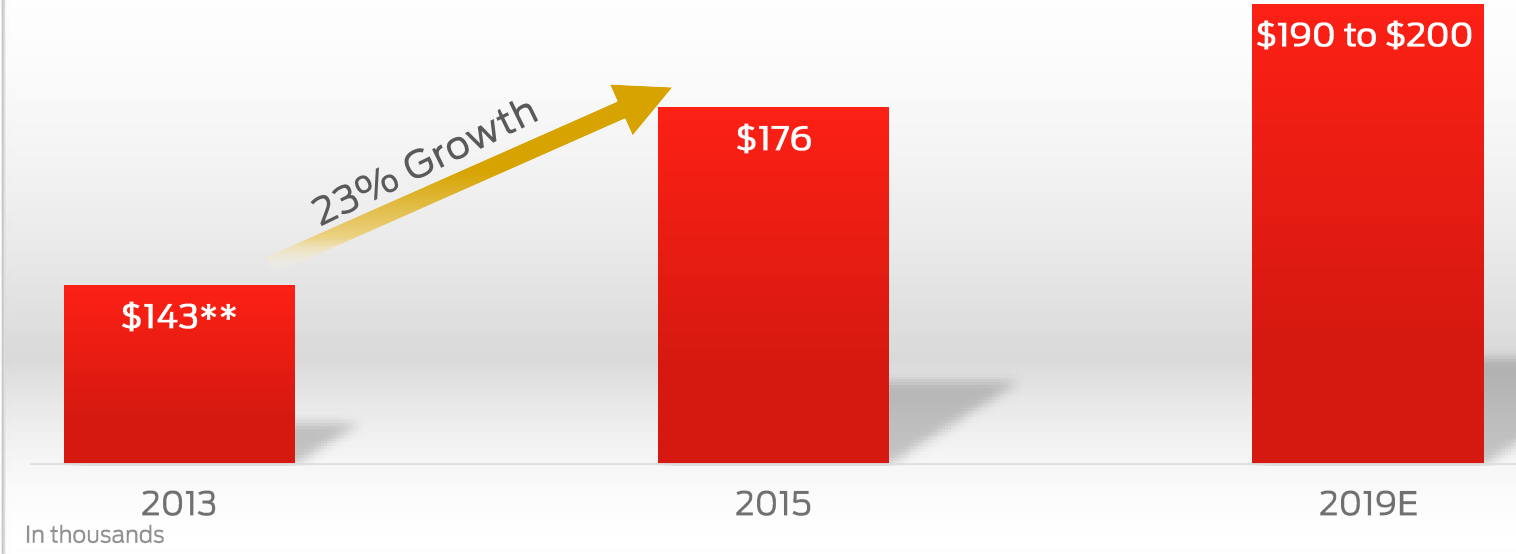


2016: ≈\$.5B

Transforming Inside the Store

GameStop's Four Wall Profits Are Healthy and Growing

Average Store Contribution per Global Video Game Store



Growth driven by: Digital, Collectibles, PowerUp Rewards & Omni-channel

Key Takeaways

We added a new \$1 Billion run rate business ***OUTSIDE*** our GameStop branded stores: **TECHNOLOGY BRANDS**

We added TWO \$1 BILLION CATEGORIES ***INSIDE*** our GameStop stores

- **Digital:** We have built a sustainable \$1 Billion business
- **Collectibles:** We are on our way to a \$1 Billion business

PHYSICAL VIDEO GAMING

is a solid business, and one with a long tail

GME

is a diversified and growing company

Q2 2016 Consolidated Performance Summary



	Q2 2016	Q2 2015
Total Sales	\$1,631.8M -7.4%	\$1,761.9M
Total Sales (Non-GAAP)	\$1,801.1M -6.2%	\$1,919.4M
Comp SSS*	-10.6%	+8.1%
Gross Margin	\$617.7M 37.9%	\$580.5M 32.9%
Net Income (GAAP)	\$27.9M +10.3%	\$25.3M
Net Income (Non-GAAP)	\$27.9M -15.7%	\$33.1M
EPS (GAAP)	\$0.27 +12.5%	\$0.24
EPS (Non-GAAP)	\$0.27 -12.9%	\$0.31

*Excludes Technology Brands stores

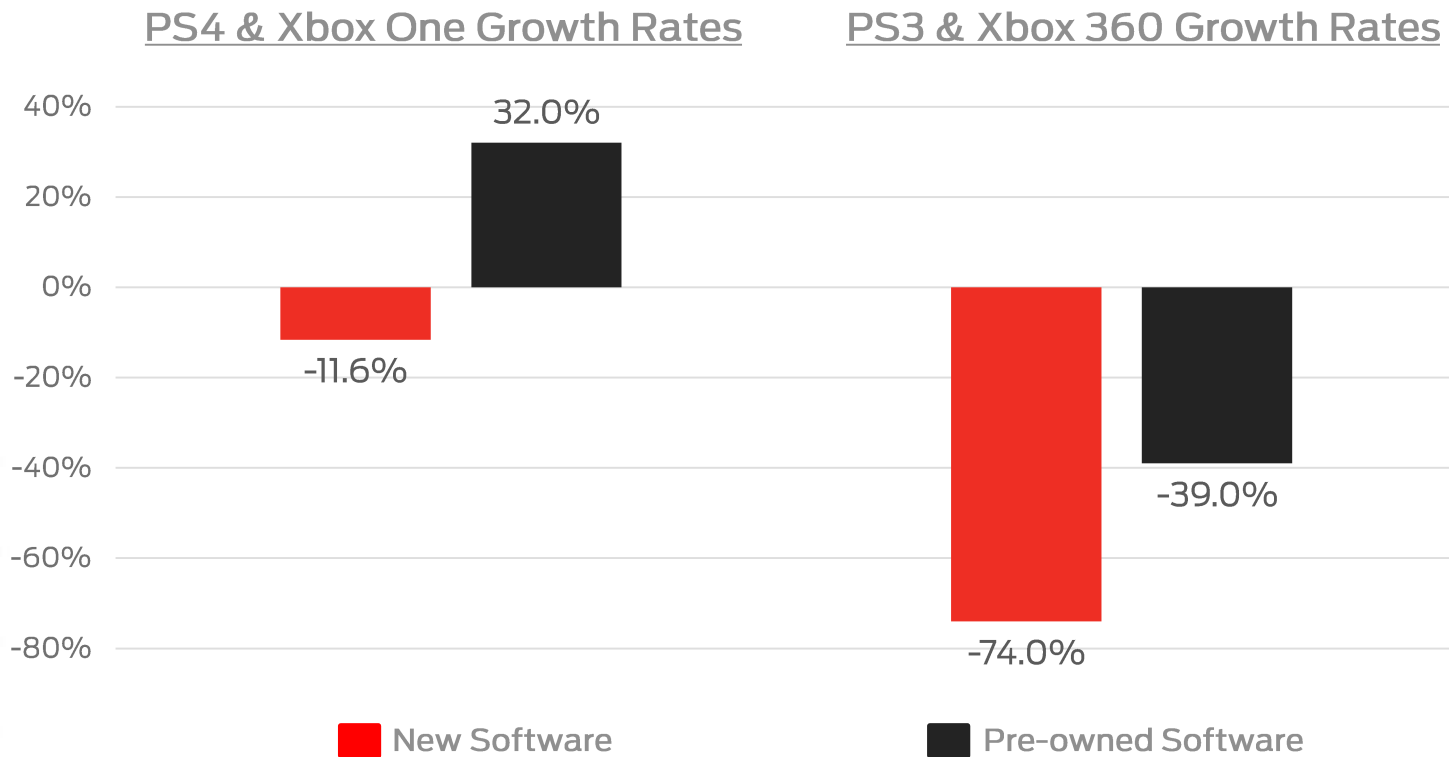
Q2 2016 Sales Category Highlights

	Q2 2016	Q2 2015
New hardware	\$216.4M -33.4%	\$324.9M
New software	\$382.2M -18.2%	\$467.2M
Pre-owned/Value	\$542.6M -3.2%	\$560.8M
Accessories	\$119.5M -5.0%	\$125.8M
Digital	\$36.3M -12.7%	\$41.6M
Non-GAAP Digital	\$205.6M +3.3%	\$199.1M
Mobile & CE	\$203.3M +43.0%	\$142.2M
Collectibles	\$90.0M +119.5%	\$41.0M
Other	\$41.5M -28.9%	\$58.4M
Total Sales	\$1,631.8M -7.4%	\$1,761.9M

Q2 2016 Gross Profit by Category

	Q2 2016	Q2 2015
New hardware	\$30.0M 13.9%	\$33.4M 10.3%
New software	\$98.1M 25.7%	\$110.8M 23.7%
Pre-owned/Value	\$244.0M 45.0%	\$257.8M 46.0%
Accessories	\$45.7M 38.2%	\$45.7M 36.3%
Digital	\$32.7M 90.1%	\$32.8M 78.8%
Mobile & CE	\$118.5M 58.3%	\$64.5M 45.4%
Collectibles	\$34.7M 38.6%	\$17.1M 41.7%
Other	\$14.0M 33.7%	\$18.4M 31.5%
Total Gross Profit Gross Margin	\$617.7M 37.9%	\$580.5M 32.9%

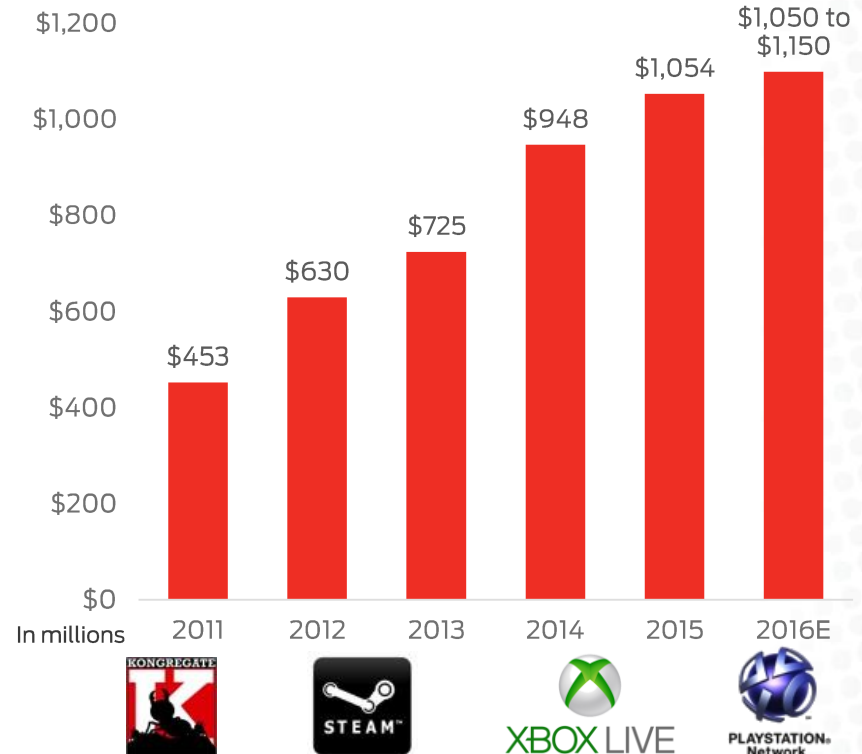
New & Pre-owned Software Growth by Generation



GameStop Digital

- GameStop is driving digital growth through multiple channels:
 - Downloadable content
 - Platform currency
 - Full game downloads
 - Mobile gaming
- Proprietary platform to drive discovery and delivery of digital content
- 60% of digital purchases are paid for with cash, trade credits or gift cards
- 95%+ of GameStop's digital sales occur within its physical stores
- Only 27% of gamers surveyed said they would purchase a new AAA FGD*

GME non-GAAP Digital Receipts

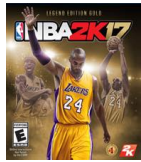


2H 2016 Video Game Calendar

Q3

Q4

Software



Hardware
&
Virtual
Reality



 PlayStation VR

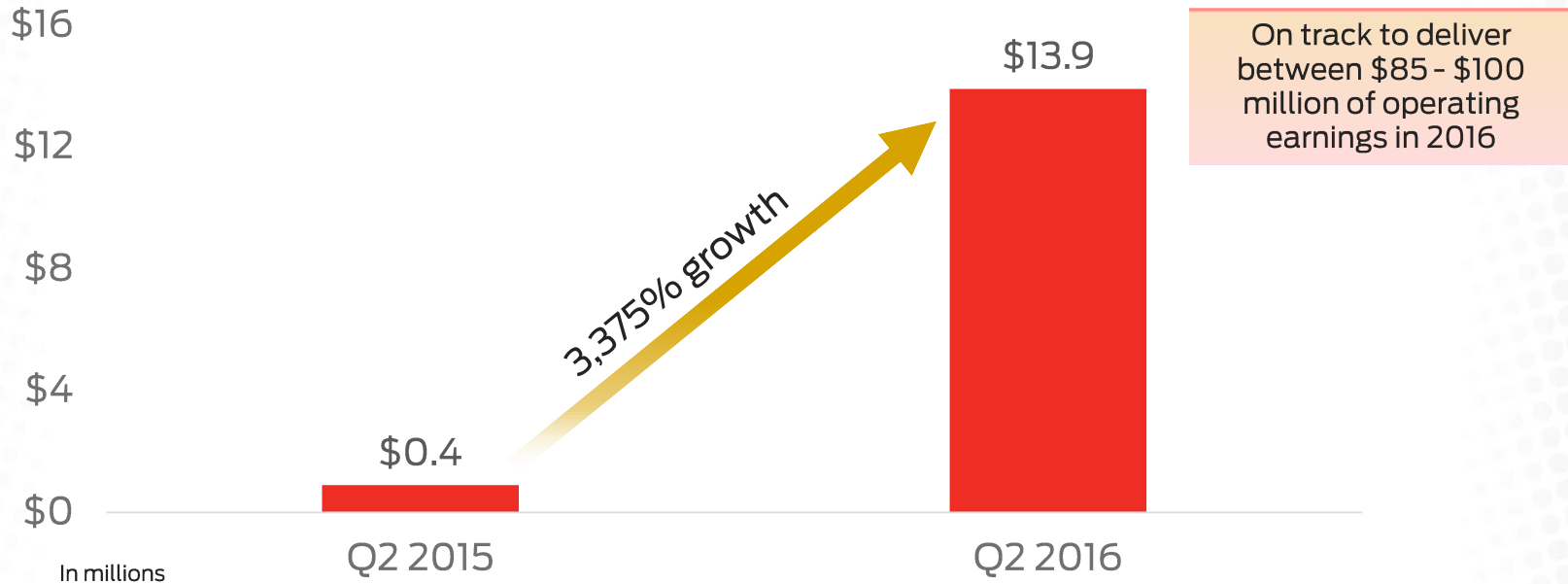


Omni-channel is Growing the Business



>60% of our transactions now involve BOTH GameStop online and a physical store

Technology Brands Operating Earnings Growth

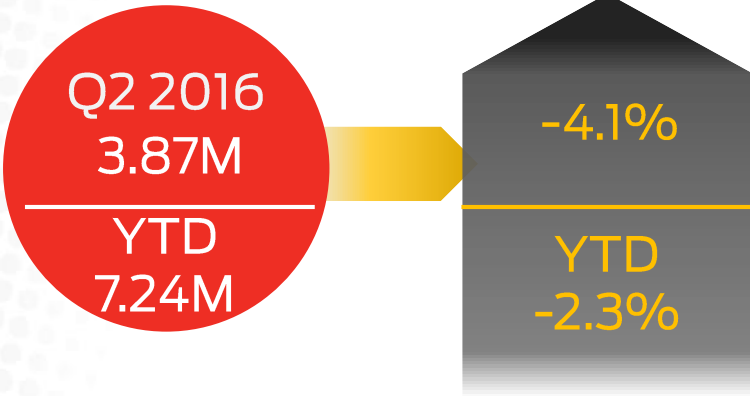


Store count: 731

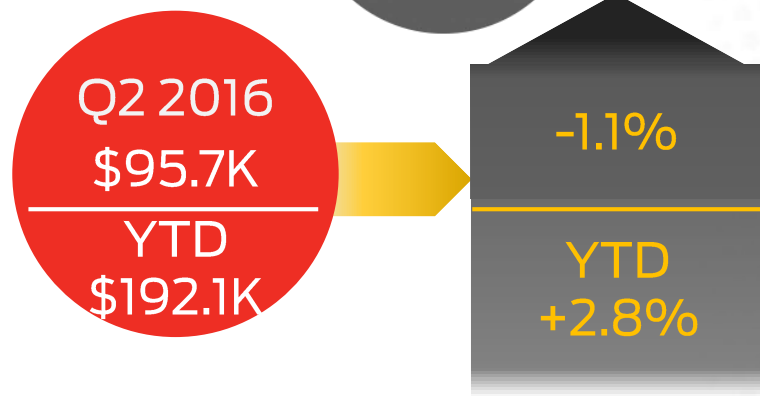
1,566

Technology Brands Store Metrics

TRAFFIC



GROSS PROFIT COMP



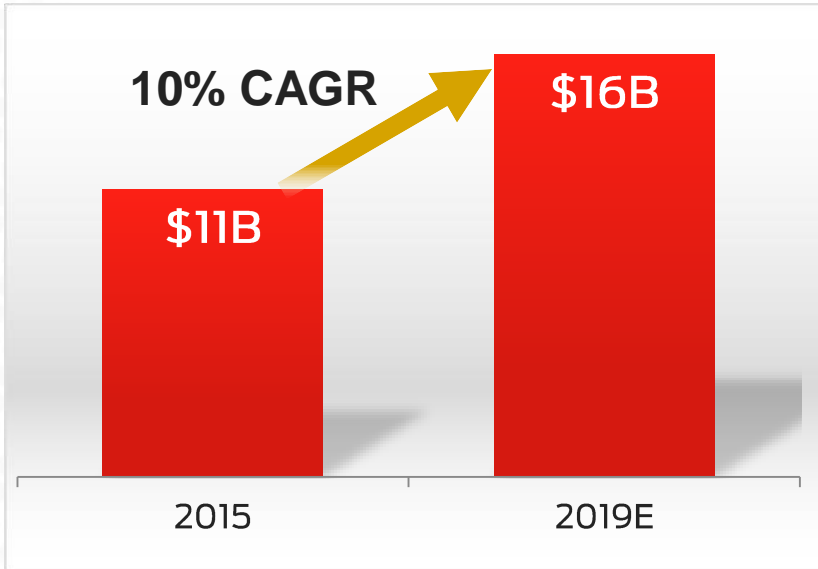
Technology Brands Acquisition Dollars

Technology Brands	Acquisition Dollars Spent
2013	\$77.4
2014	\$89.7
2015	\$141.5
2016 YTD	\$441.4
Cumulative Total	\$750.0

Technology Brands is expected to deliver operating earnings of \$200 million by 2019

Collectibles is a Large and Growing Category

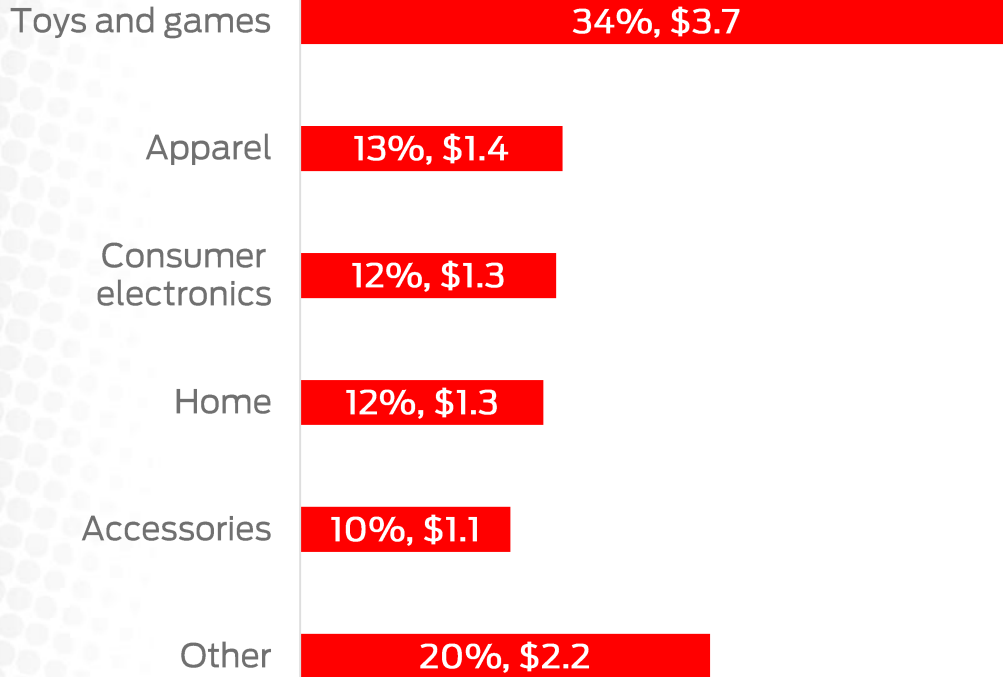
Narrowly defined, Collectibles is an \$11 Billion industry in the U.S., nearly as large as the physical video games category



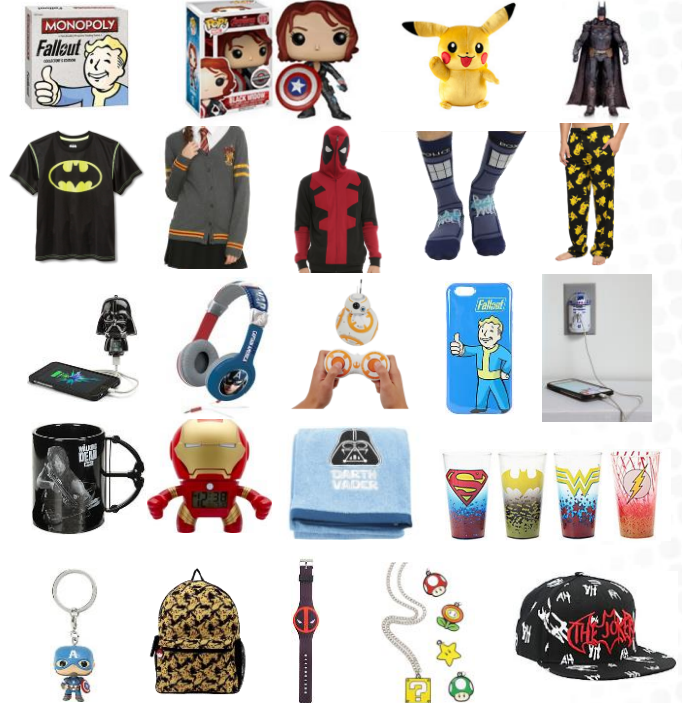
45% of PUR members buy collectibles and spend an average of \$360 a year

Top Collectible Product Types

Top collectible product types in 2015
\$ billions



Example products



Focused Marketing Calendar

Q3

Q4

ANNUAL
EVENTS



Halloween



Black Friday

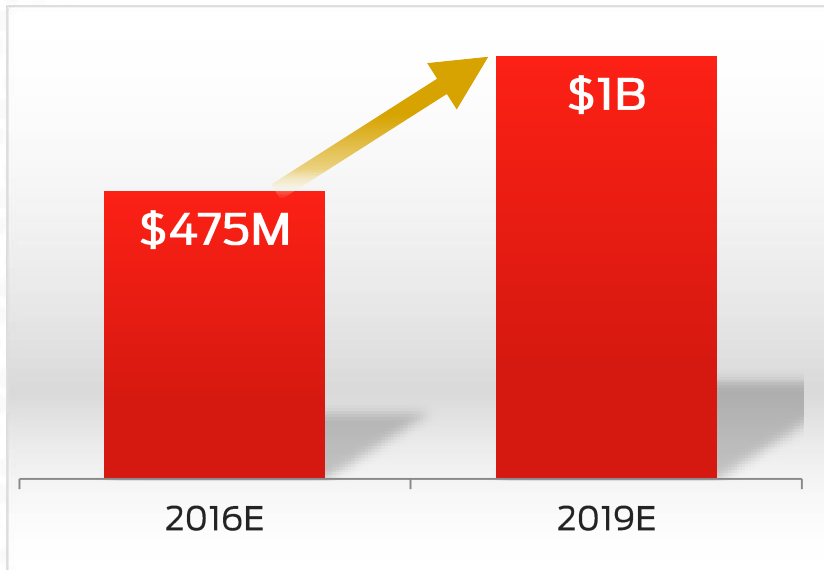


KEY IP
2016



2019E Collectibles Revenue Roadmap

How will GME reach 2019E Collectibles revenue of \$1 billion?



Expansion inside GameStop stores



New Collectible stores



Omni-channel growth



Exclusive offerings



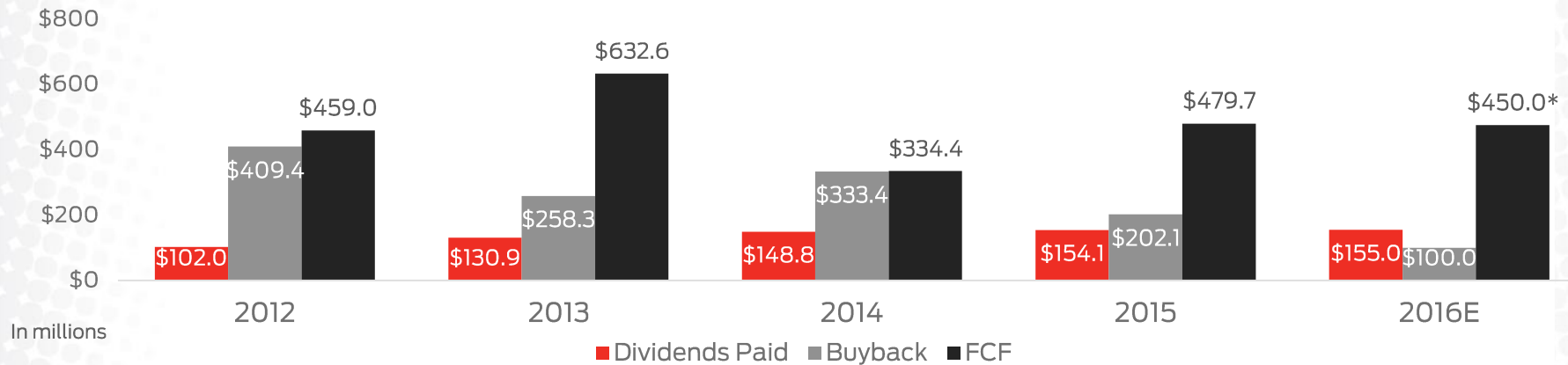
Significant customer overlap with PUR Members



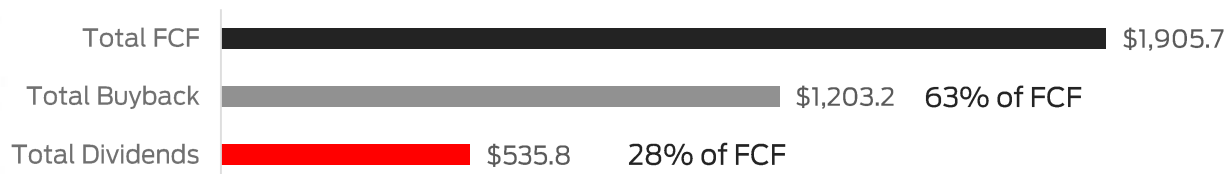
Licensing expertise



Uses of Capital



Cumulative Use of Cash from 2012 - 2015



*Represents the mid-point of our FY16 FCF guidance of \$400 - \$500 million

Q3 and FY 2016 Guidance

	Q3 2016	FY 2016
Total Sales	2.0% to 5.0%	-2.0% to +1.5%
Same Store Sales	-2.0% to +1.0%	-4.5% to -1.5%
Income Tax Rate	35.5% to 36.5%	35.5% to 36.5%
Shares Outstanding	104,500,000	104,500,000
EPS	\$0.53 to \$0.58	\$3.90 to \$4.05

Guidance Continued

2016 GameStop Category Sales Guidance

New hardware	-20%
New software	-10% to -5%
Pre-owned	-2% to Flat
Collectibles	+45%
Tech Brands*	+50% to 60%