



POWER TO THE PLAYERS®

A vertical decorative bar on the left side of the slide, consisting of three horizontal segments: a thin black top segment, a thick red middle segment, and a thin grey bottom segment.

# Holiday 2015 Investor Relations Update

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# We're a Global Specialty Retailer

**GameStop**  
POWER TO THE PLAYERS™

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

## Video Games

#1 Market Share in 13  
countries

\$13 billion U.S.  
Addressable Market



**GameStop**  
**POWER UP**  
REWARDS™  
**gameinformer**

## Digital/Mobile Gaming

\$948M\* Digital  
Business

\$8 billion U.S.  
Addressable Market



**DLC**

**KONGREGATE**

Top 10 Mobile Publisher

## Technology Brands

\$235 billion U.S.  
Addressable Market

 **springmobile**   
Largest & Fastest Growing  
AT&T Wireless Reseller

**simply·mac**   
Largest Apple  
Authorized Reseller

**cricket**  
AT&T National Dealer

## Collectibles “LOOT”

\$11 billion U.S.  
Addressable Market



**THINKGEEK**  
JOIN IN. GEEK OUT.

# Holiday 2015 Overview

## Consolidated Performance Summary

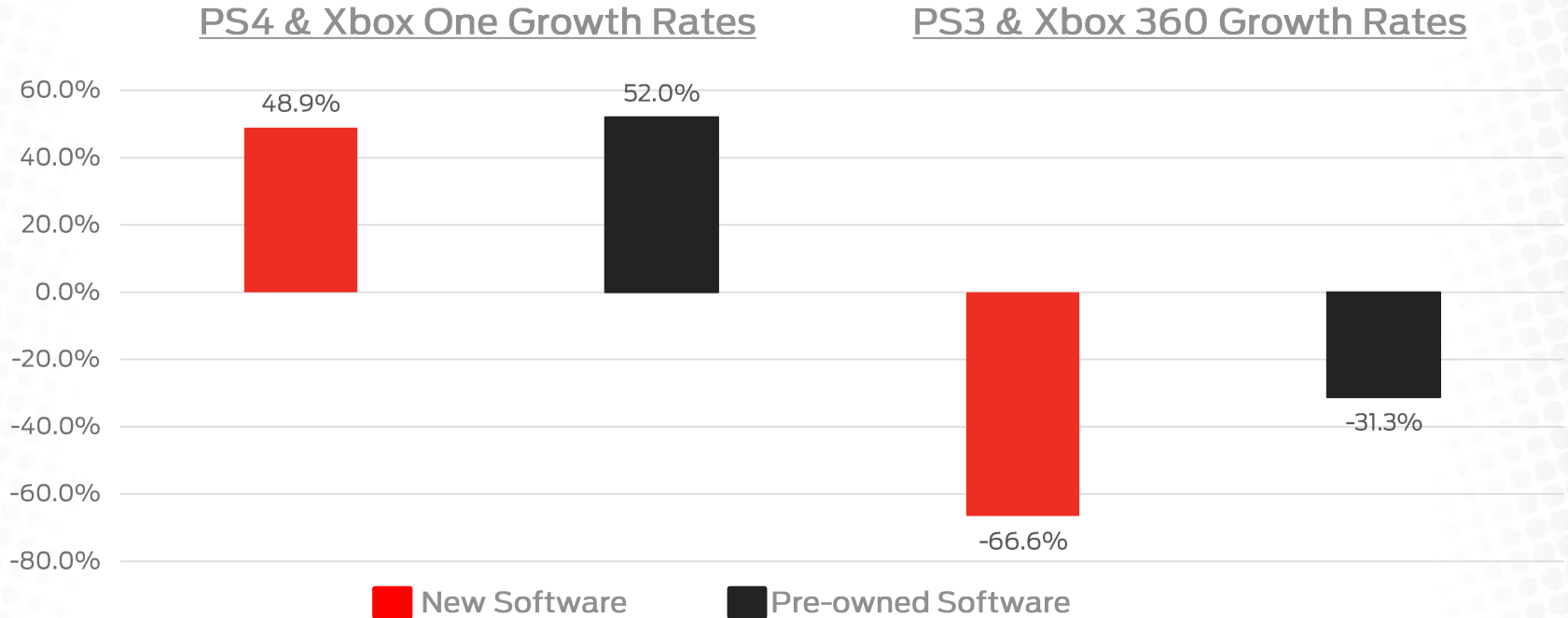
Category Sales

	Holiday 2015	Holiday 2014
Total Sales(1)	\$2,992.4M 1.8%	\$2,940.4M
Same Store Sales	+4.4%	-3.1%
New video game hardware	\$745.1m	\$713.0m
New video game software	\$1,032.2m	\$1,143.0m
Pre-owned/value video games	\$558.5m	\$560.0m
Video game accessories	\$234.1m	\$216.7m
Digital	\$46.1m	\$53.2m
Mobile & CE products	\$155.6m	\$132.1m
Other	\$220.8m	\$122.4m
Shares repurchased	\$40.1M; 1.22M shares	\$47.5M; 1.23M shares

Q4 and FY 2015 EPS guidance updated to \$2.19 to \$2.25 and \$3.69 to \$3.75

(1) Foreign currency exchange rate changes negatively impacted sales by approximately \$119 million

# New & Pre-owned Software Growth by Generation



# PowerUp Rewards Engaging Customers

**GameStop**  
POWER TO THE PLAYERS™



45M Global Members

U.S. PENETRATION

**1 in 5**

% OF SALES

**76%**

Avg. Annual  
Spend

**\$322**

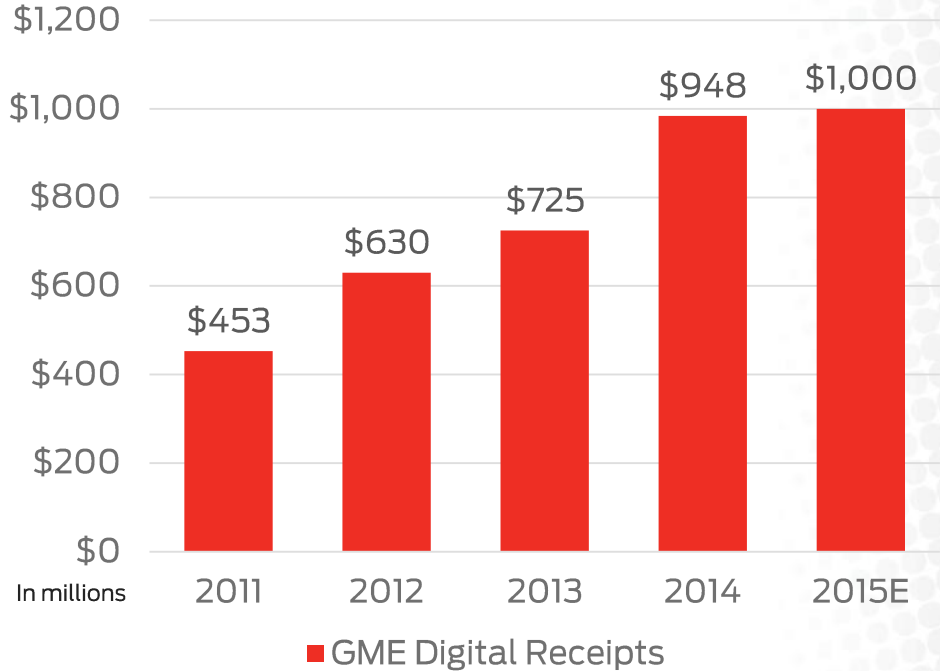
PROFIT

**5x**

# GameStop Digital

- GameStop is driving digital growth through multiple channels:
  - Downloadable content / DLC
  - Mobile gaming
  - Platform currency
  - Full game downloads
- 95%+ of GameStop's digital sales occur within its physical stores
- Only 20% of gamers surveyed said they would purchase a new AAA FGD\*

## GME Digital Receipts



# Other Forms of Media



	PS4/Xbox One Video Game	E-Book	Album	Movie
Digital penetration	15-20%	25-30%	45-50%	40-45%
Average Retail	\$59.99	\$9.00	\$9.99	\$9.99 to \$14.99
Residual value	\$20	\$0	\$0	\$0
Average download speed	11 hours @ 10 mbps	2 seconds @ 10 mbps	10-15 seconds @ 10 mbps	One hour @ 10 mbps
Average size	40 GB	< 1 MB	4 MB	3 to 4.5 GB

## Other Factors

- Usage based billing
- Data throttling
- Slow average broadband
- Publisher profitability

# Upcoming New Titles

**GameStop**  
POWER TO THE PLAYERS™

## Title

## Platform

Q1 2016

Naruto Shippuden  
Street Fighter V  
Far Cry Primal  
Plants vs. Zombies Garden Warfare 2  
The Division  
MLB 16 The Show  
Dark Souls 3  
Star Fox Zero  
Uncharted 4: Thief's End  
EA Sports UFC 2

Xbox One / PS4  
PS4  
Xbox One / PS4  
Xbox One / PS4  
Xbox One / PS4  
PS4  
Xbox One / PS4  
Wii U  
PS4  
Xbox One / PS4

Q2 2016

Battleborn  
Mirror's Edge Catalyst  
DOOM  
Overwatch Origins

Xbox One / PS4  
Xbox One / PS4  
Xbox One / PS4  
Xbox One / PS4





# GameStop Transferable Competencies

## Deep Real Estate Knowledge

Landlord relationships  
Portfolio management  
Rapid growth experience

## Robust Talent Development Practices

Hiring  
Training  
Multi-unit management expertise

## Customer Loyalty Program Creation & Implementation

PowerUp Rewards in U.S. plus 14 countries worldwide

## Buy – Sell – Trade Model

Inventory balancing  
Pricing algorithms  
Refurbishment capabilities  
Secondhand dealer compliance

## Financial Discipline

Ability to deploy capital in ways that diversify the underlying business, manage balance sheet risk and enhance / increase shareholder value

We will leverage our core competencies in retailing to diversify and grow our revenues and increase profits

# Technology Brands Segment



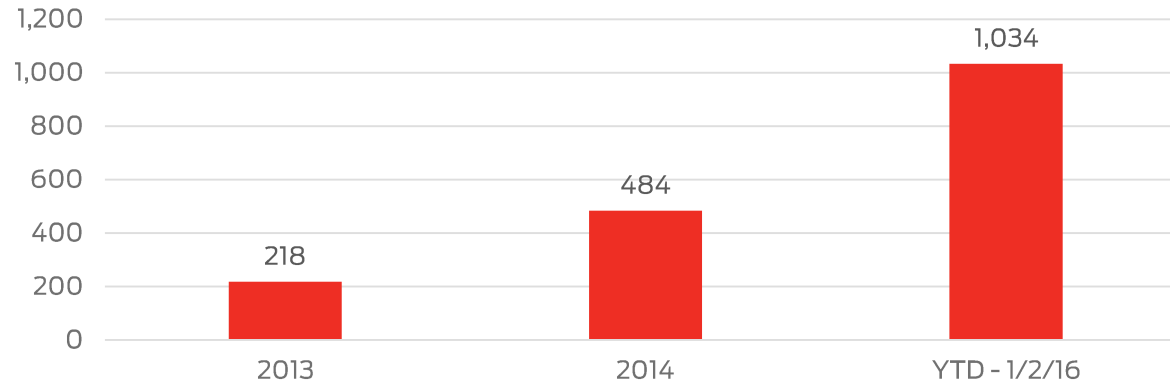
- New segment added to the business in Q4 2013
- Products include new and pre-owned mobile devices, wireless service, consumer electronics, and non-gaming and related accessories
- Long term, exclusive dealer and licensing agreements with AT&T and Apple

# Store Growth Overview



Store Count (YTD – 1/2/16)	6,099	888	76	70
New Stores Opened / Acquired in 2015	-103	527	16	7

Technology Brands Store Count



# Technology Brands

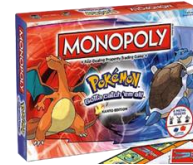
## Performance Summary and Five Year Outlook

	2014	2019E	CAGR
Sales	\$328.6M	\$1,460M	34.8%
Operating Earnings	\$32.9M	\$168M	38.4%
Net Income	\$21.2M	\$106M	38.2%
EPS contribution	\$0.19	\$0.97*	38.5%

# Collectibles

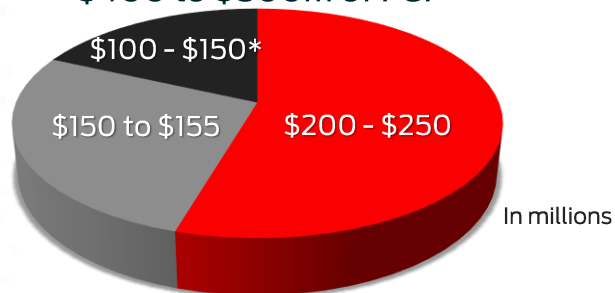
Fast growing, video game and pop culture retail category that we project can grow to over \$500 million in sales over the next three years

- GameStop has a long history of selling licensed merchandise:
  - *Pokemon*, McFarlane toys/figures, Angry Birds
- Expanded in-store sections over the last two years
- Introduced stand alone concept *Zing Pop Culture* in 2014
- Acquired Geeknet for \$140 million to accelerate growth
- Now have three *Think Geek* stores in the U.S. and 27 “Loot” stores internationally



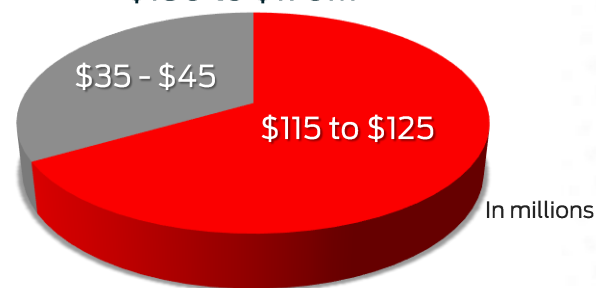
# 2015 Uses of Cash

**2015E Capital Deployment:**  
\$400 to \$500M of FCF



■ Dividend   ■ M&A   ■ Buyback

**2015E Capital Expenditures:**  
\$150 to \$170M



■ Tech Brands   ■ Core Global GME



# GameStop®

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Thank You

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