

BEYOND

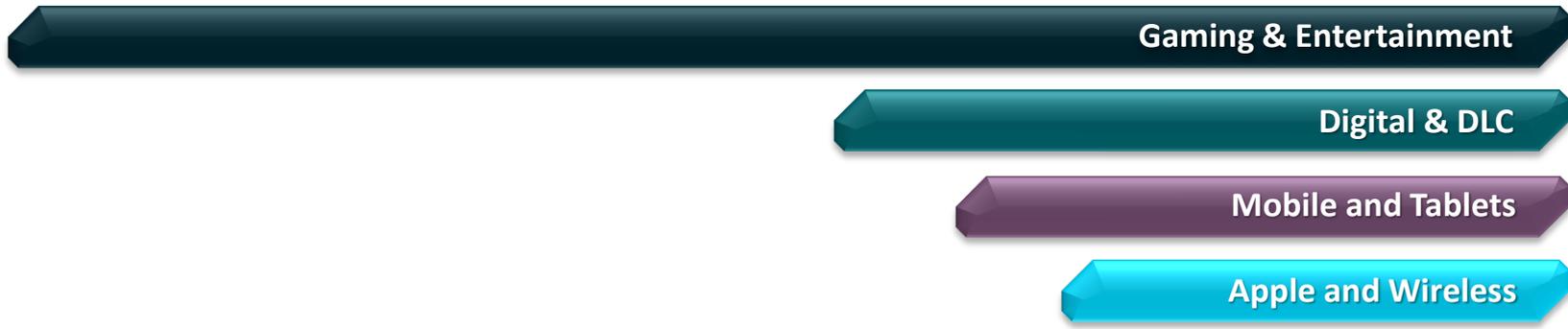
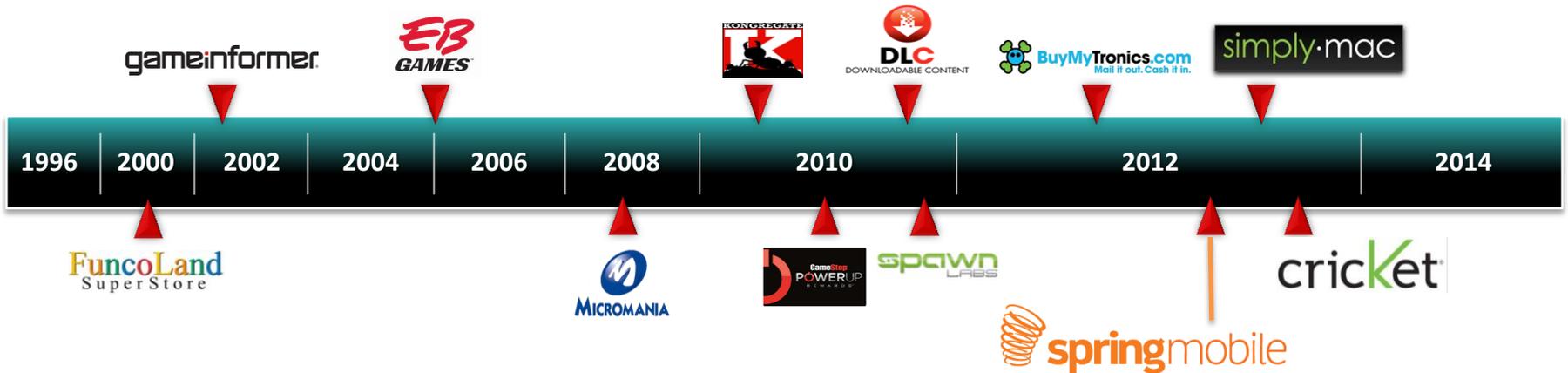
THE GAME

Welcome and Overview

Paul Raines, CEO

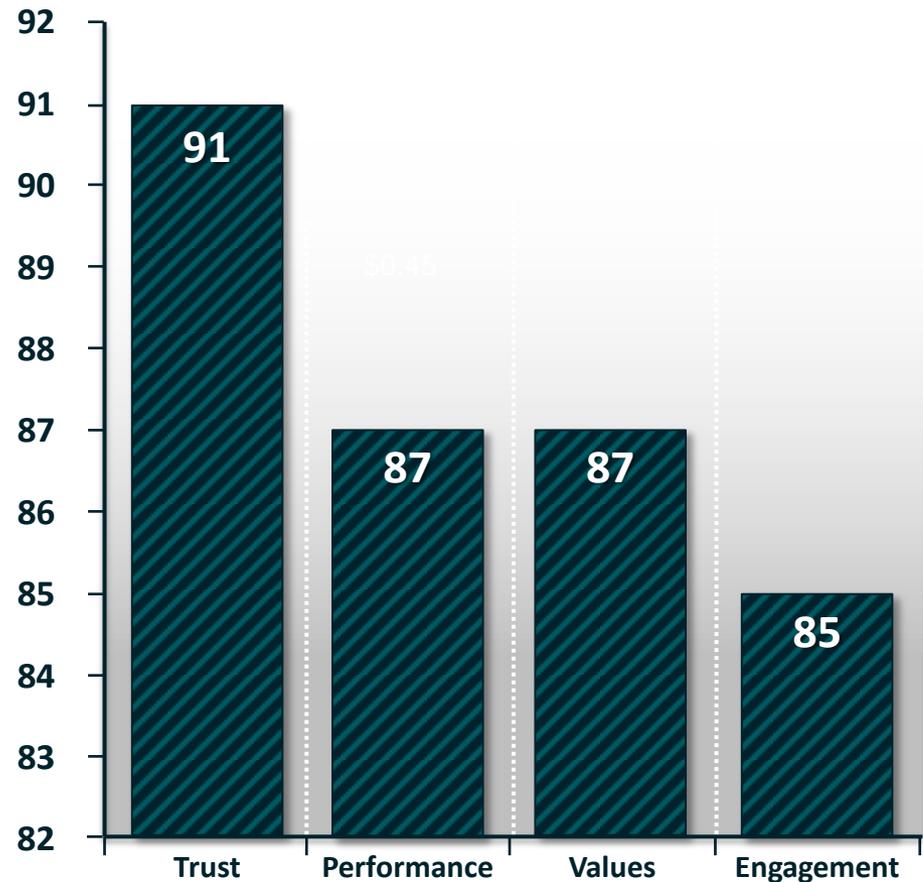
This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements may include, but are not limited to, the outlook for the second quarter and fiscal 2014, future financial and operating results, projected store openings, 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 of video game titles for consoles; consumer demand for and features of the next generation consoles; the cyclical nature of the video game industry; the risks associated with international operations and the completion and integration of acquisitions; failure to achieve anticipated benefits from new ventures, line of business and transactions; the impact of increased competition and changing technology in the video game industry, including browser and mobile games and alternative methods of distribution; 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 for the fiscal year ended Feb. 1, 2014 filed with the SEC and available at the SEC's Internet site at <http://www.sec.gov> or <http://investor.GameStop.com>.

- **Digital & Mobile growth**
 - **\$1 billion of receipts/revenue from new businesses: Digital & Mobile**
- **PowerUp Loyalty**
 - **Grew from 8 million to 27 million members**
- **Consolidated store footprint**
 - **6,670 stores at FY2010, now we have 6,457 VG stores & 218 Tech Brand stores**
- **Meaningful capital allocation program**
 - **\$1 billion of capital returned: \$830 million worth of shares repurchased + \$271 million of dividends paid**
- **Significant share price appreciation**
 - **Stock has increased 80% since 4/1/2011**



- Category results were above the National and High Technology norms.
- The engagement index score is at 85% favorable which is significantly higher than the previous survey.
- 72% of associates participated in this year's survey compared to 28.6% participation in 2010.

Favorable Scores



- **Refurbishment Tour**
- **GameStop Store Tour**
- **Cricket Store Tour**
- **Lunch**
- **Executive Presentations**
- **Q&A**

BEYOND THE GAME

Strategic Overview

Paul Raines, CEO

Maximize Brick & Mortar Stores

- Capture leading market share of new console cycle
- Utilize stores to grow digital sales
- Apply retail expertise to Tech Brands

Reposition the Pre-owned Business

- Expand the value assortment to increase sales and gross profit dollars
- Gain market share in Value channel

Own the Customer

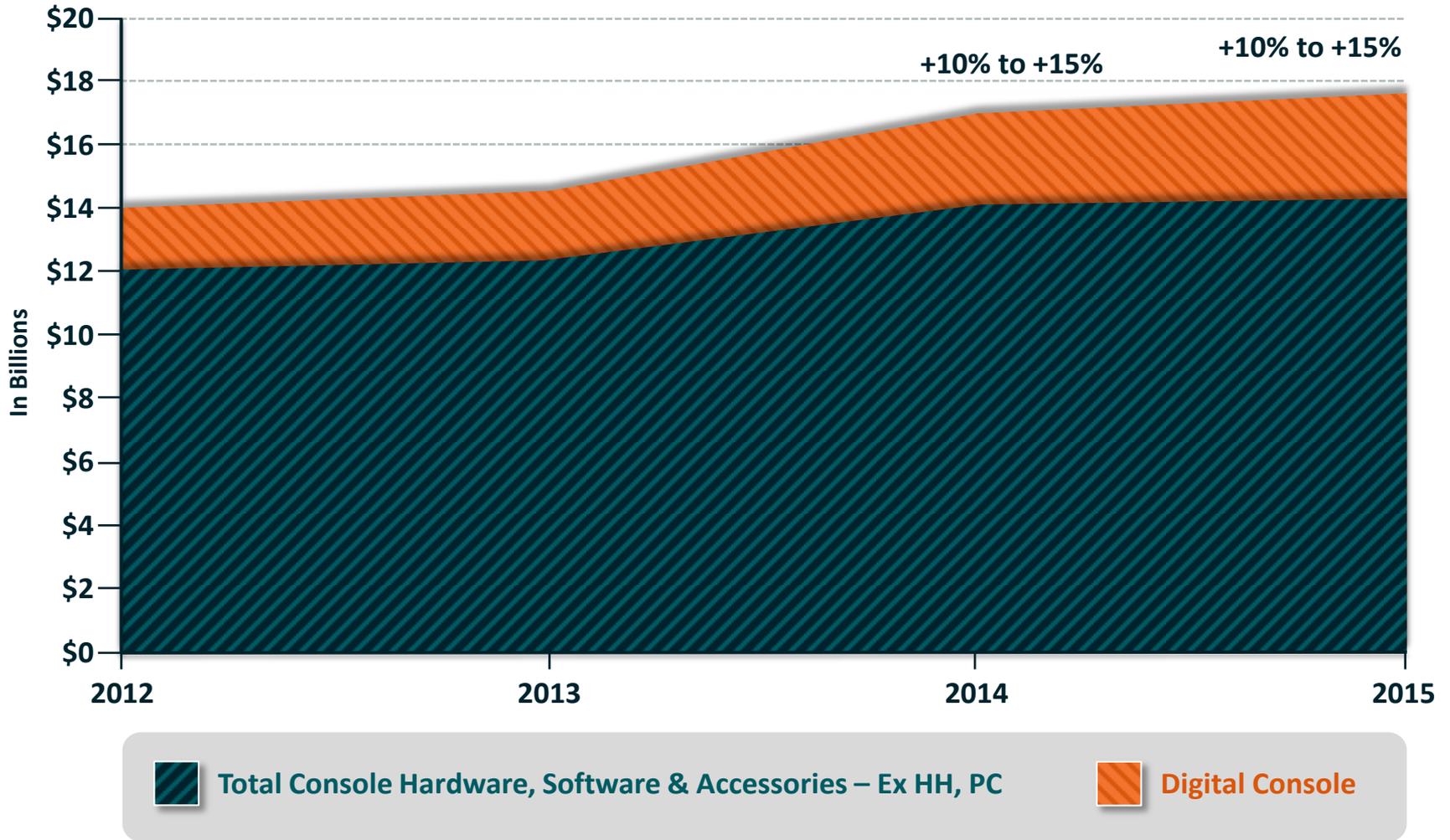
- Roll out loyalty programs in 11 countries around the world

Digital Growth

- DLC, Kongregate, Steam wallet, PC Downloads, Console Network cards

Disciplined Capital Allocation

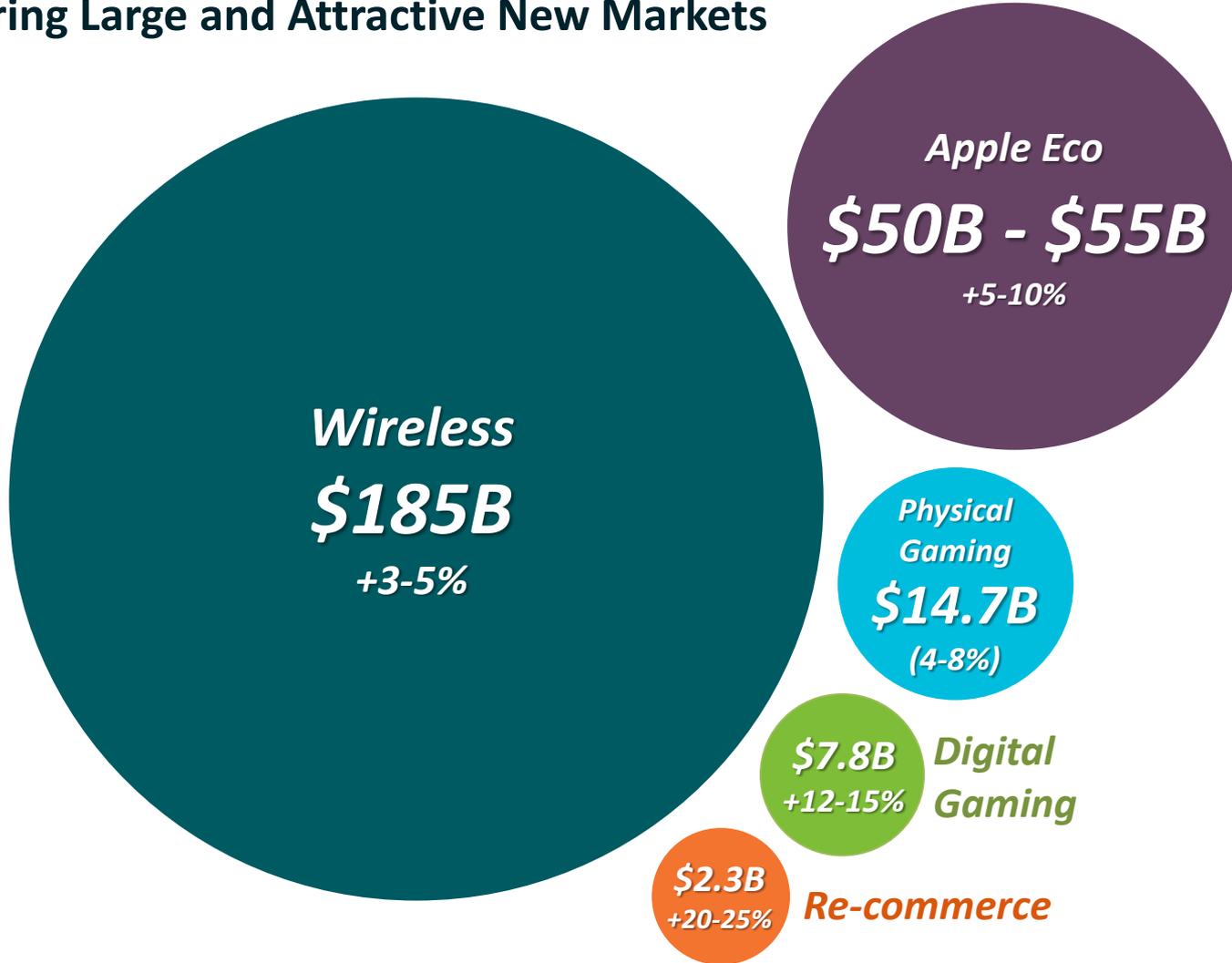
- Return 100% of our FCF to shareholders through buyback and dividend unless a better opportunity arises



Projected growth from 2012 – 2015 in N. America: includes Console Hardware, Console Software and Console Digital; excludes Handhelds

Source: GameStop Market Model

Entering Large and Attractive New Markets



Source: public filings; GameStop market model and internal estimates; U.S. only

WILLIAMS-SONOMA

Founded 1956

**POTTERY
BARN**

Acquired 1986

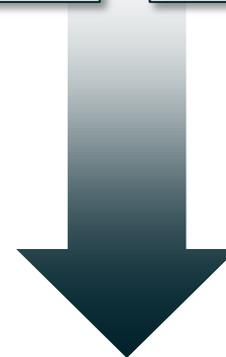
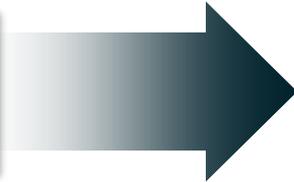
pottery barn **kids** **Launched 1999**

west elm **Launched 2003**

Company owns brands + retail stores



Began as underwear
manufacturer



Underwear business sold to
Fruit of the Loom in 2007

- **Deep real estate knowledge**
 - Landlord relationships, portfolio management, rapid growth experience
- **Robust store ops talent development practices**
 - Hiring, training, multi-unit management expertise
- **Customer loyalty program creation and implementation**
 - PowerUp in U.S. + roll-out in 11 countries worldwide
- **Buy – Sell – Trade model**
 - Inventory balancing, pricing algorithms, refurbishment capabilities, secondhand dealer laws
- **Financial discipline**
 - Ability to deploy capital in ways that increase shareholder value

GameStop is a family of specialty retailers that make your favorite technologies affordable and simple

Gaming Brands



Technology Brands



Major Partners



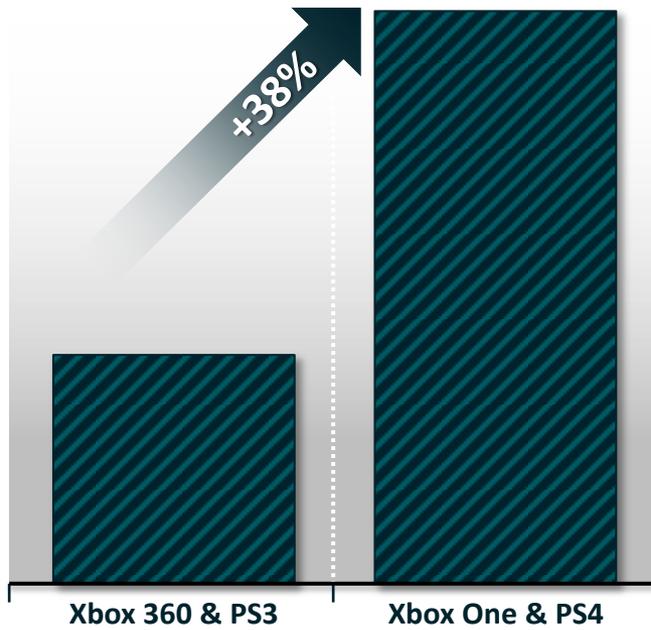
- **Tony Bartel** Video game industry update
- **Mike Mauler** International business update
- **Mike Hogan** Pre-owned/Value and PowerUp Rewards
- **Steve Bain** Simply Mac
- **Jason Ellis** Spring Mobile
- **Joe Gorman** Cricket
- **Rob Lloyd** Financial update

BEYOND THE GAME

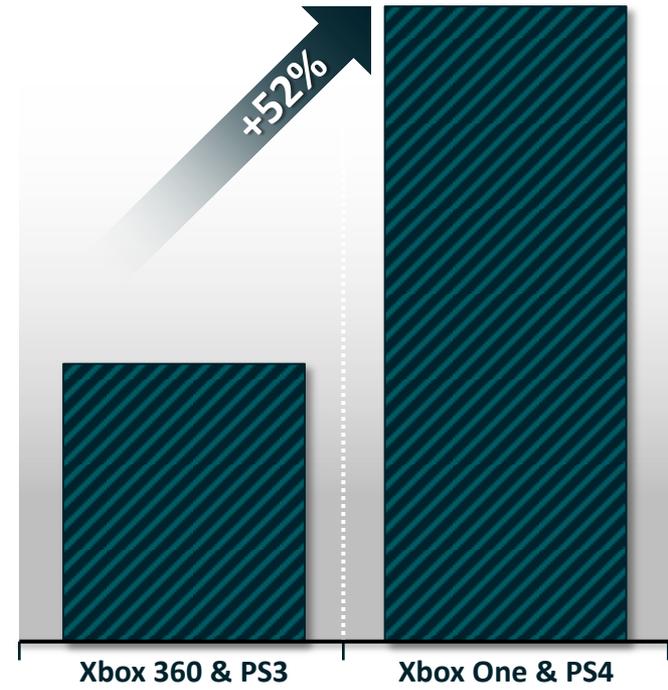
Video Games

Tony Bartel, President

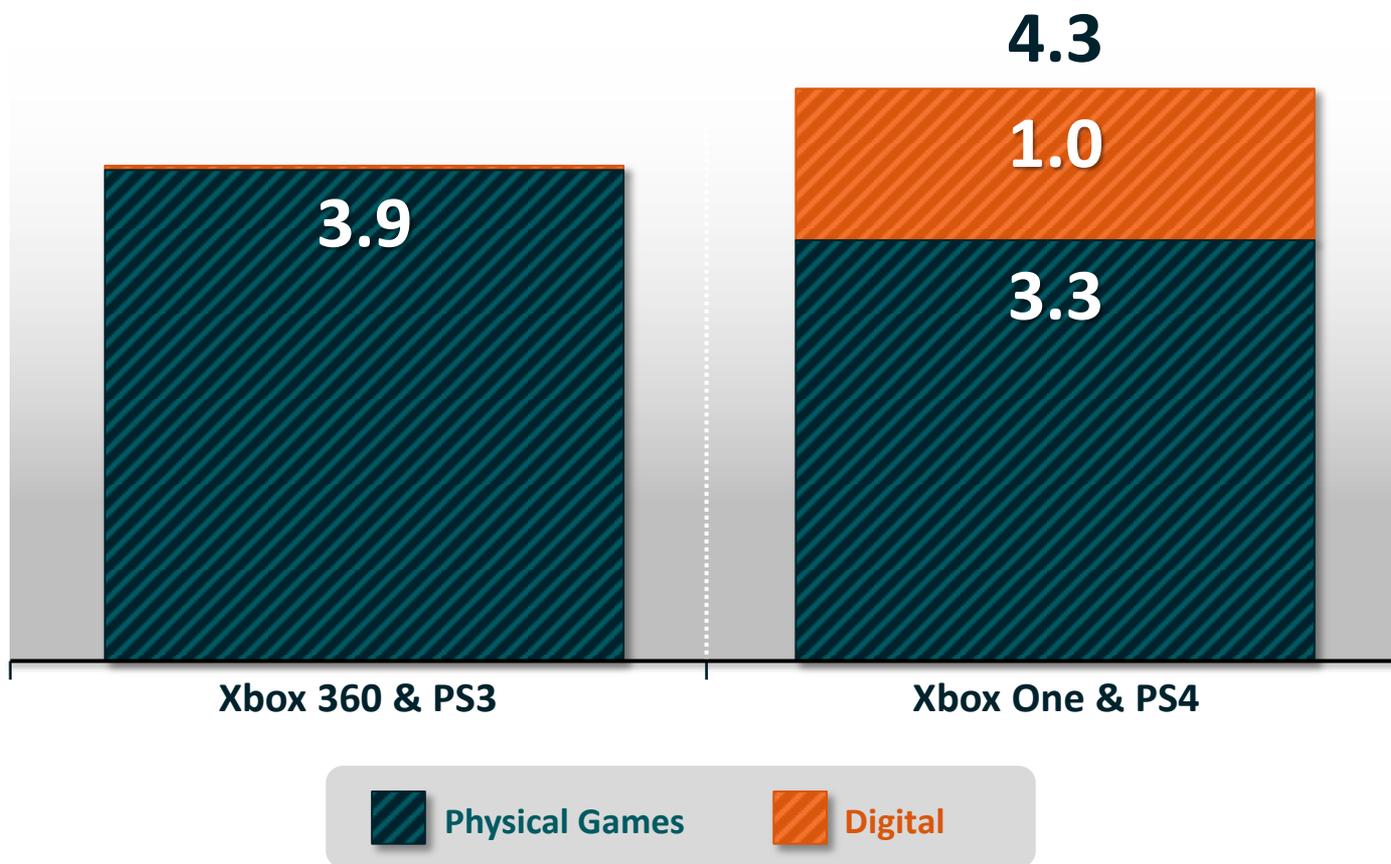
**GameStop's Launch
HW Unit Share**



**GameStop's Launch
SW Dollar Share**



GameStop's Console Launch Attach Rate

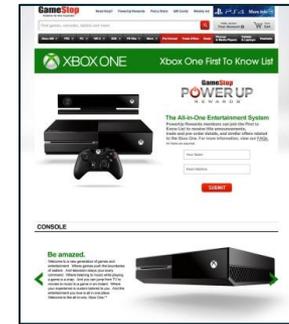


PRE-LAUNCH

Vendor Relationships



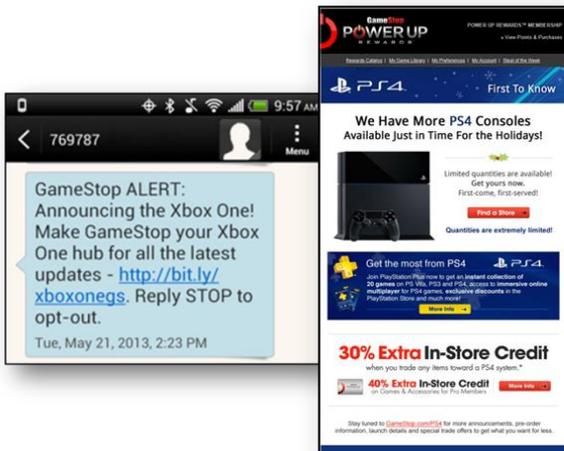
Multichannel



Buy – Sell – Trade



PUR / First-to-Know



GameInformer Review



LAUNCH



POST-LAUNCH

Attach Rate

Target Emails

Trade Credits

Web-in-store

Level Up

- 72 Different Training Modules
- Average SM has 150 hours of training
- We spend \$40 million annually
- Certified completion



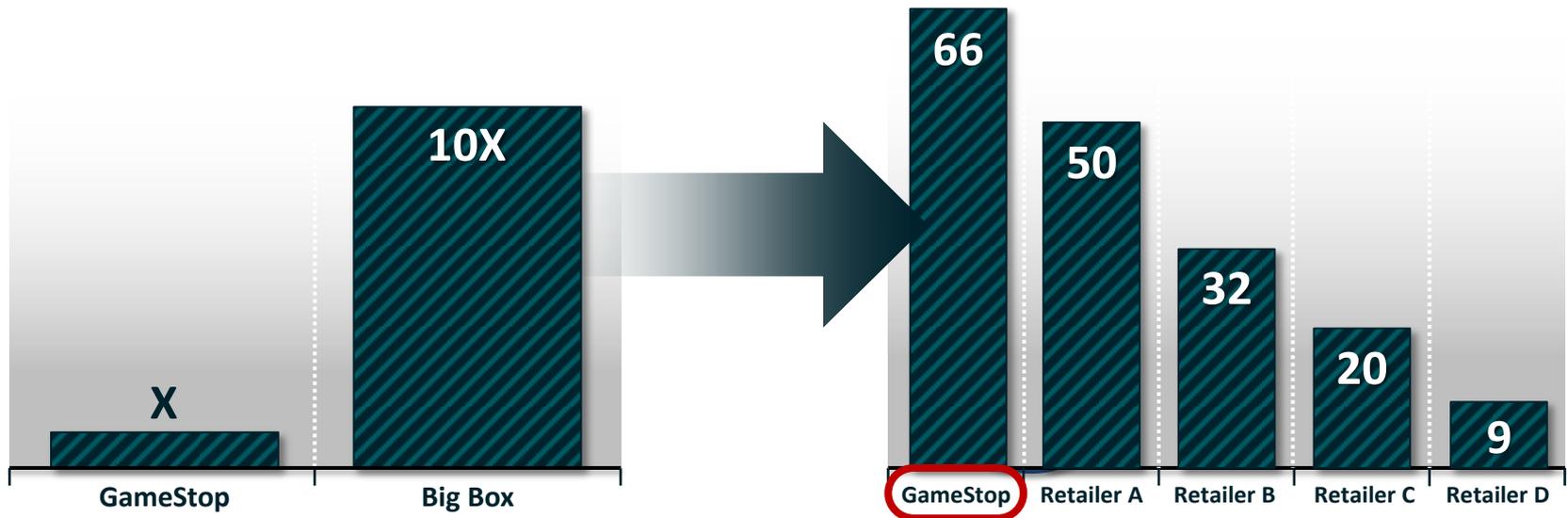
Store Manager Conference

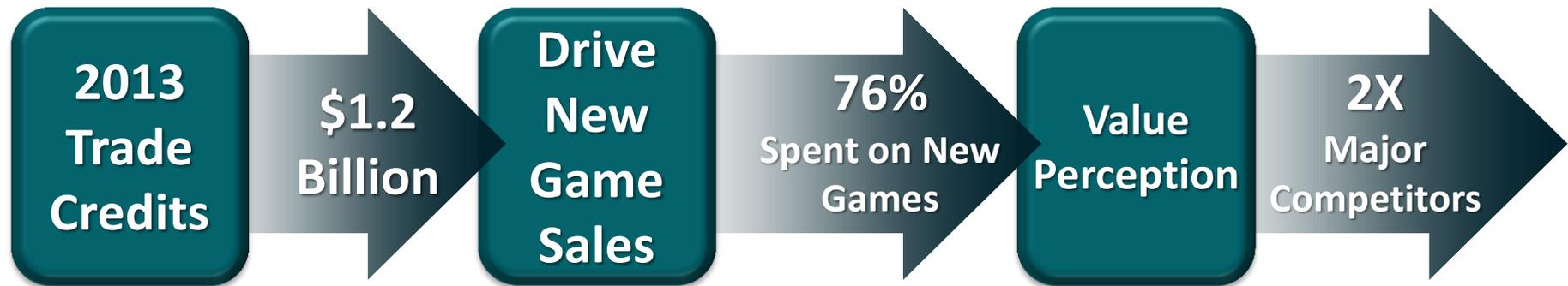
- 4 day event
- 5,000 field leaders
- “E3-like” Store Manager Expo



Sq. Feet per Associate

Net Promoter Score*





Opportunity: Consumer Awareness of 40%



Top 50 grossing game
Over 10 million downloads across 9 games



#1 digital magazine in the world



160% global growth in Steam wallet in 2013

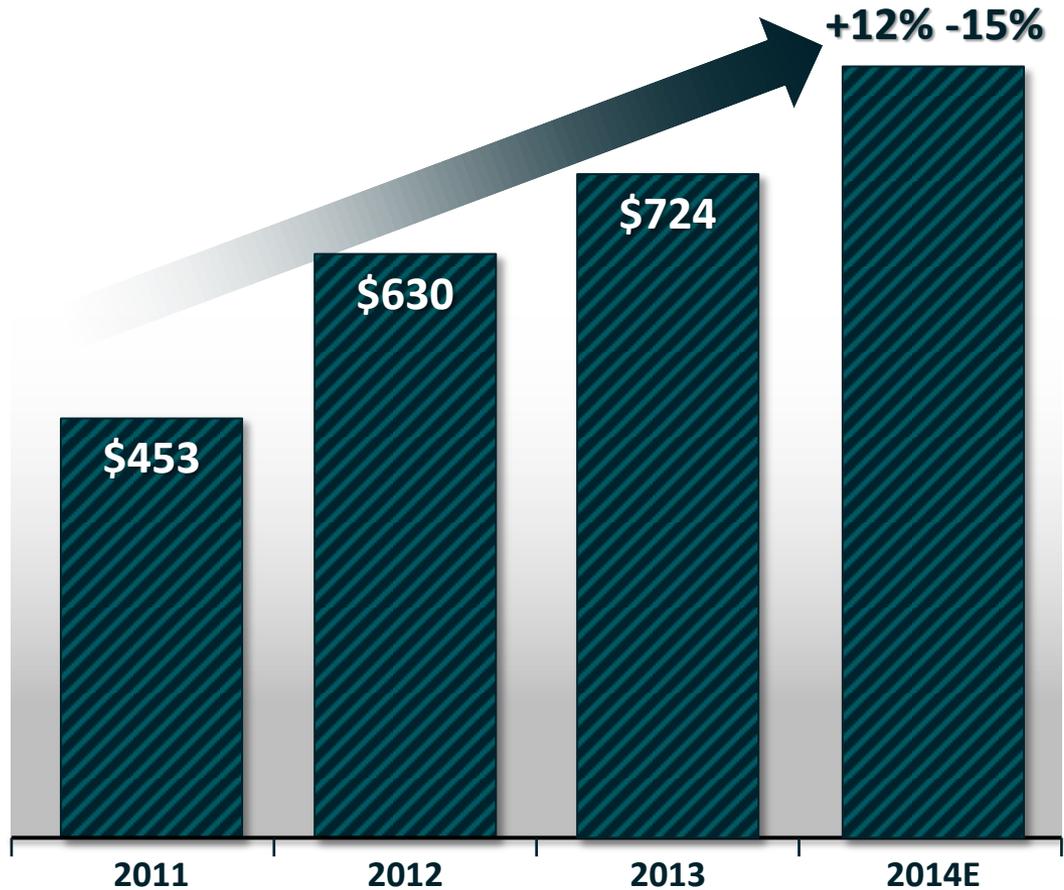


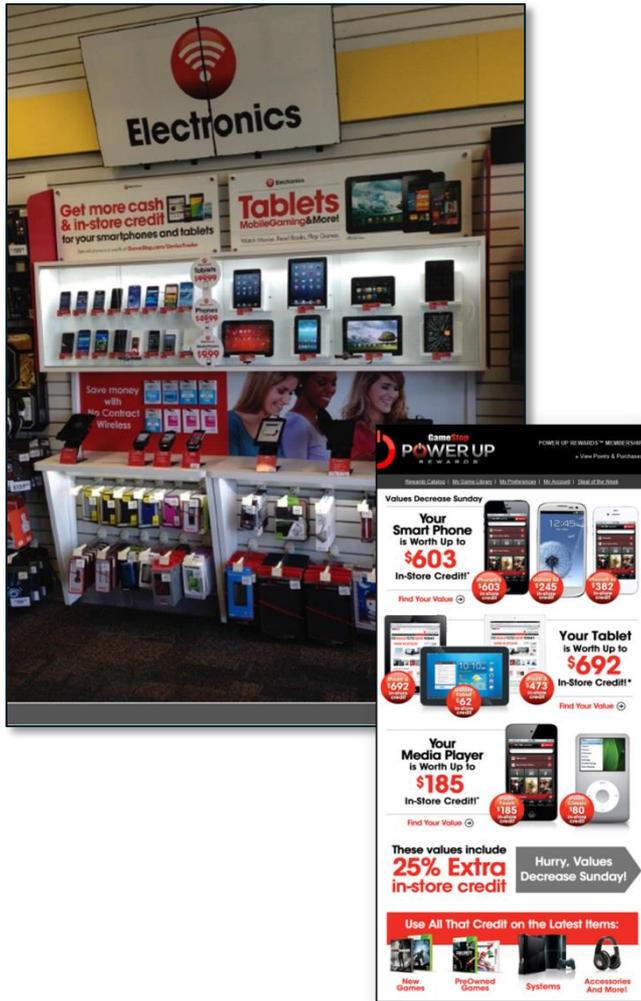
Console digital grew 6.6% in 2013

GameStop Digital Receipts

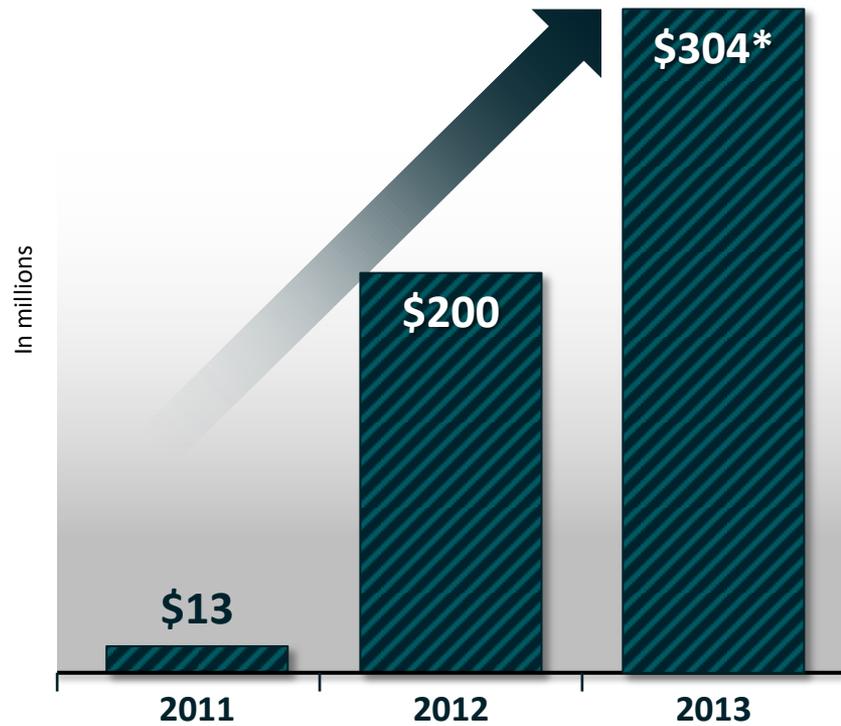


In millions





GameStop Mobile Revenues



*Includes \$62.8 million of Technology Brands revenue

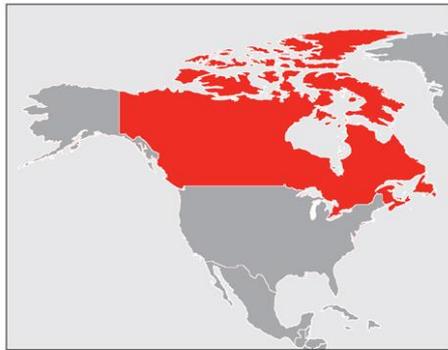
- **GameStop is focused on driving video game growth**
- **Investment in new console launch is paying off**
- **We are leveraging our unique tools to drive performance**
- **We are investing in our people to continue to widen our retail advantage**

BEYOND THE GAME

International Update

Mike Mauler, EVP GameStop International

GameStop™



North America

Canada: 335

Store count as of Feb. 1, 2014


MICROMANIA



Europe

Italy: 431

France: 442

Germany: 209

Spain: 108

Sweden: 63

Ireland: 51

Norway: 47

Denmark: 37

Austria: 27

Finland: 20

Switzerland: 20

EB
GAMES™



Asia Pacific

Australia: 379

New Zealand: 39

15 countries
2,208 stores
+5.6% same store sales in 2013

Sales of \$2.8 billion in 2013
Operating earnings of \$108 million

- **Multichannel expansion**
- **Digital products and services**
- **Pre-owned growth**
- **Customer Engagement**

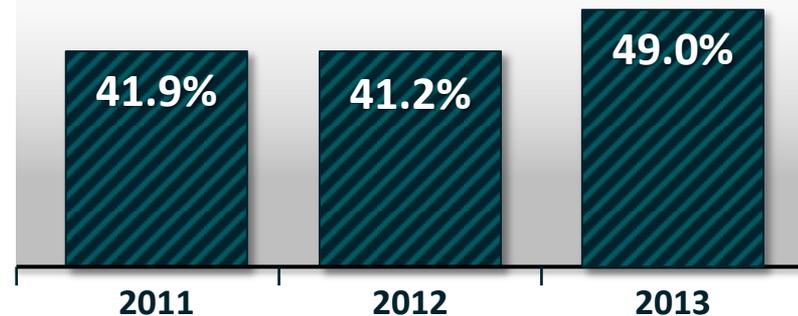
Building a multichannel customer experience to drive global growth

- **Three consecutive years of >30% annual e-commerce growth, launching in 9 markets including the UK**
 - Italy: 114% growth in 2013
 - Germany: 98% growth in 2013
- **Continued investment on enhancing capabilities and integrating channels**
 - Multichannel digital wallet
 - Web-in-Store launched in France, Italy, Spain and Germany
 - Enhanced mobile app on Android and IOS

Investing in technology to capture digital market share

- Integral component of franchise marketing
- Expanded PC catalog with EA, Ubisoft, and others
- Partnership with Sony to drive new release digital attach rate
- POSA / Steam growth of 105%

International Digital Growth

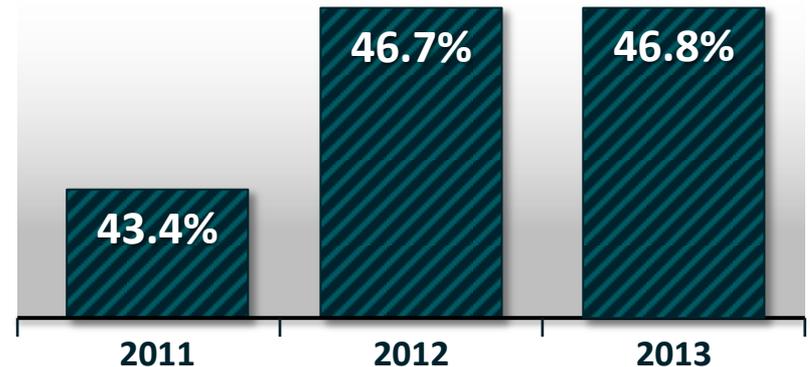


Leveraging Buy-Sell-Trade to deepen customer relationships and provide value

Results:

- 2013 pre-owned sales growth: 1.8%
- 2013 Trade growth: 7.7%
- Driving reservation growth and dominant market share on new console launches
- Fully implemented consistent global processes
- Integrated buy-sell-trade model
- Advanced pricing algorithms
- Refurbishment

International Pre-owned Margin



Evangelize our worldwide customer base

- Powerful global loyalty program in 11 international markets
 - Launched new CRM programs in 4 additional countries in 2013
 - 7.5M international members
 - 2014 expansion plans - Denmark, Norway, Sweden & Finland
- Digital Game Informer – over 700,000 subscriptions in 5 languages
- Integrated new release launch planning – not just brick and mortar
 - Advanced CRM - emails, SMS
 - Social Media
 - Ecommerce
 - Digital Game Informer
 - Midnight events



Evangelize our worldwide customer base

- Australian consumer show – 2013 show had 35,000 attendees; expect 45,000 in 2014



BEYOND THE GAME

Business Update

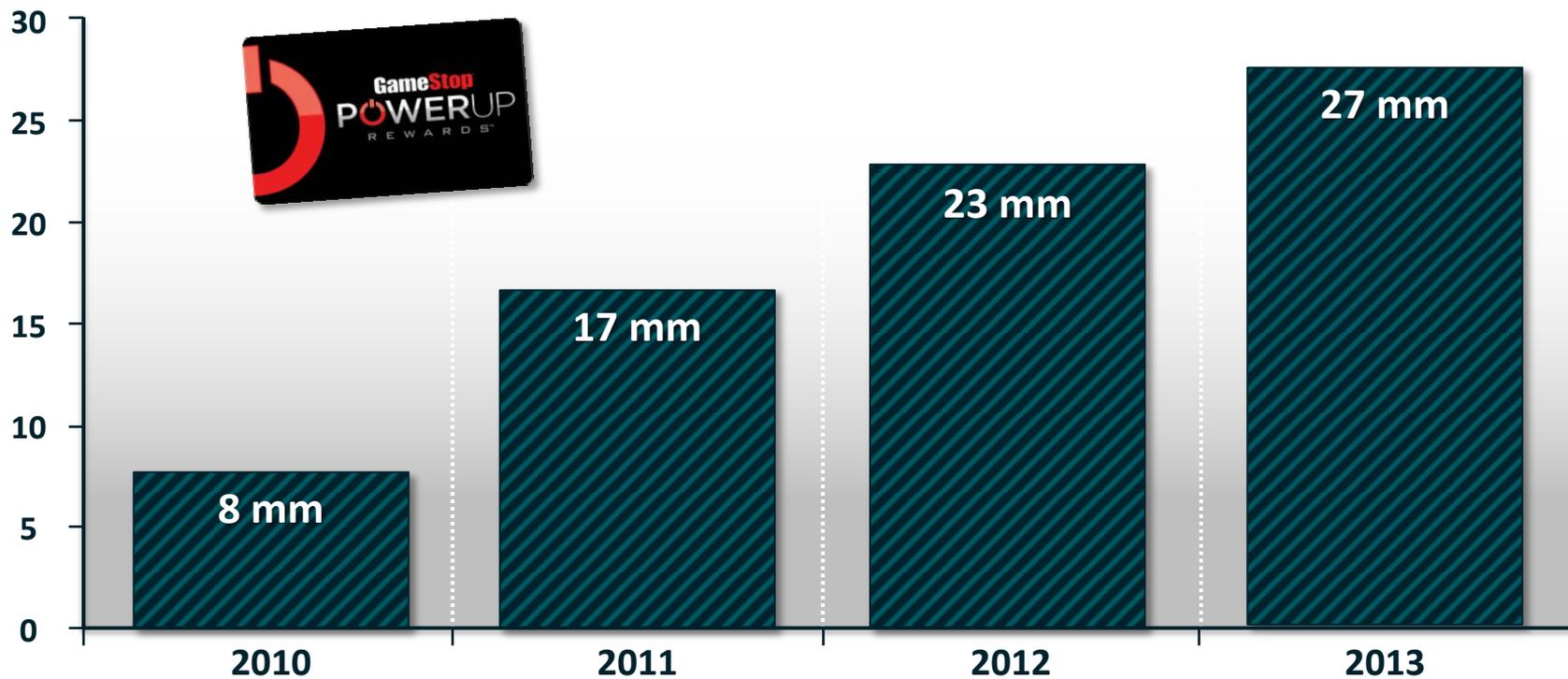
Mike Hogan, EVP Strategic Business

PowerUp Rewards

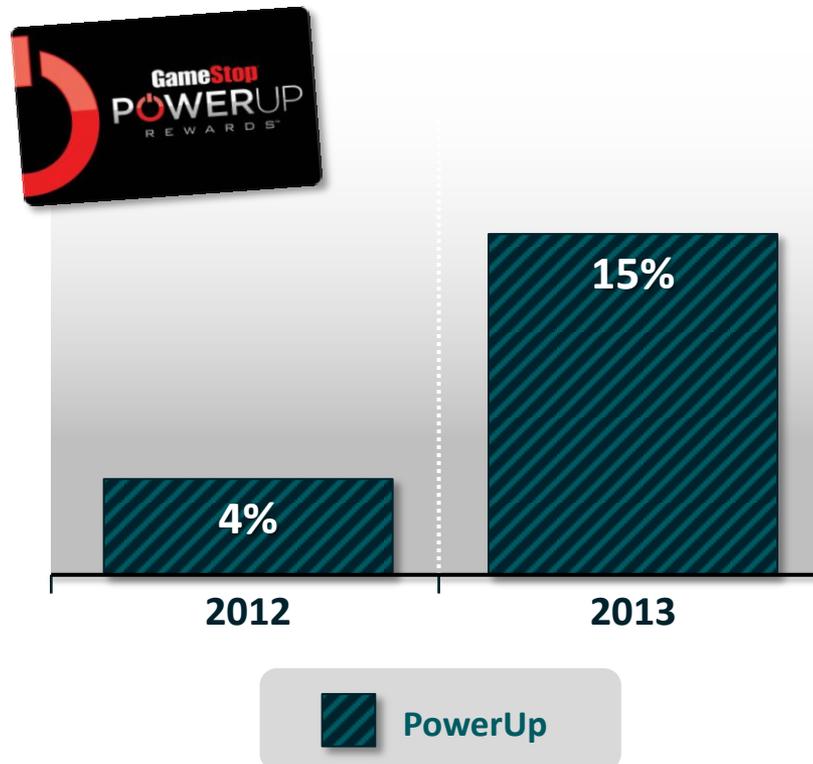
Pre-owned / Value Business

Multichannel Business

U.S. Membership



Growth in PowerUp Member Spend



GameStop
POWER UP
REWARDS™

High spend gamers

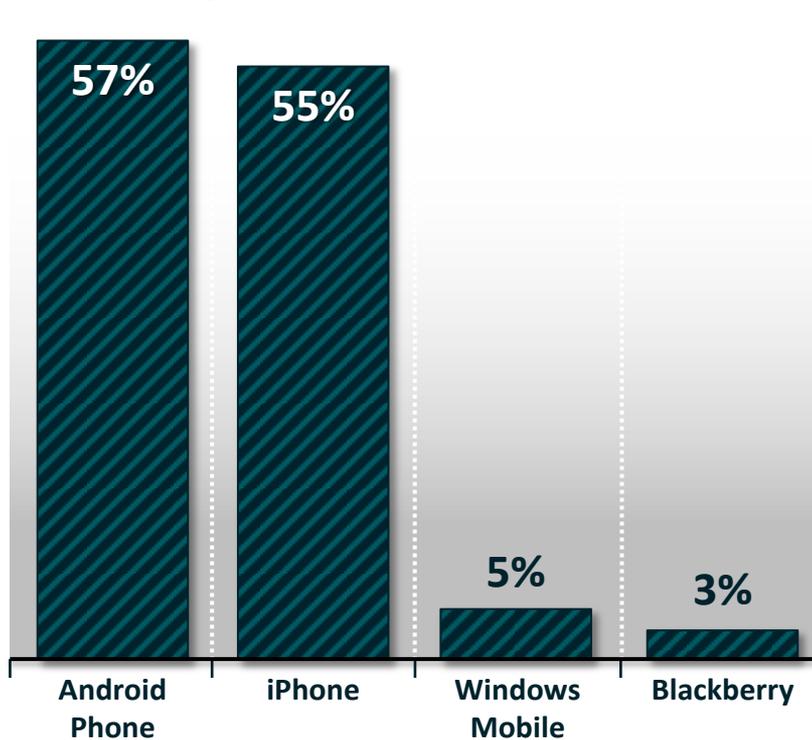
Well beyond gaming



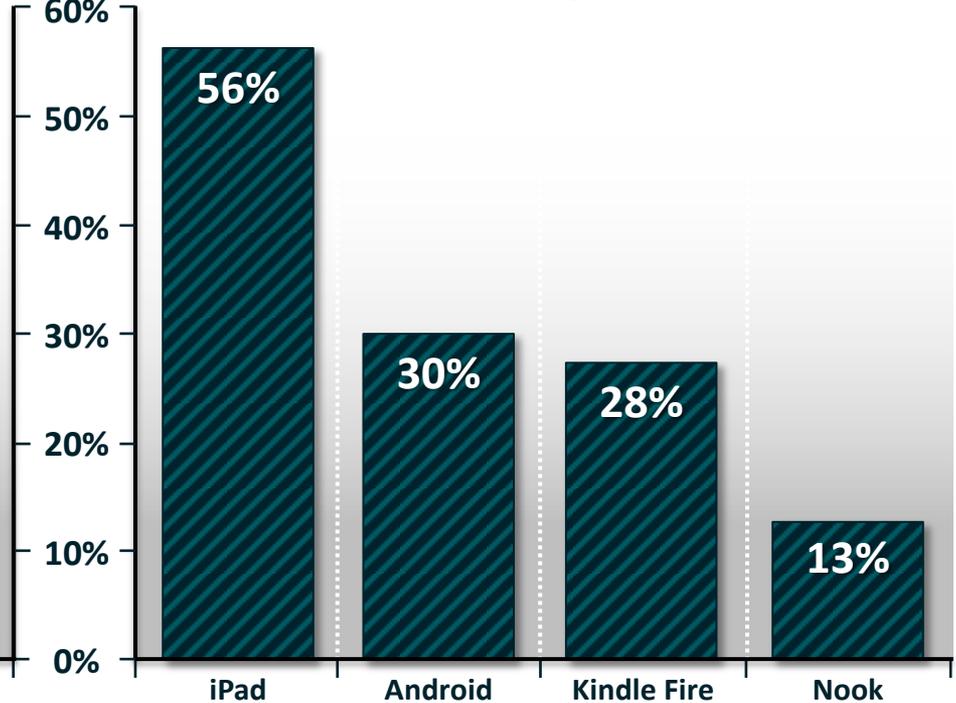
**76% of PowerUp Rewards
members own a smartphone**

**47% of PowerUp Rewards
members own a tablet**

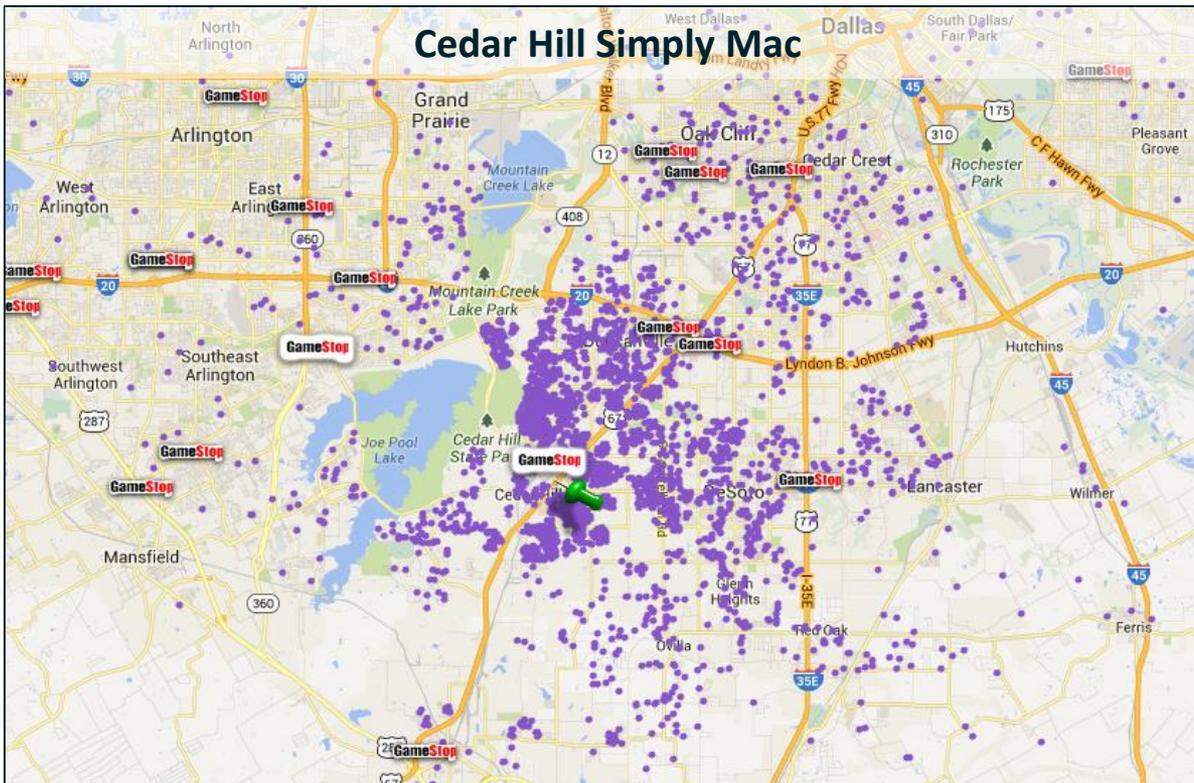
Smartphone Ownership Breakdown



Tablet Ownership Breakdown



Leveraging PowerUp to drive Simply Mac new store openings



GameStop POWERUP REWARDS POWER UP REWARDS™ MEMBERSHIP
View Points & Purchases

Rewards Catalog | My Game Library | My Preferences | My Account | Steal of the Week

Introducing
simply·mac
An Authorized Apple Retailer and
GameStop's Newest Affiliate Partner!

As part of GameStop's continuing mission to bring you the latest in entertainment at the best value, we're proud to present **Simply Mac!** Simply Mac is your closest Apple Specialist, and is here to take care of all your Apple® needs! Buy new and pre-owned Apple® electronics, sell your old electronics, take training classes, get repairs and more!

NOW OPEN
Uptown Village
305 West FM 1302, Suite 621
Cedar Hill, TX 75104

Check Out These Great Deals
that are only available for PowerUp Rewards members.
Just stop in and flash your PowerUp Rewards card to get:

\$10 OFF ANY PURCHASE
UP TO \$99*

\$25 OFF ANY PURCHASE
OF \$100 OR MORE*

- Delivered 96,000 emails to targeted PUR members
- # redemptions > avg month 1 transactions

Aio / Cricket

Say Hello to aio
A New Way to Wireless.

Come discover wireless the way it should be.

- Plans start as low as \$40 on feature phones
- No annual contracts
- Unlimited talk, text & data
- All on a reliable nationwide network

GRAND OPENING EVENT
Saturday, November 16
11994 Foothill Blvd. in Los Angeles

Come check out the Grand Opening Event this weekend for:

- A Chance to Win a PS4 System*
- GameStop Gift Card Giveaways*
- FREE Android Phone w/ Plan Activation**
- FREE T-Shirts
- FREE Food
- and MORE!

Trade In and Trade Up!
Bring in your smartphones and tablets to trade toward the latest devices at Aio.

*The purchase necessary to win. Must be at least 13 years old and present to win. Limit one prize per customer. **Must activate within 14 days of purchase. Some restrictions may apply. All trade-in devices must be in good condition. Offer may vary by store. See a game advisor for details. © 2013 Aio Wireless LLC. All rights reserved.



Re-commerce

GameStop POWERUP REWARDS
POWER UP REWARDS™ MEMBERSHIP
John Customer (Pro Member)
View Points & Purchases
NOTICE: Rewards by invitation only.

Research Catalog | My Game Library | My Preferences | My Account | Seal of the Vault

Values Decrease Sunday

Your Smart Phone is Worth Up to \$672 In-Store Credit!

- iPhone 5: \$672 in-store credit
- Galaxy S3: \$322 in-store credit
- iPhone 4s: \$392 in-store credit

Find Your Value

Your Tablet is Worth Up to \$621 In-Store Credit!*

- iPad 2: \$621 in-store credit
- Galaxy Tablet: \$106 in-store credit
- Kindle Fire: \$476 in-store credit

Find Your Value

If It IS Broke, Don't Fix It. Trade It!

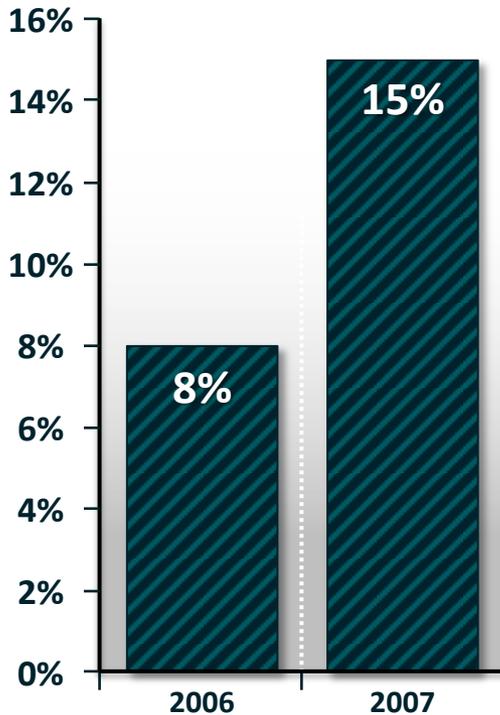
Defective items may be eligible for trade at a lesser value, including Xbox 360 systems with "Red Ring" errors, scratched games, broken devices and more. In most cases, special trade offers still apply! See a game advisor for details.

PowerUp Rewards

Pre-owned / Value Business

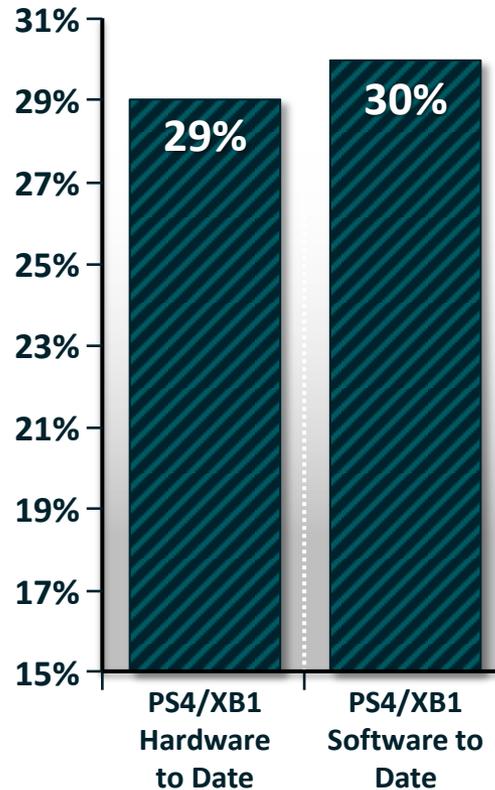
Multichannel Business

Pre-owned store comps post Xbox 360 & PS3 Launch



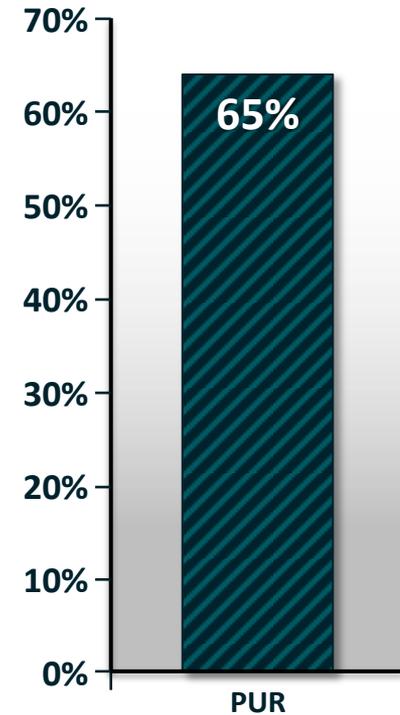
History suggests pre-owned growth

Next-gen trade transaction penetration



Strong performance to date

% PUR members planning to buy next-gen console



Millions more will be trading

“Value” is a much broader opportunity for GS

- GameStop is already known for great value
- We have core competencies to leverage
 - *Category knowledge* (what to buy and when)
 - *Customer relationships* = product acquisition (PUR)
 - *Buy – Sell – Trade expertise* and inventory management
 - State of the art *refurbishment capabilities*
- We are already doing this: Eg: Re-commerce is simply the application of GameStop Buy – Sell – Trade to a new category



Games

- Sub \$20 games are a \$400 million category
- < 50% in-stock rate on high demand, pre-owned games
- Incremental gross margin dollars



Technology

- Wearable tech
- Home tech



PowerUp Rewards

Pre-owned / Value Business

Multichannel Business

Multichannel is important to retail, and driving growth

**60% of Customers
visit on web or mobile**



**26% of Web Visitors
(Non-buyers) Buy in Store
Within 48 Hours**



Multichannel is driving growth at GameStop

- Full year sales up +48%. Record traffic, sales, & profit

↑ 48%

- Web-in-Store revenue up 400%+

↑ 400%

- Mobile properties experienced annual growth of 76% in traffic and 61% in revenue

76%
TRAFFIC

61%
REVENUE

- GameStop ranks in the top 25 retail websites in terms of total traffic (comScore)

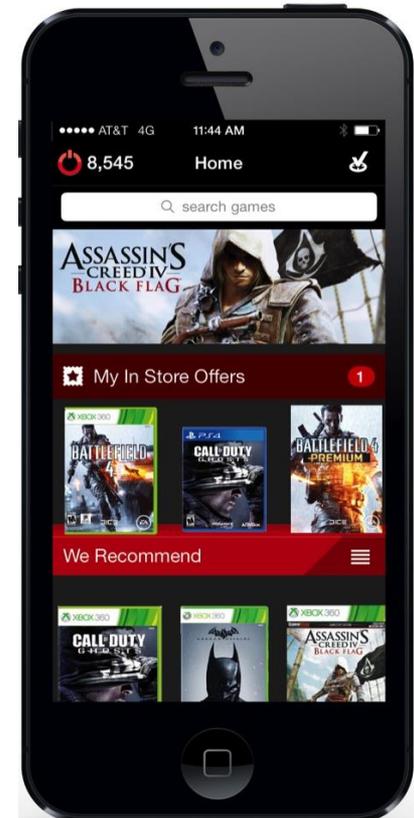
TOP
25

80%

of surveyed customers say they plan on visiting a store to purchase a product they saw on **GameStop.com**

Current Mobile App

- **Installs** 4.2mm
 - Android 2.6mm
 - iOS 1.6mm
- **Strong double digit growth in traffic and revenue.**
- **Mobile app users spend 170% more**
- **Key engagement points on app**
 - Search & Discovery – Finding the right product
 - Product Research/Information
 - Store Locator & store product availability
 - Loyalty program rewards catalog browsing



Launching a New Application

New Interface/Experience

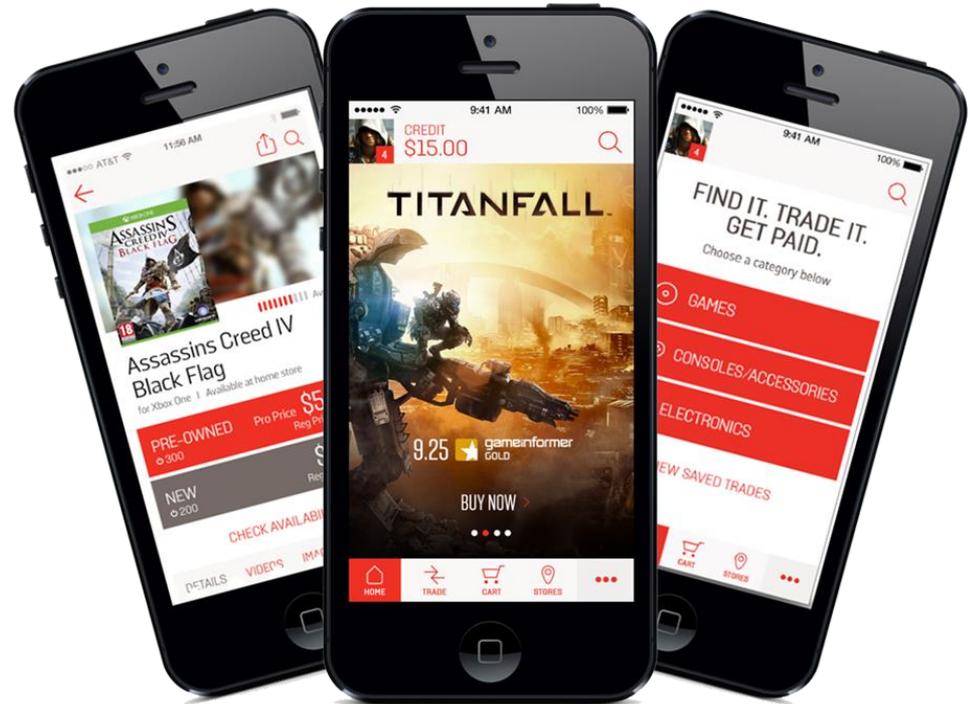
- Easy to find a product, store, offers, exclusives, & more.
- Buy/Sell/Trade
- Power-up Reward benefits (pricing, rewards, specials)
- Discoverability for new categories

New “Trade Center”

- Learn about trades
- Look up trade values
- View current offers & discounts

Enhanced Pre-order Experience

- Easy in-app purchase
- Store pickup or home delivery
- Full reservation visibility



- PowerUp Rewards is driving growth at GameStop, and it will be a key strategic advantage as we expand into Technology Brands
- The pre-owned business is experiencing strong growth as consumers trade into the new consoles. We see an opportunity to significantly expand into a broader “Value” business in both gaming and consumer technology
- Multichannel is a priority at GameStop, and is driving drive both our legacy and new businesses

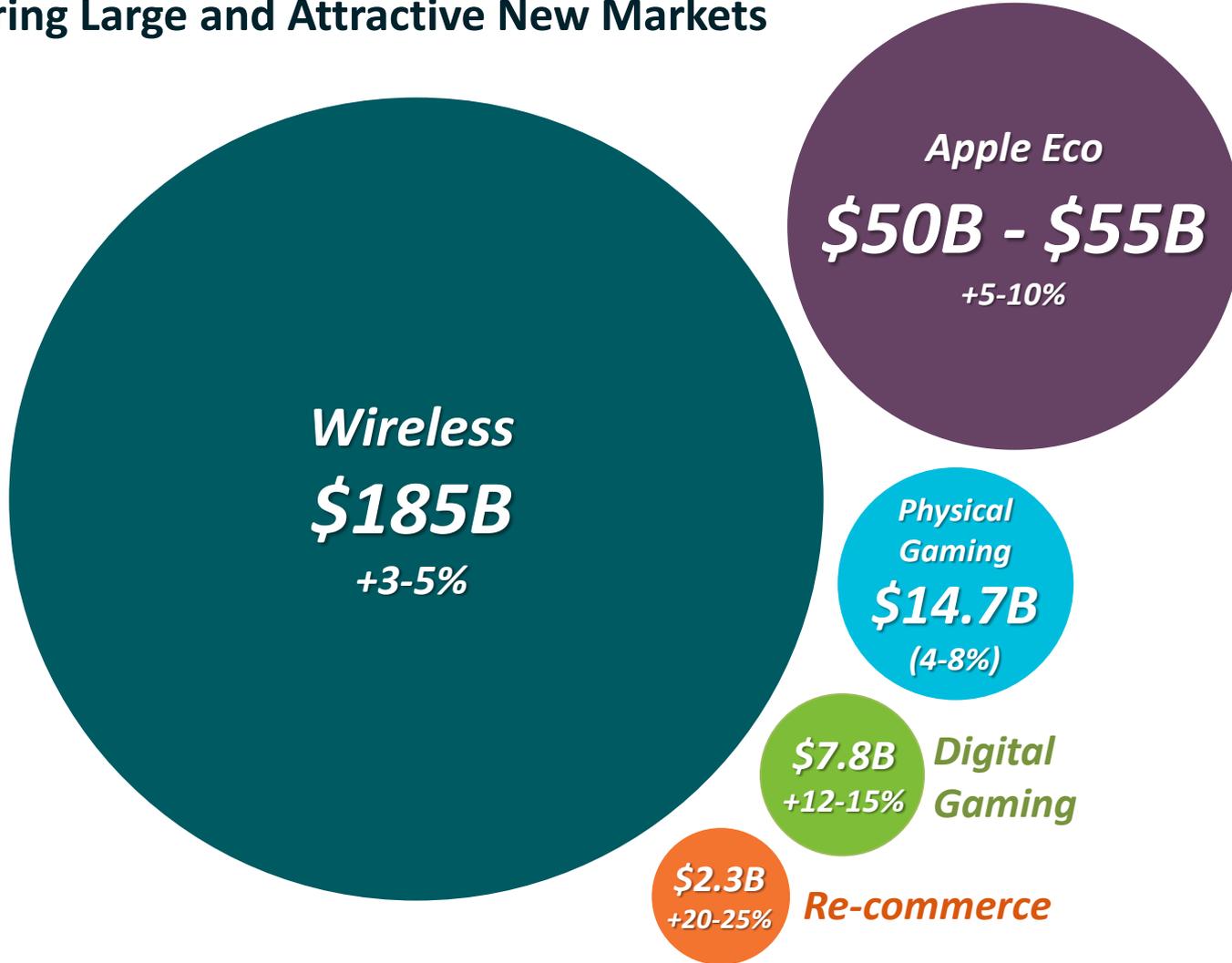
BEYOND

THE GAME

Introduction of New Businesses

Paul Raines

Entering Large and Attractive New Markets



Source: public filings; GameStop market model and internal estimates; U.S. only

Agenda

- **Steve Bain**, President & CEO of Simply Mac
- **Jason Ellis**, President & CEO of Spring Mobile
- **Joe Gorman**, VP of GameStop Mobile

BEYOND THE GAME

New Businesses

Steve Bain, President & CEO Simply Mac

simply·mac

- Founded August 2006 - Salt Lake City, UT
- 23 total retail locations in 10 states
- 14 new stores in 5 months (Aug-Dec 13)
- Sales, service & training in all locations
- Trade program
- Business sales team
- AT&T authorized for iPhone
- 240 employees



BEYOND Simply Mac Retail Stores

THE GAME

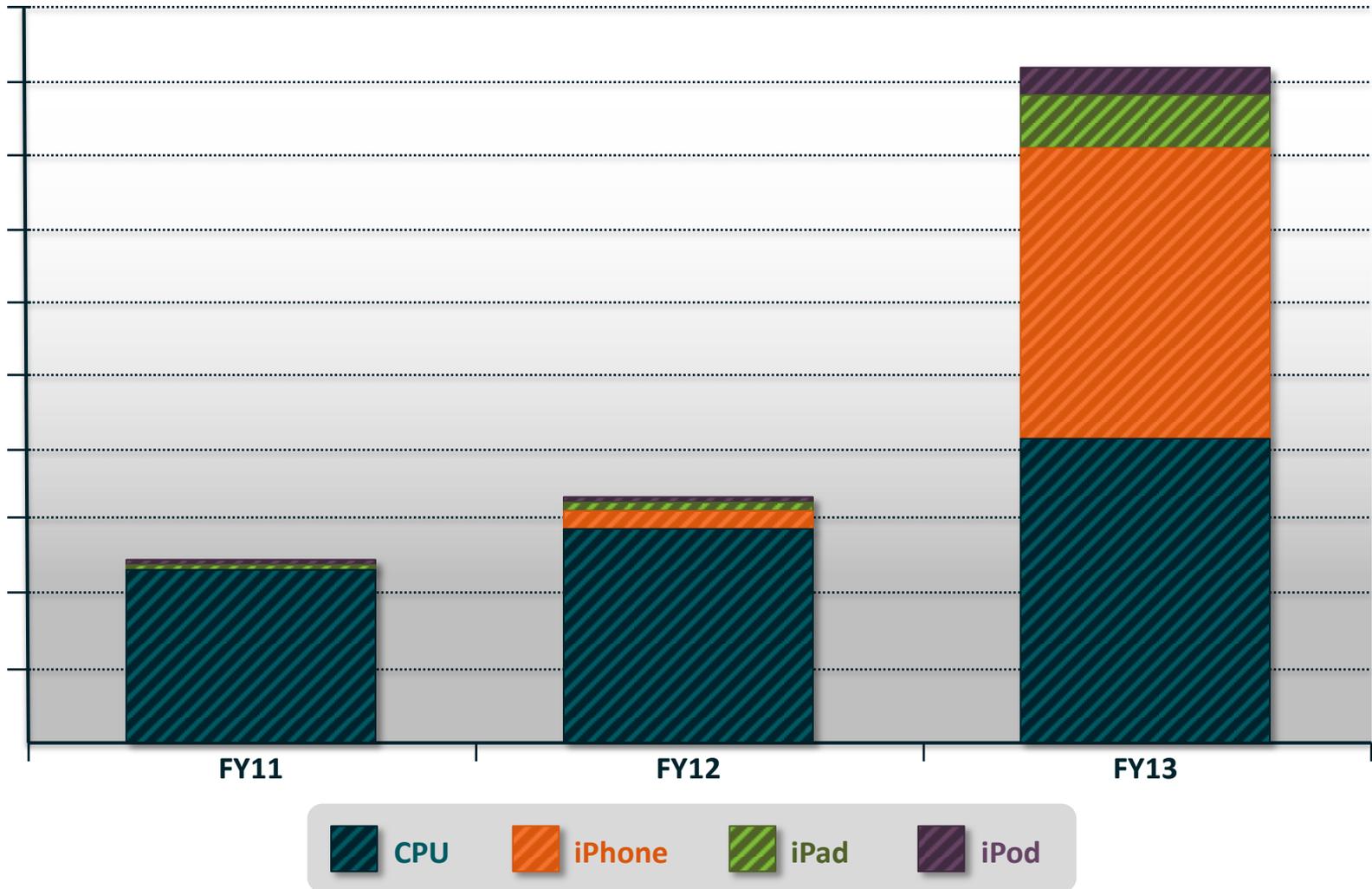


BEYOND Store Interior Design

THE GAME



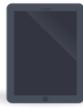
REPAIR BY TYPE



Products | Locations | Service | Business | Training | **Trade** | Promotions | About | Blog | Why Mac



iPhone



iPad



Mac



iPod



Other

MacBook Pro
 MacBook Air
 iMac
 Display
 MacBook
 Mac Mini

2013
2012
2011
2010
2009

MacBook Pro (2013 Late 15") 2.6Ghz i7 Retina 1TB	MacBook Pro (2013 Late 15") 2.3Ghz i7 Retina 512GB	MacBook Pro (2013 Late 15") 2.0Ghz i7 Retina 256GB	MacBook Pro (2013 Late 13") 2.6Ghz i5 Retina 512GB	MacBook Pro (2013 Late 13") 2.4Ghz i5 Retina 128GB
MacBook Pro (2013 Late 13") 2.4Ghz i5 Retina 256GB	MacBook Pro (2013 Early 15") 2.7Ghz i7 Retina 512GB	MacBook Pro (2013 Early 15") 2.4Ghz i7 Retina 256GB	MacBook Pro (2013 Early 13") 2.6Ghz i5 Retina 256GB	

← Back

YOUR INSTANT QUOTE

\$1850*

MacBook Pro
(2013 Late 15")
2.3Ghz i7 Retina

512GB

MacBook Pro (2013 Late 15") 2.3Ghz i7 Retina

LIKE WHAT YOU SEE?

Simply enter your info in the form to make the quote official! After that, all you need to do is back up your device and bring it into one of our stores for an evaluation!

First Name

Last Name

Email Address

Zip Code

Save My Quote

GOOD TO KNOW

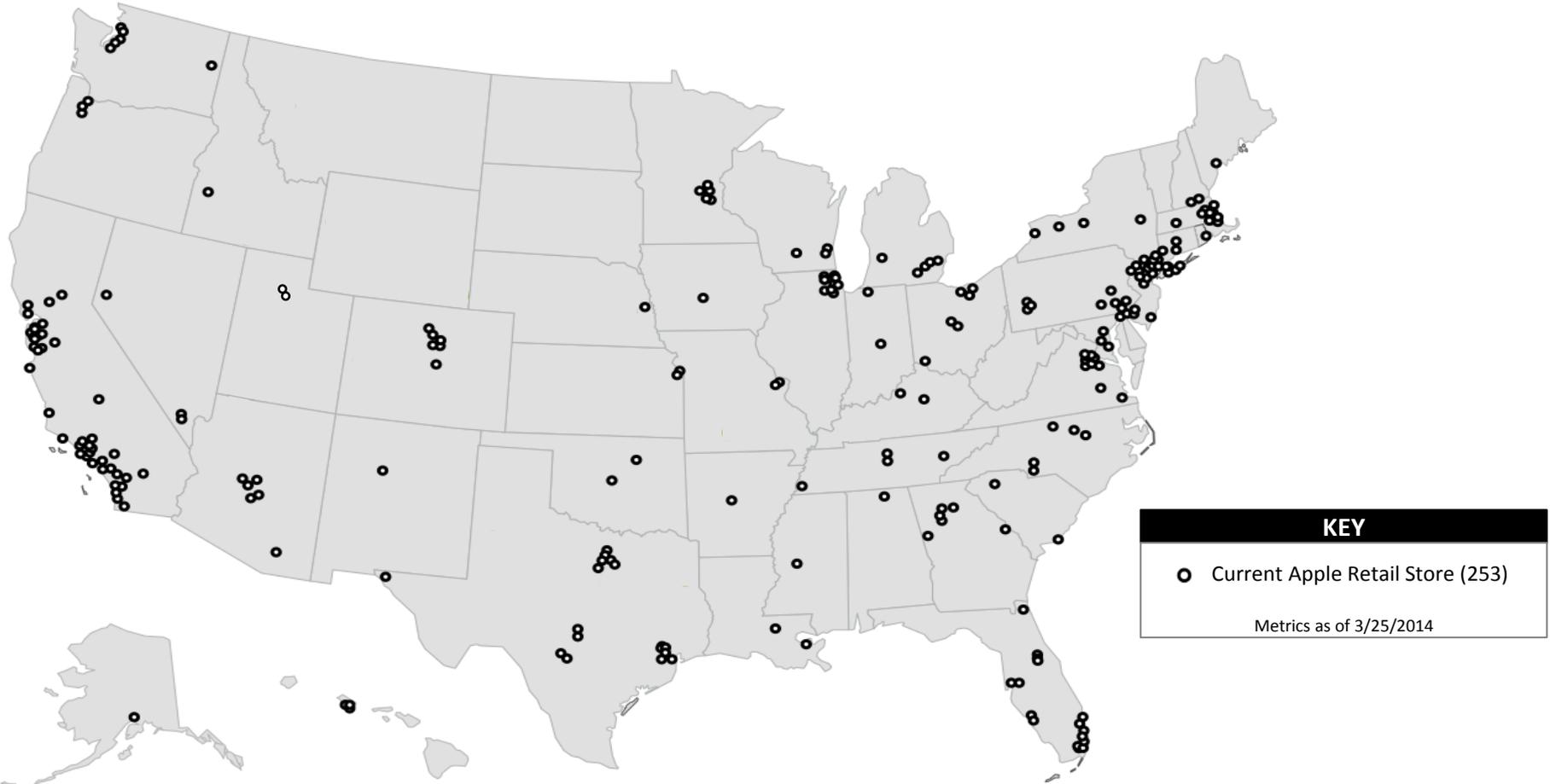
*Trade in values are subject to change without notice based on market conditions. Once created, your instant quote is locked in through next Thursday (4/17).

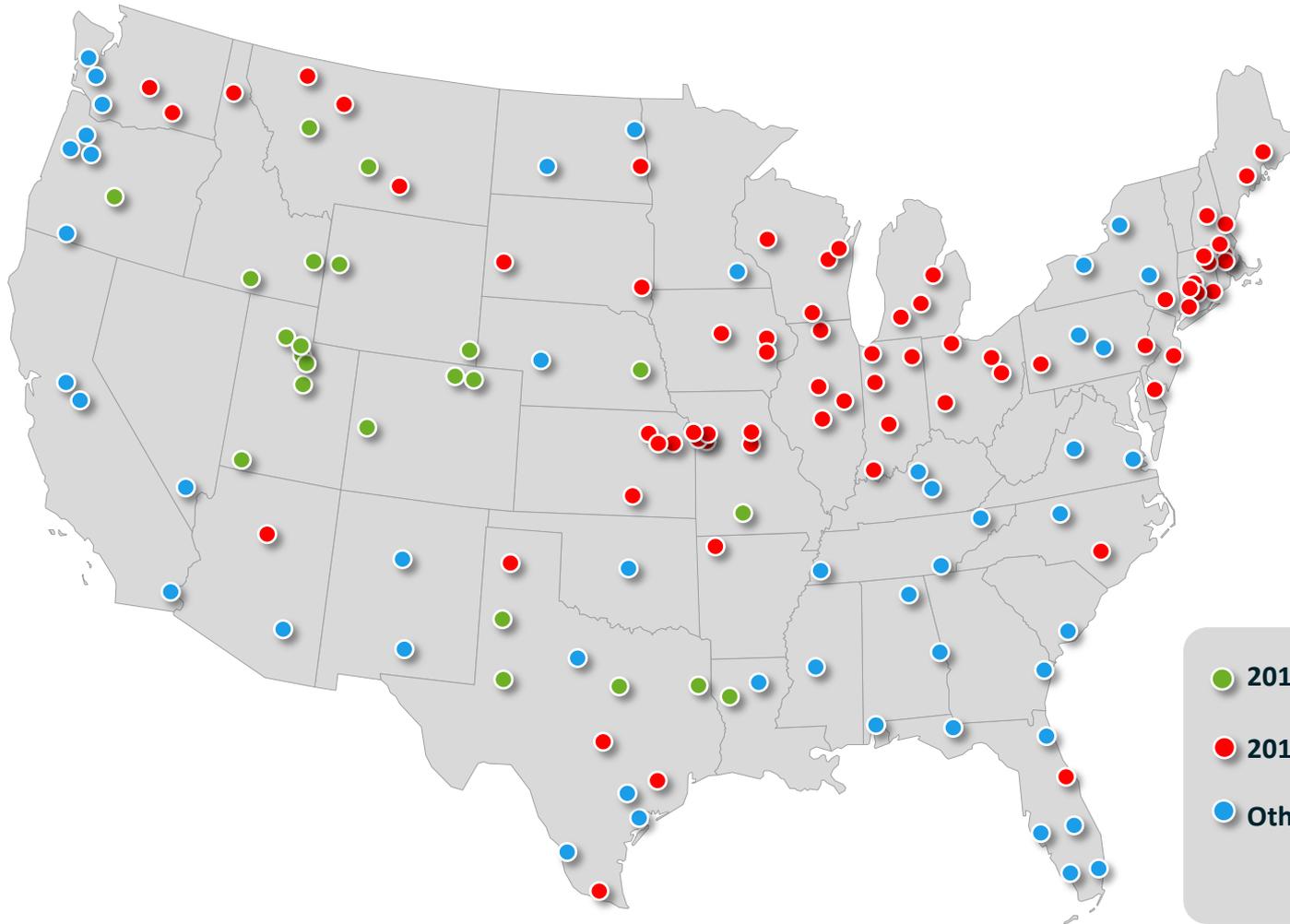
Damage to device, failing components, or missing accessories may be deducted from price initially quoted.

Quotes honored in store credit.

BEYOND Current Apple Footprint

THE GAME

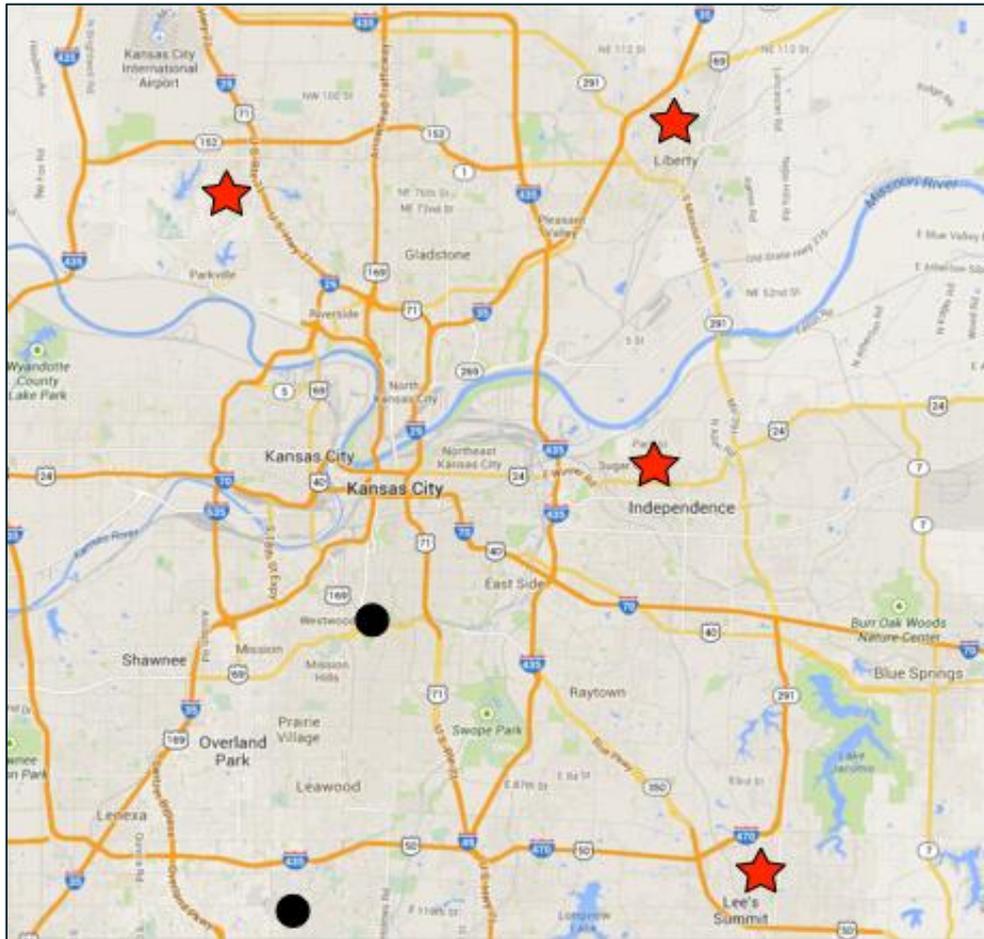




- 2013 Current Simply Mac Store (23)
- 2014 - 2015 Focus Markets
- Other Simply Mac Potential Markets

Metrics as of 4/22/2014

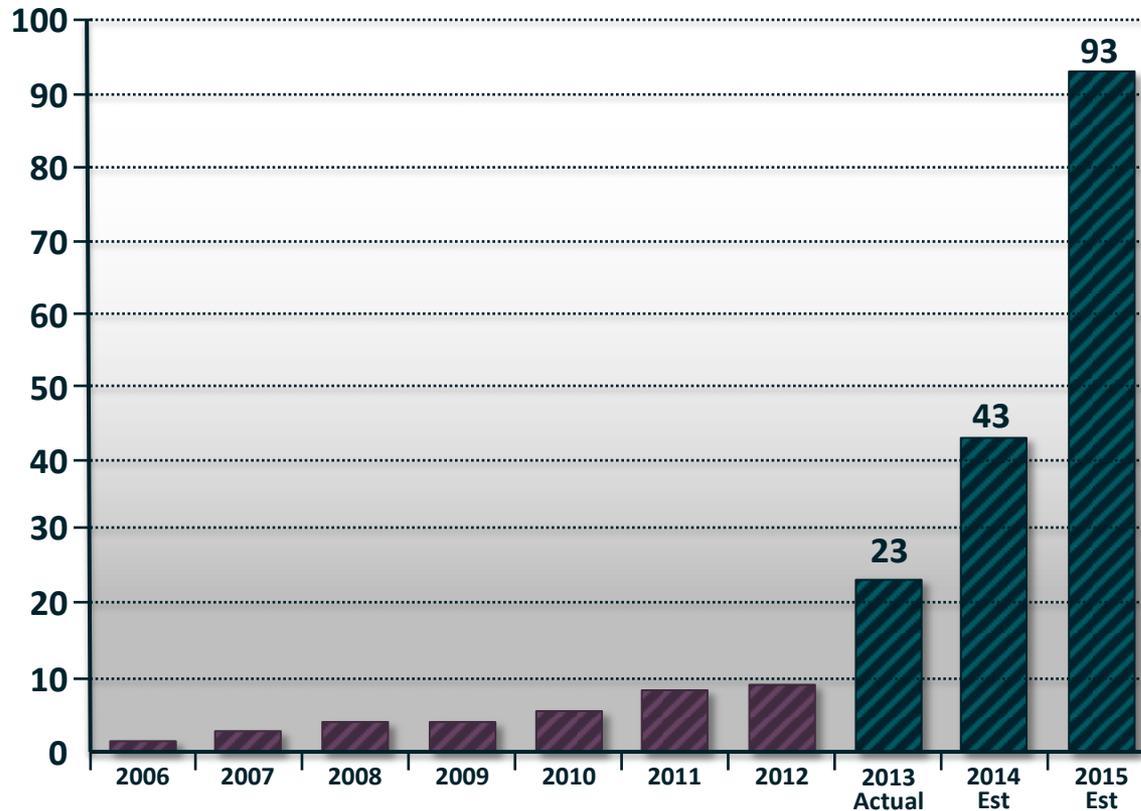
Kansas City, MO



★ Potential Simply Mac Store

● Apple Retail Store

Simply Mac – Future Store Count



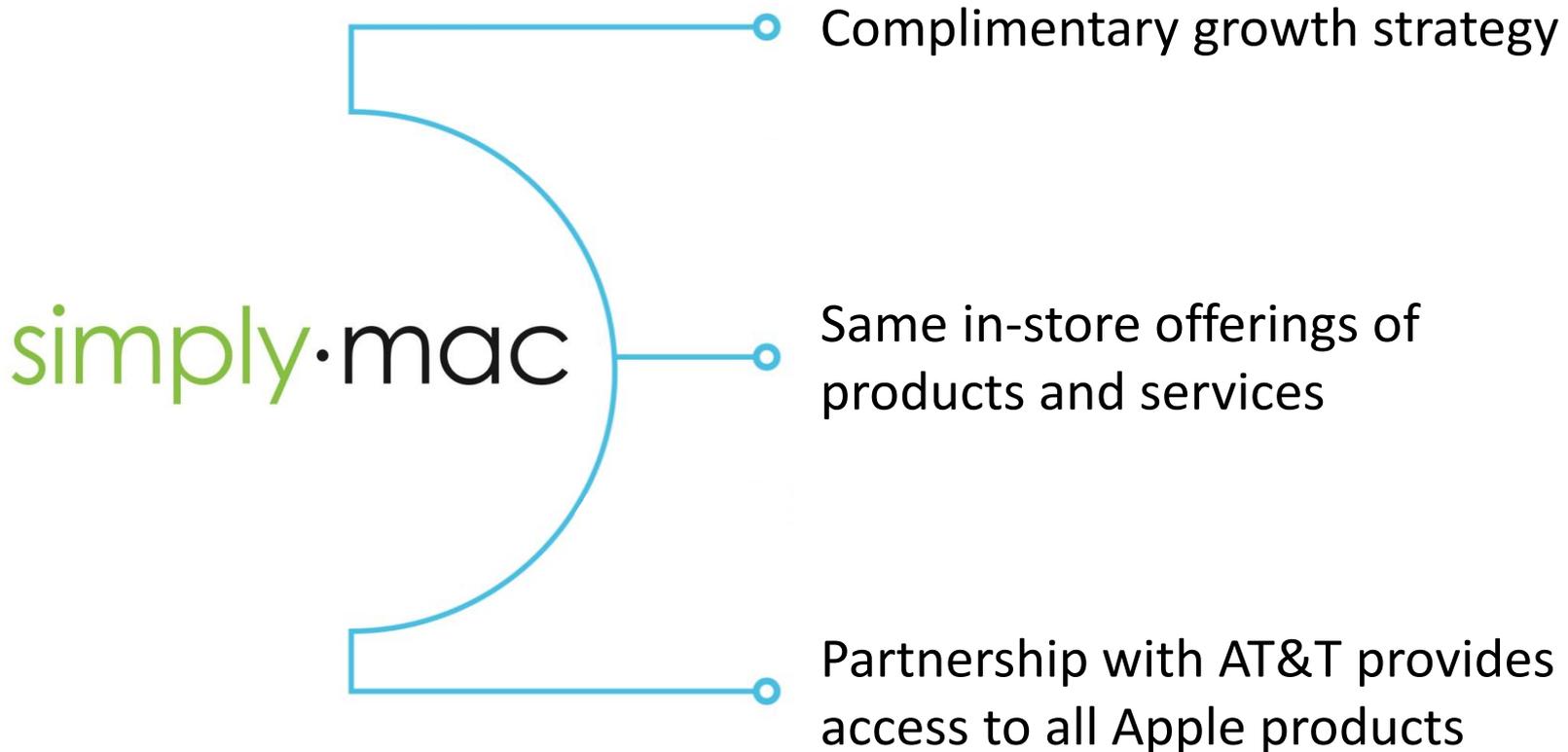
simply·mac

- Proven success as an Apple Specialist
- Strong employee culture
- Growth focus in tier 2 & 3 markets
- Focus on customer experience

GameStop®

- Operational success
(6,675 stores in 15 countries)
- Financial strength
(\$9.04B revenue in FY 2013)
- Extensive real estate knowledge
- Buy – Sell – Trade industry knowledge

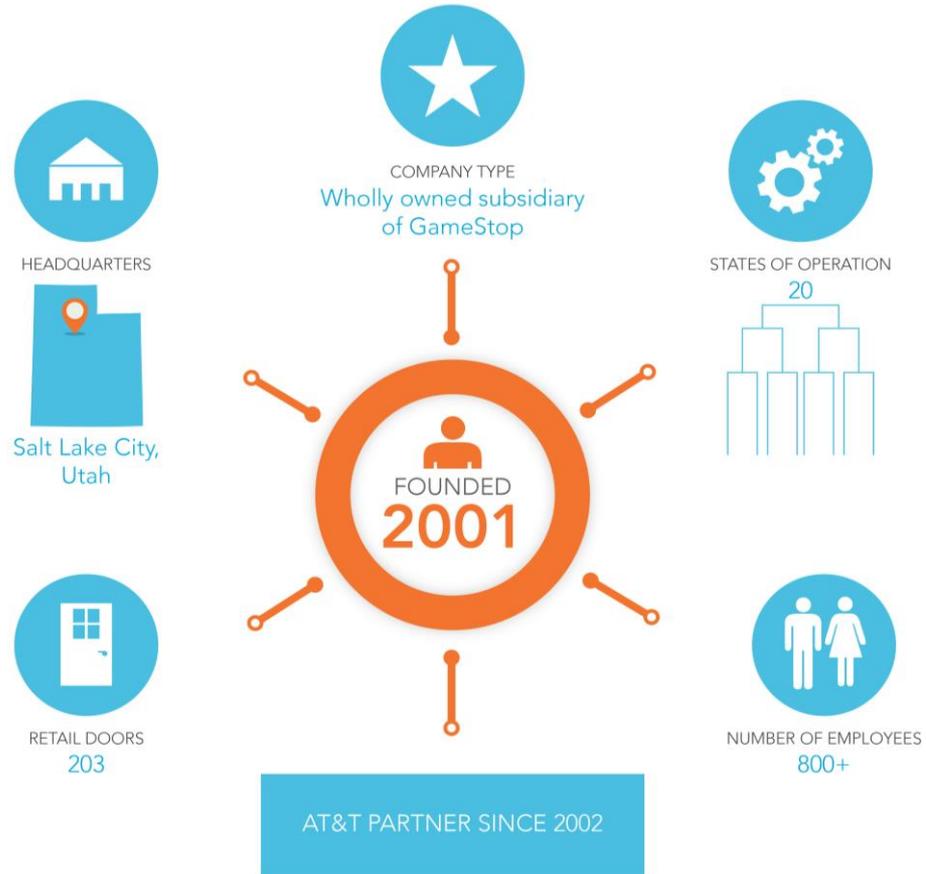
Why Apple supports Simply Mac:



BEYOND THE GAME

New Businesses

Jason Ellis, President & CEO Spring Mobile





BEYOND U.S. Footprint

THE GAME

GameStop
POWER TO THE PLAYERS



105%

US Penetration Rate

331M

US Devices



4 Big Players

\$440B

Market Cap





Mobile
Payment



Mobile Computing
(tablets)



Connected
Car



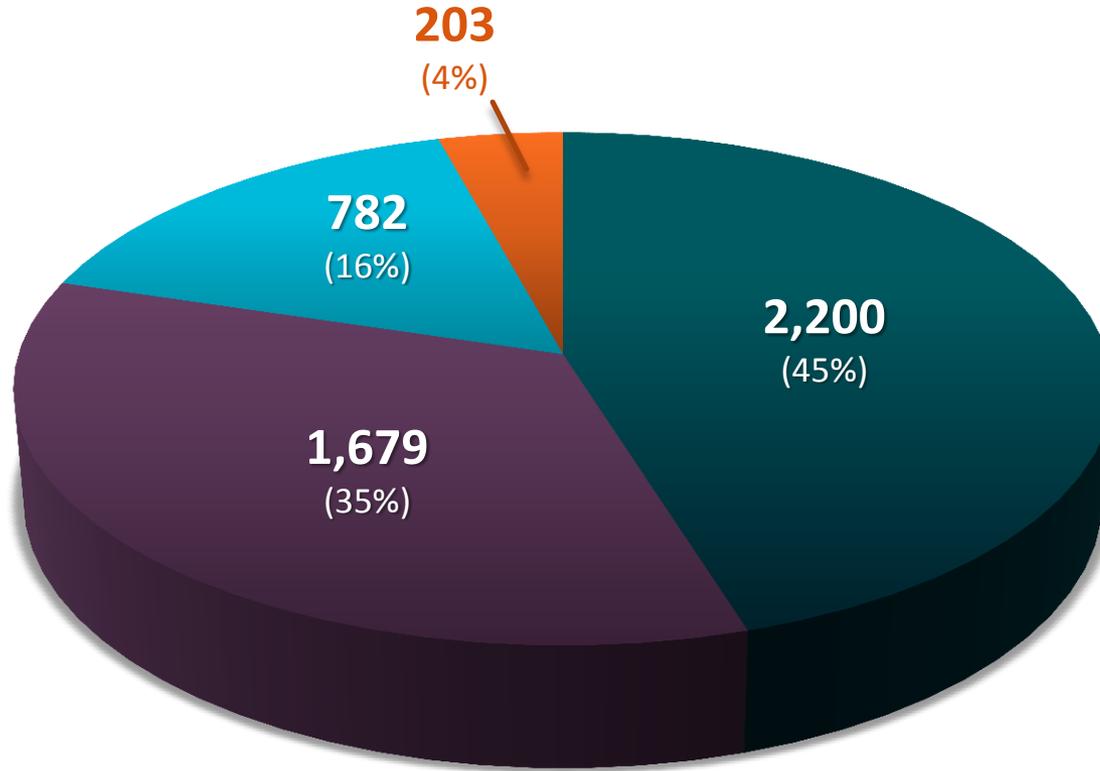
Wireless
Homephone



Digital Life
Products



Wearable Fitness



AT&T Corporate Locations



Total Local Dealer Doors

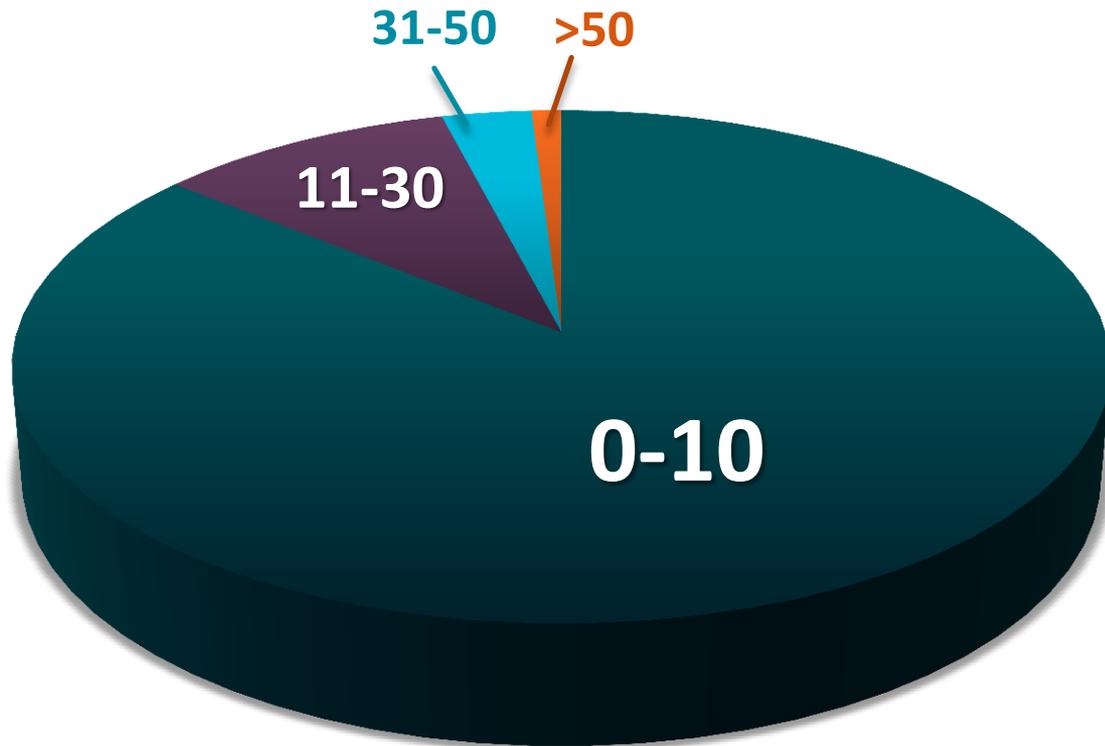


Total Other National Dealers



Total Spring Doors

Local Dealer Doors by Door Count



0-10 – 86%

11-30 – 10%

31-50 – 3%

>50 – 1%

BEYOND Recent Acquisitions

THE GAME

Date	Number Doors Acquired	Dealers
September 2013	22	1
October 2013	24	1
November 2013	4	1
December 2013	6	1
January 2014	3	2
February 2014	15	3
March 2014	26	1
April 2014 (pending)	3	2
Total	103	12

BEYOND THE GAME Why Spring Mobile?

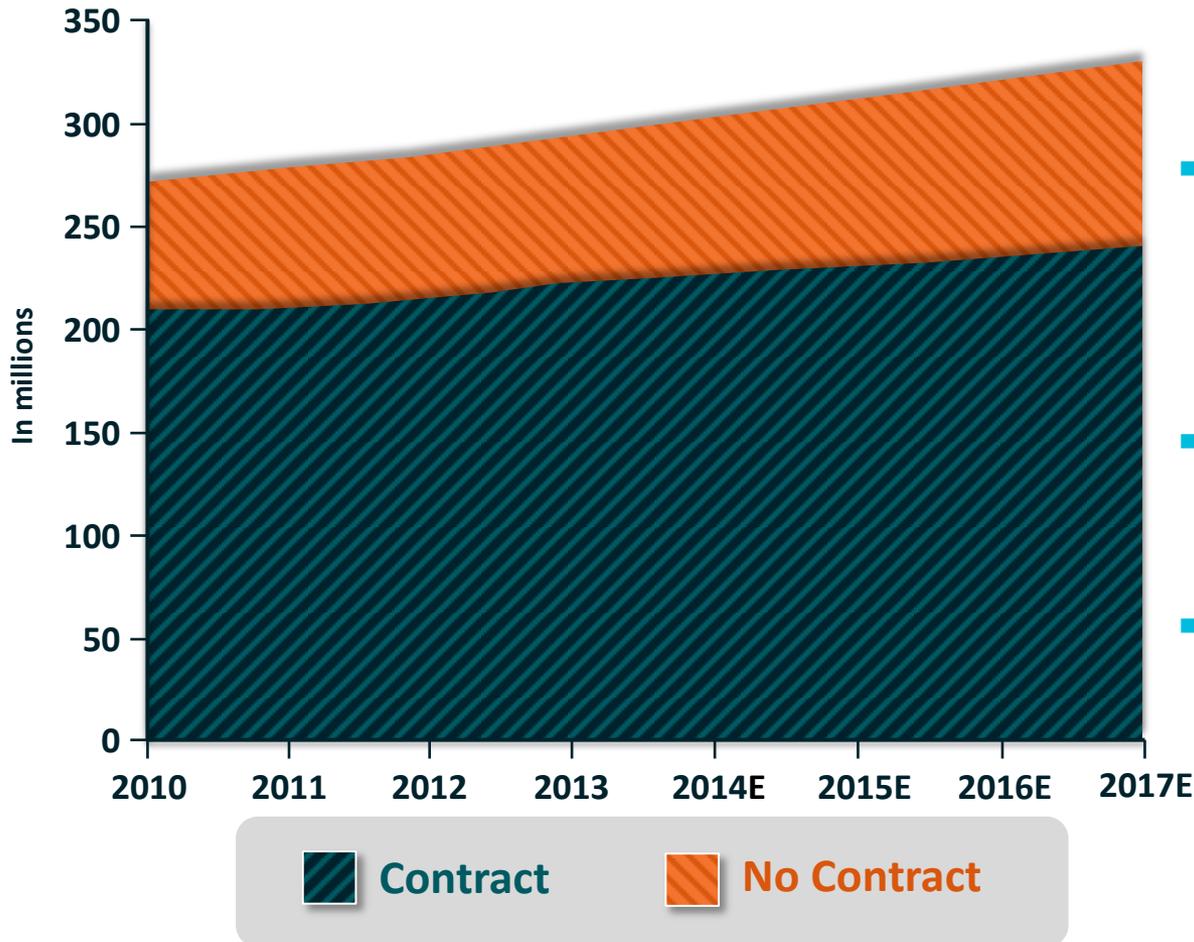
- 
- AT&T has the **second largest customer** base in the US
 - AT&T is an **industry leader in product innovation and retail experience.**
 - The existing AT&T distribution is **highly fragmented.** Fragmentation creates a rollup opportunity for consistency in customer experience.
 - **Spring** has experience in **acquisitions** and **organic growth**, both in **high and low market share areas.**
 - **Spring** can provide an AT&T “like” **experience – Interior Store Design, Live Products, Employee Training and Customer Experience.**
 - **GameStop** provides the **ability to scale quickly:** Store Construction, Leasing, Employee Development, Capital Needs, etc.

BEYOND THE GAME

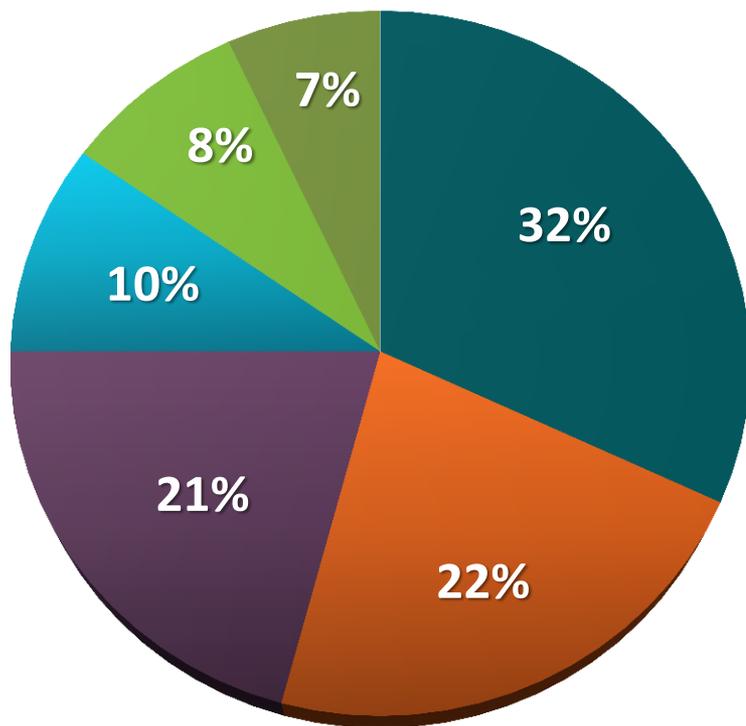
New Businesses

Joe Gorman, VP of GameStop Mobile

Mobile Connections - US



- Market Size is **\$185B**
 - Pre-paid subscribers are approximately 25% of total connections
- No contract segment growth (pre-paid) of **5.6%**
- Total wireless growth of **2.7%**



- All large players are involved in no contract space
- Consolidation is still occurring

Tracfone

Sprint

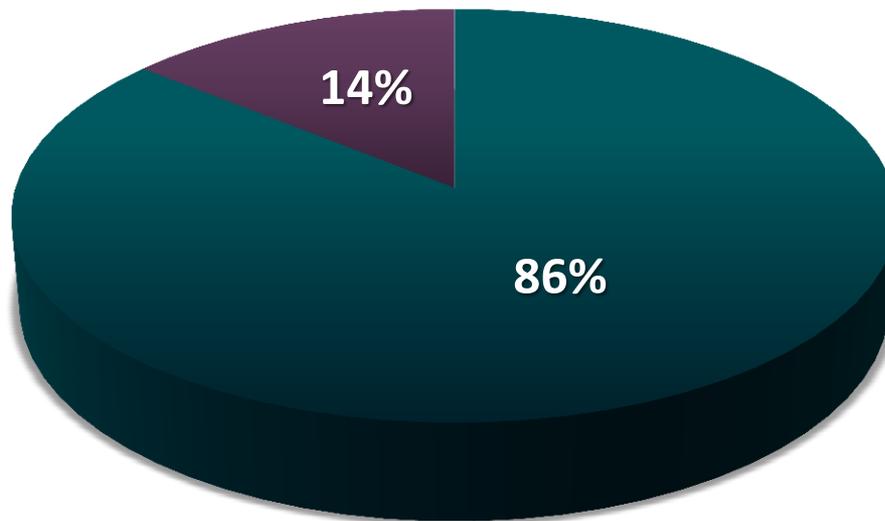
T-Mobile

AT&T

Verizon

Leap
(Cricket)

Pre-paid Sales/Activation Channels for Carriers >\$5B



- 86% of prepaid customers buy through retail locations

 Retail Location  Other

GameStop Mobile

- **2011:** Began testing re-commerce and mobile business in GameStop stores
- **May 2013:** AT&T approaches GameStop about testing AIO stores
- **Nov 2013:** Began opening AIO stores
- **April 2014:** Converting to new Cricket brand



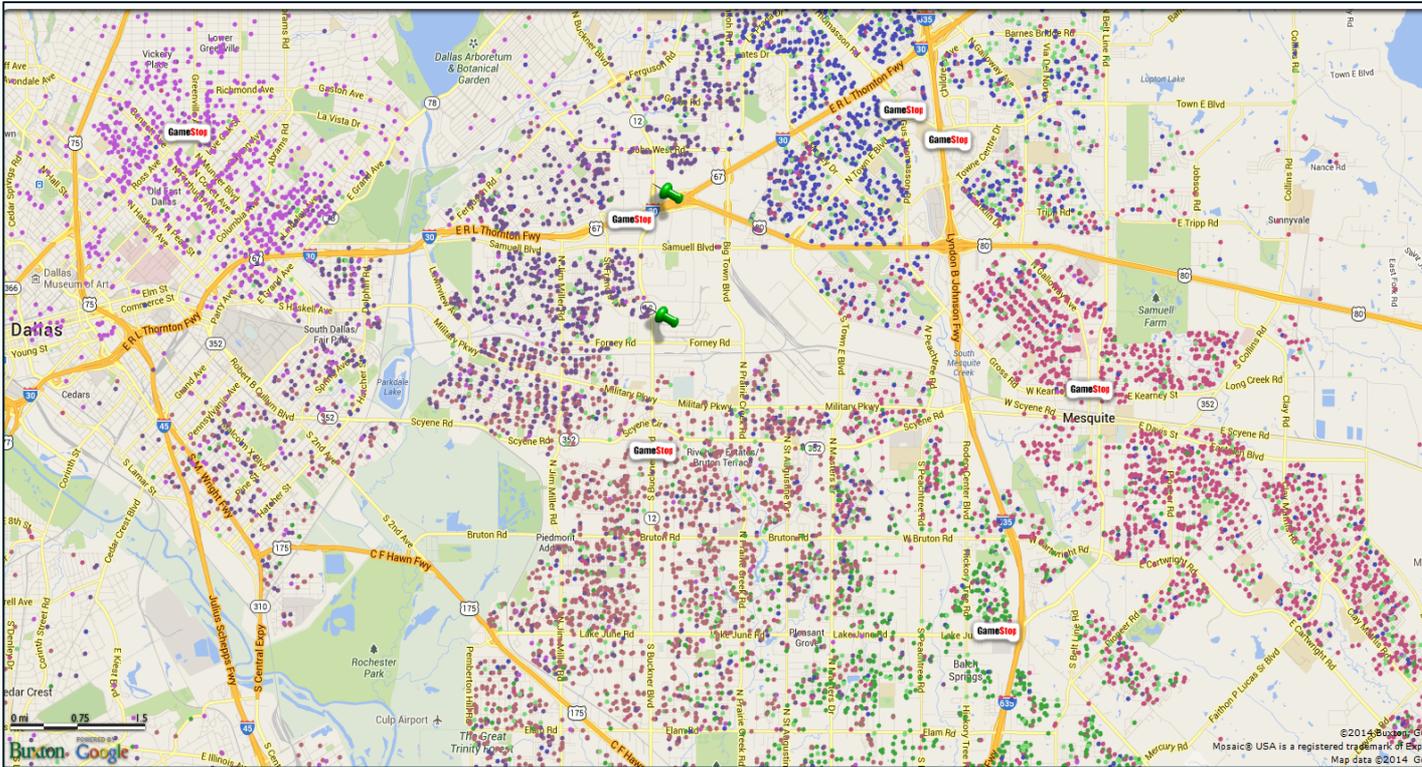


- GME currently operates 35 stores in 4 markets
- Selling Cricket service in 102 GameStop stores
- One of the largest Cricket dealers
- New brands give us more flexibility in our Real estate portfolio
- Recently opened 2 AIO/Cricket stores in former GameStop locations

- Implemented GameStop's Buy – Sell – Trade expertise inside Cricket
- Great consumer value on pre-owned devices
- Creating currency through phone trade-ins



BEYOND THE GAME Potential of PowerUp Rewards



GameStop POWERUP REWARDS

POWER UP REWARDS™ MEMBER ONLY
John Costelloe (Pro Member)
New Parts & Purchases
*Must be 18+ to activate

Research Center | My Game Library | My Preferences | My Account | Best of the Best

Say Hello to **aiO**

A New Way to Wireless.

GameStop is proud to be teamed up with Aio Wireless.

Aio offers wireless the way it should be:

- Plans start as low as \$40 on feature phones
- No annual contract
- Unlimited talk, text, & data
- All on a reliable nationwide network

aiO GRAND OPENING
Saturday, November 16

11994 Foothill Blvd.
Los Angeles, CA 91342

Come check out the grand opening event this weekend for:

- A chance to win a PS4 System*
- GameStop Gift Card Giveaways**
- A FREE Android Phone with Plan Activation***
- FREE Food
- And More!

Trade In and Trade Up!

Bring in your smartphones and tablets to trade toward the latest devices at Aio.

Visit aiowireless.com for information on Aio products and services.

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Since late 2013, AIO/Cricket emails have been sent to 965,082 PUR members

AT&T

- Nationwide network
- Broad advertising
- Compelling device and rate offerings



cricket®

GME

- Rapid store construction
- Strong training and field leadership
- Top consumer experience

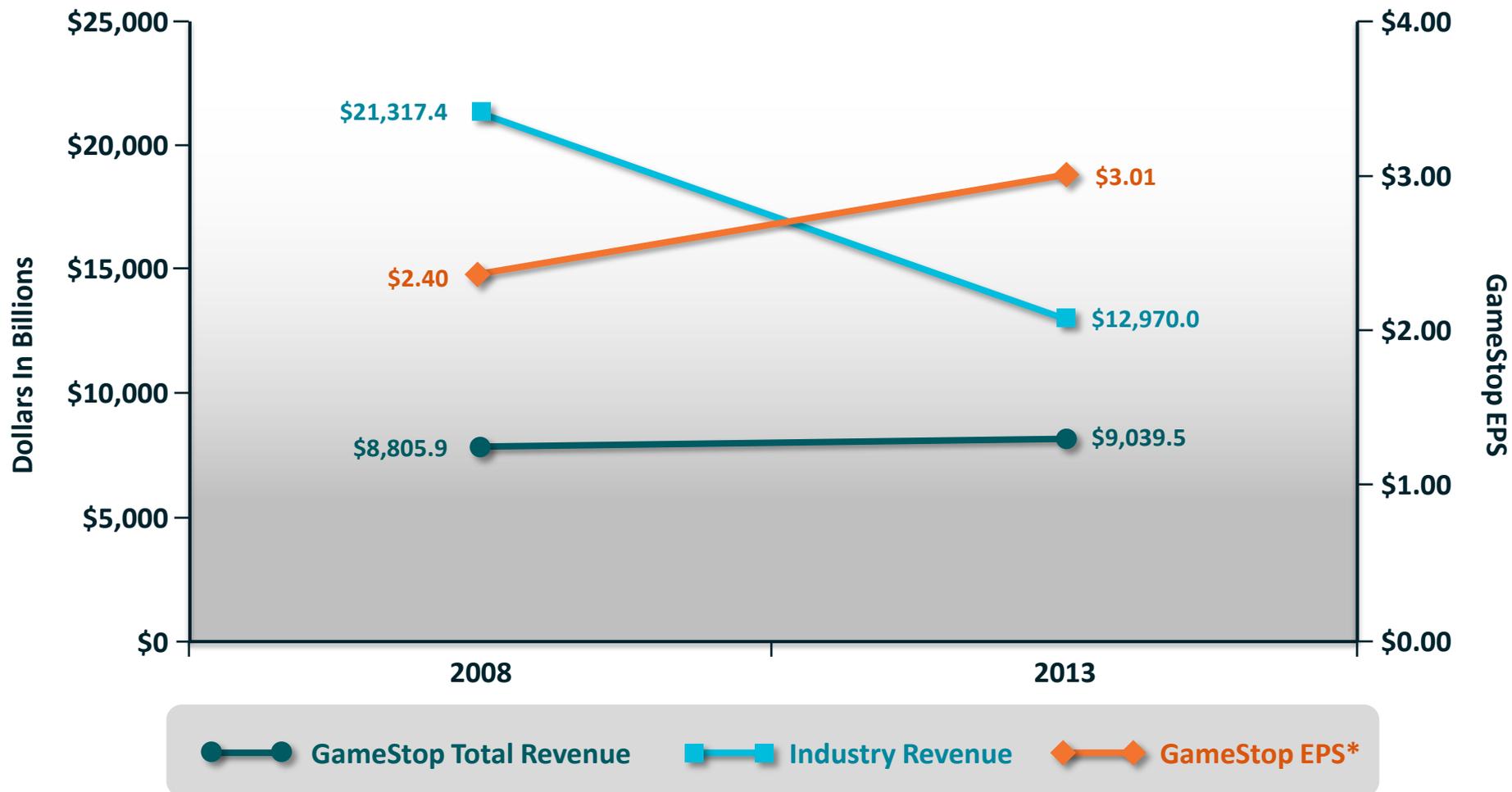
GameStop
POWER TO THE PLAYERS®

BEYOND THE GAME

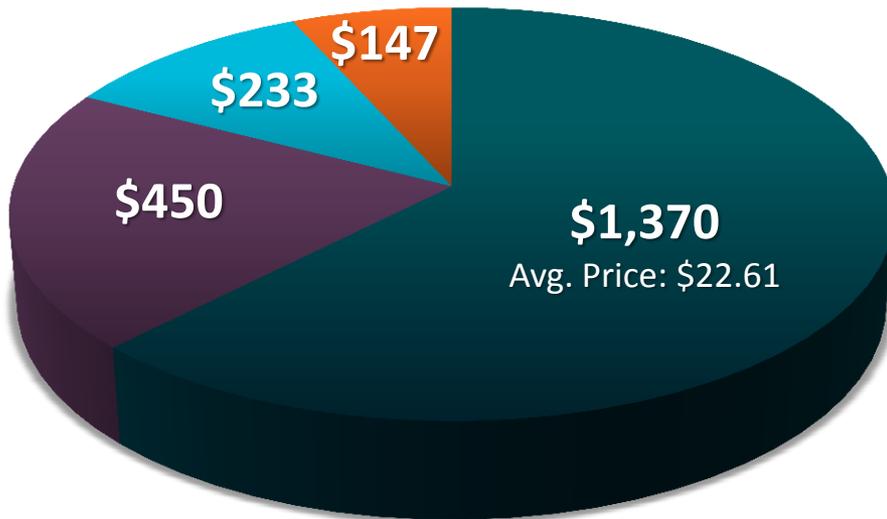
Financial Overview

Rob Lloyd, CFO

GameStop's revenue and EPS grew 2.7% and 25% while the Industry declined 39%



2010 – 2013 Capital Deployed: \$2.2B



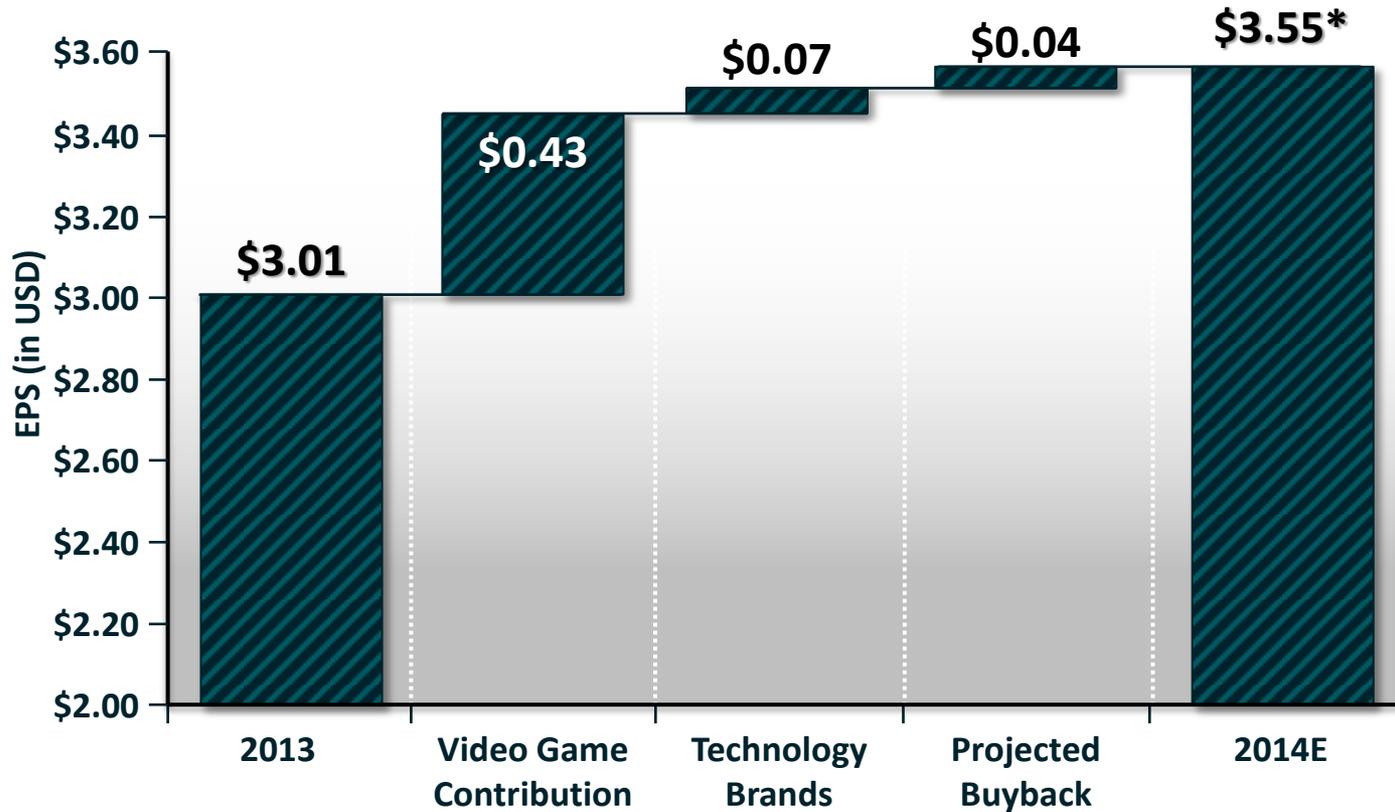
Disciplined + Balanced Allocation

Effective allocation of capital

- Consistent share buybacks, ~ 34% decline in outstanding shares from Jan 2010 – Jan 2014
- Retired long term debt
- Initiated a dividend and increased payout 3 times
- Leveraged core competencies through strategic acquisitions
- Reduced CapEx spend by 36%

	1Q 2014	FY 2014
Total Sales	7.0% - 10.0%	8.0% - 14.0%
Comp SSS	5.0% - 8.0%	6.0% - 12.0%
Income Tax Rate	36.5% - 37.5%	36.5% - 37.5%
Operating Margin	5.0% - 5.5%	6.5% - 7.0%
Net Income (in millions)	\$64 - \$70	\$398 - \$433
Weighted average shares outstanding	116,700,000	117,000,000
Diluted earnings per share	\$0.55 - \$0.60	\$3.40 - \$3.70

Earnings Growth



*Mid-point of current guidance; 2013 EPS excludes impairment charges and changes in management estimates

Category	2014E
New Hardware	8% to 11%
New Software	20% to 23%
Accessories	37% to 39%
Pre-owned / Value	42% to 48%
Mobile	18% to 24%
Digital	60% to 70%
Other	33% to 37%



GameStop



Spring Mobile



Simply Mac

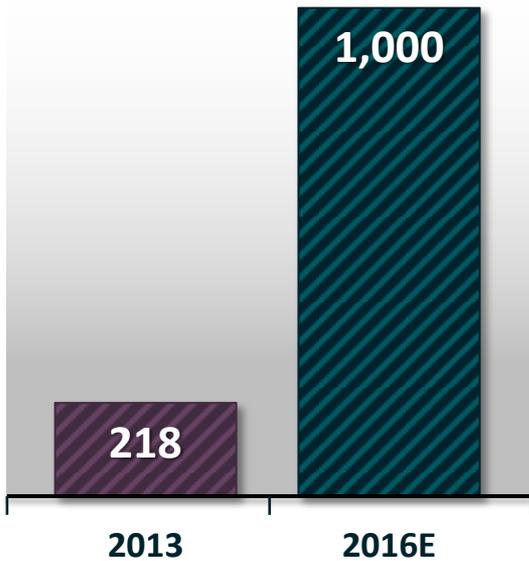


Cricket

	GameStop	Spring Mobile	Simply Mac	Cricket
End of FY2013 Store Count	6,457	164	23	31
FY14 Net Openings/(Closings)	(120-130)	200-250	20-25	100-150
Projected Mature Annual Sales/Store	\$1.3M	\$0.8-\$1.3M	\$2.0-\$3.0M	\$0.4-\$0.7M
Projected Mature Contribution/Store	\$125-\$135K	\$100-\$120K	\$80-\$120K	\$50-\$70K
Avg. CapEx/Store	\$120K	\$60K	\$175K	\$60K

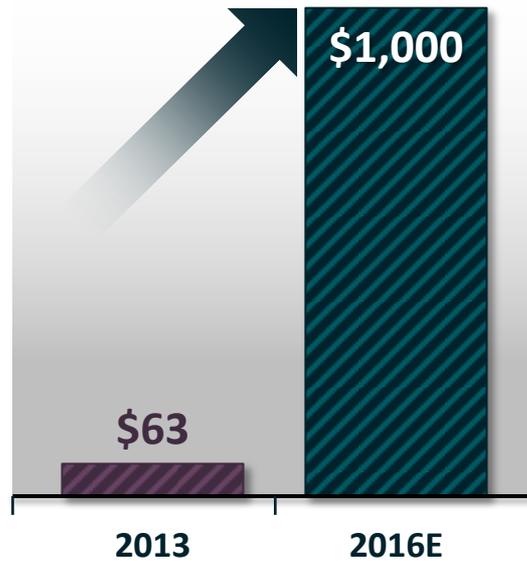
300 to 400 new Tech Brands stores in 2014; Forecast \$375 to \$425M in sales from Tech Brands in 2014

Store Growth



Revenue Growth

In millions



EBIT Growth

In millions



Technology Brands segment is expected to be 10% of earnings in FY 2016

2014E Capital Deployment: \$450 to \$500M of FCF



In Millions



Disciplined + Balanced Allocation

2014E: Capital Expenditures



In Millions





Positive trending metrics

	GME	Peers*
Net income growth	17%	12%
EPS growth	18%	14%
P/E ratio	11.5x	15.3x

Extending transferable competencies

- Real Estate Knowledge
- Store ops talent
- PowerUp Rewards
- Buy – Sell – Trade
- Financial discipline

Substantial cash to allocate

- \$450 to \$500 million of FCF to deploy through:
- Buyback
- Dividend
- M&A

* AAP, AZO, BBBY, DKS, FL, PETM, TIF, BBY

BEYOND

THE GAME

Investor Takeaways

Paul Raines, CEO

- Maximize leadership position in video game category to drive topline and net income growth
- Expand participation in CE and mobile segments through growth in our Technology Brands
- Increase total shareholder return from share appreciation and dividend growth
- Grow terminal value of GameStop through diversification

BEYOND

THE GAME

Q&A Session