



POWER TO THE PLAYERS®

Q2 2015 Investor Relations Update



POWER TO THE PLAYERS®



KONGREGATE



gameinformer

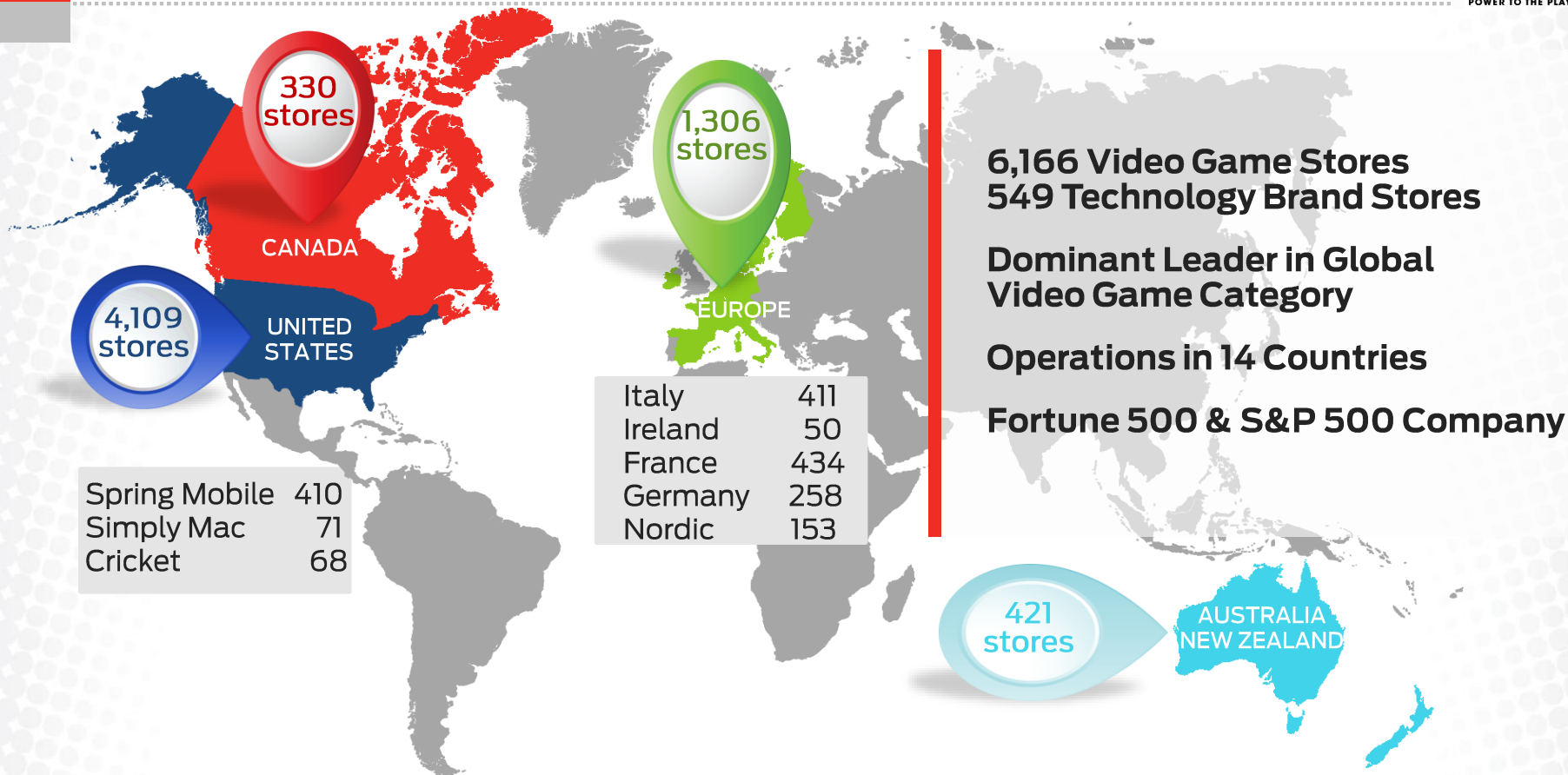
MICROMANIA

simply·mac



springmobile

Who is GameStop?



We're a \$9B 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



GameStop
POWER UP
REWARDS™

**42M global loyalty
members**

**Digital/Mobile
Gaming**

\$948M* Digital Business



KONGREGATE

Top 10 Mobile Publisher

**Wireless/
Technology**



**Fastest Growing
AT&T Wireless Reseller**

simply·mac

**Largest Apple
Authorized Reseller**

cricket

AT&T National Dealer

Publishing

gameinformer



#1 Digital Magazine

Q1 2015 Overview

Consolidated Performance Summary

	Q1 2015	Q1 2014
Total Sales	\$2,060.6M +3.2%	\$1,996.3M
Same Store Sales	+8.6%	+5.8%
Gross Margin	\$639.0M 31.0%	\$626.4M 31.4%
Operating Earnings	\$123.9 +17.0%	\$105.9
Net Income	\$73.8M +8.5%	\$68.0M
EPS	\$0.68 +15.3%	\$0.59
Shares repurchased	\$46.4M 1.19M shares	\$52.2M 1.33M shares
Dividends paid	\$38.8M	\$38.2M

Our Strategic Plan

Maximize Brick & Mortar Stores

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

Build on our Distinct Pre-owned Business

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

Own the Customer

- Capitalize on our international loyalty program, now with over 42 million members in 14 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

PowerUp Rewards Engaging Customers

GameStop
POWER TO THE PLAYERS™



42M+ Global Members

U.S. PENETRATION

1 in 5

% OF SALES

76%

Avg. Annual
Spend

\$318

PROFIT

5x

Pre-owned / Value Video Games

GameStop is the industry leader with advanced refurbishment operations and inventory management systems

Unique form of currency

- Significant amount of trade credit dollars provided to consumers annually
- 70% of credit funds new game purchases
- 30% of Xbox One and PS4 console sales enabled by trade credits
- Consumers assign an estimated \$20 residual value to physical games

Gross margins of 42%-48%

Unique, complex, pricing algorithms that control the buy and sell side sales price to effectively manage inventory levels

Superior assortment planning and in-store visual merchandising around top-selling pre-owned games

Sophisticated, in-house systems built to comply with thousands of U.S. municipal code laws around accepting trades

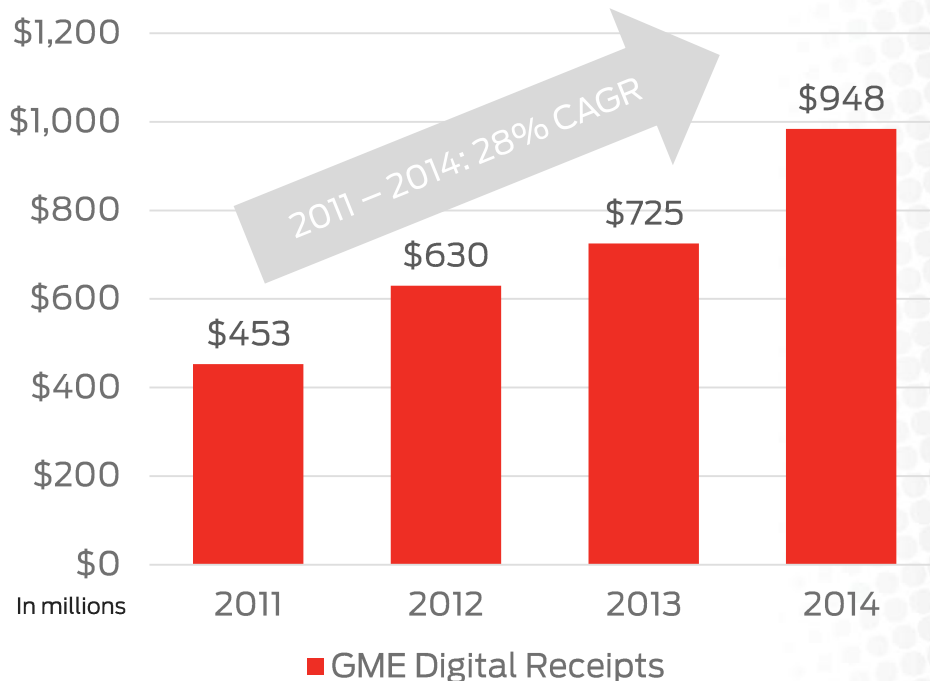
Global, high-tech refurbishment operations capable of repairing millions of hardware and software units annually

Projecting mid-single digit growth in Pre-owned / Value video games this year

GameStop Digital

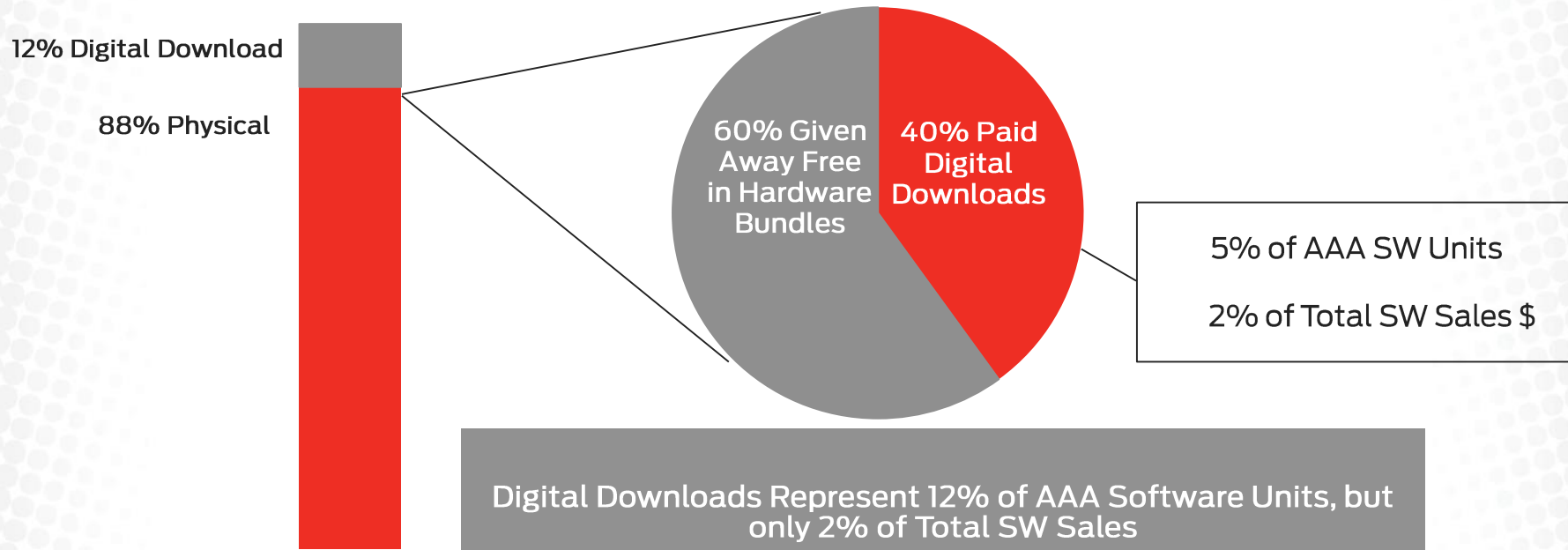
- GameStop is driving digital growth through multiple channels:
 - Downloadable content
 - Mobile gaming
 - Platform currency
 - Full game downloads
- Proprietary platform to drive discovery and delivery of digital content
- 60% of digital purchases are paid for with cash, trade credits or gift cards
- 95%+ of GameStop's digital sales occur within its physical stores
- Only 20% of gamers surveyed said they would purchase a new AAA FGD*

GME Digital Receipts



2014 Overview of Console Digital Downloads

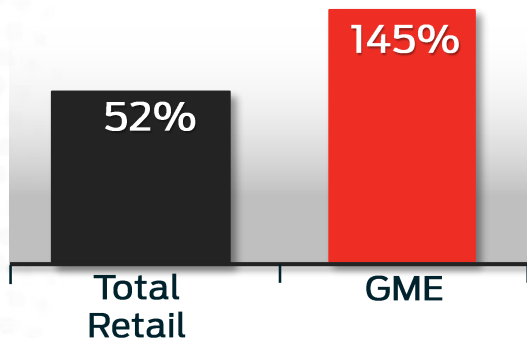
2014 Triple A Software Units (North America)



In 2014, GameStop captured approximately 42% of the DLC market, in line with new software market share

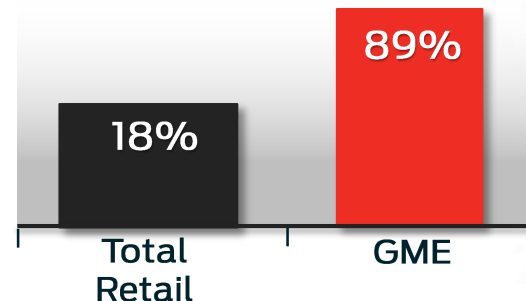
Next-Gen Hardware & Software Growth

Hardware Growth*
In units

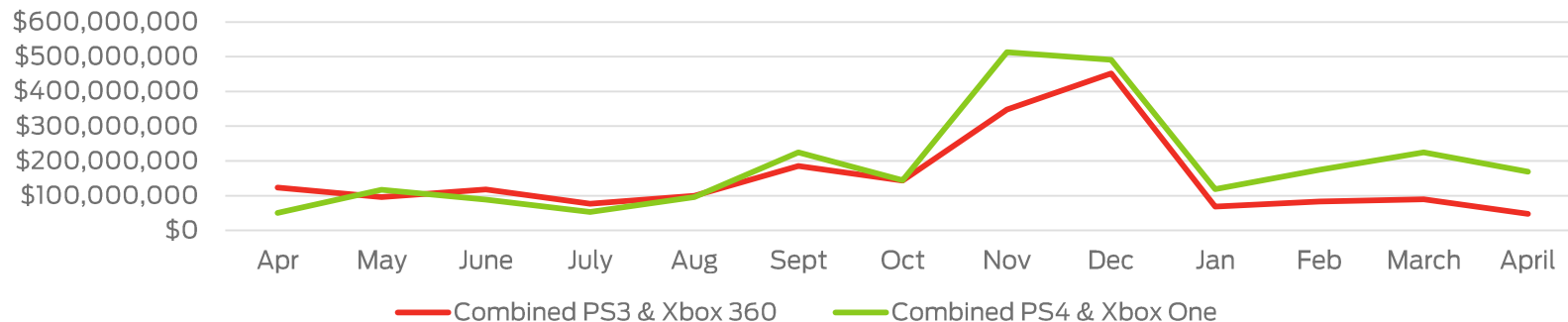


Total U.S.
Installed base of
14.7M PS4 &
Xbox One
consoles

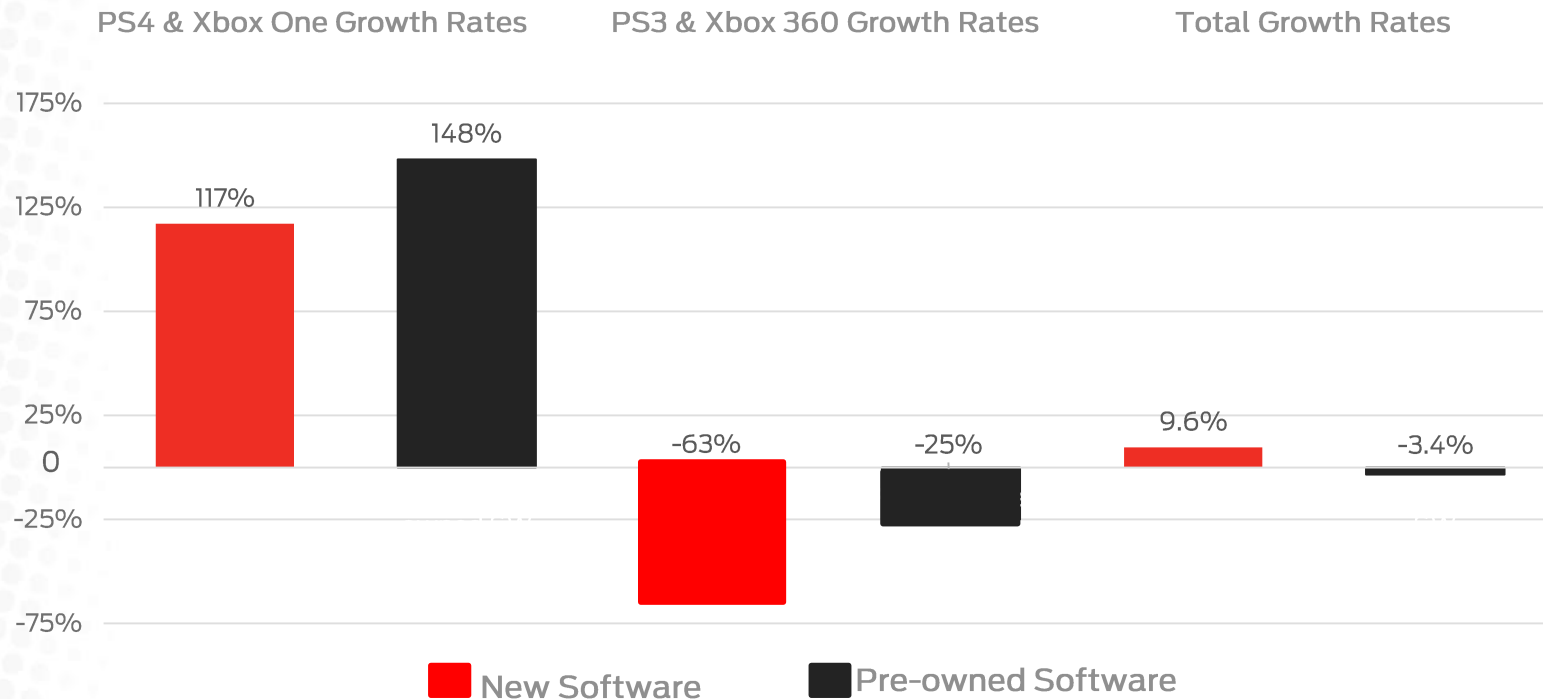
Software Growth*
In units



TTM Combined PS3 & Xbox 360 Software Sales vs. PS4 & Xbox One



New & Pre-owned SW Growth by Generation



Pre-owned Growth impacted by sales mix being primarily prior gen products

2015 New Titles

Projecting 4% to 6% Software growth in FY15

Q2 2015

The Witcher III: Wild Hunt
Batman: Arkham Knight
LEGO Jurassic World
Elder Scrolls Online
Rory McIlroy PGA Tour



Q3 2015

Madden NFL 16
FIFA 16
NBA 2K16
Metal Gear Solid V Phantom Pain
Assassin's Creed Syndicate
Halo 5 Guardians



Q4 2015

Guitar Hero Live
Star Wars Battlefront
Call of Duty: Black Ops III
Rainbow Six Siege
Fallout 4



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Technology Brands

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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

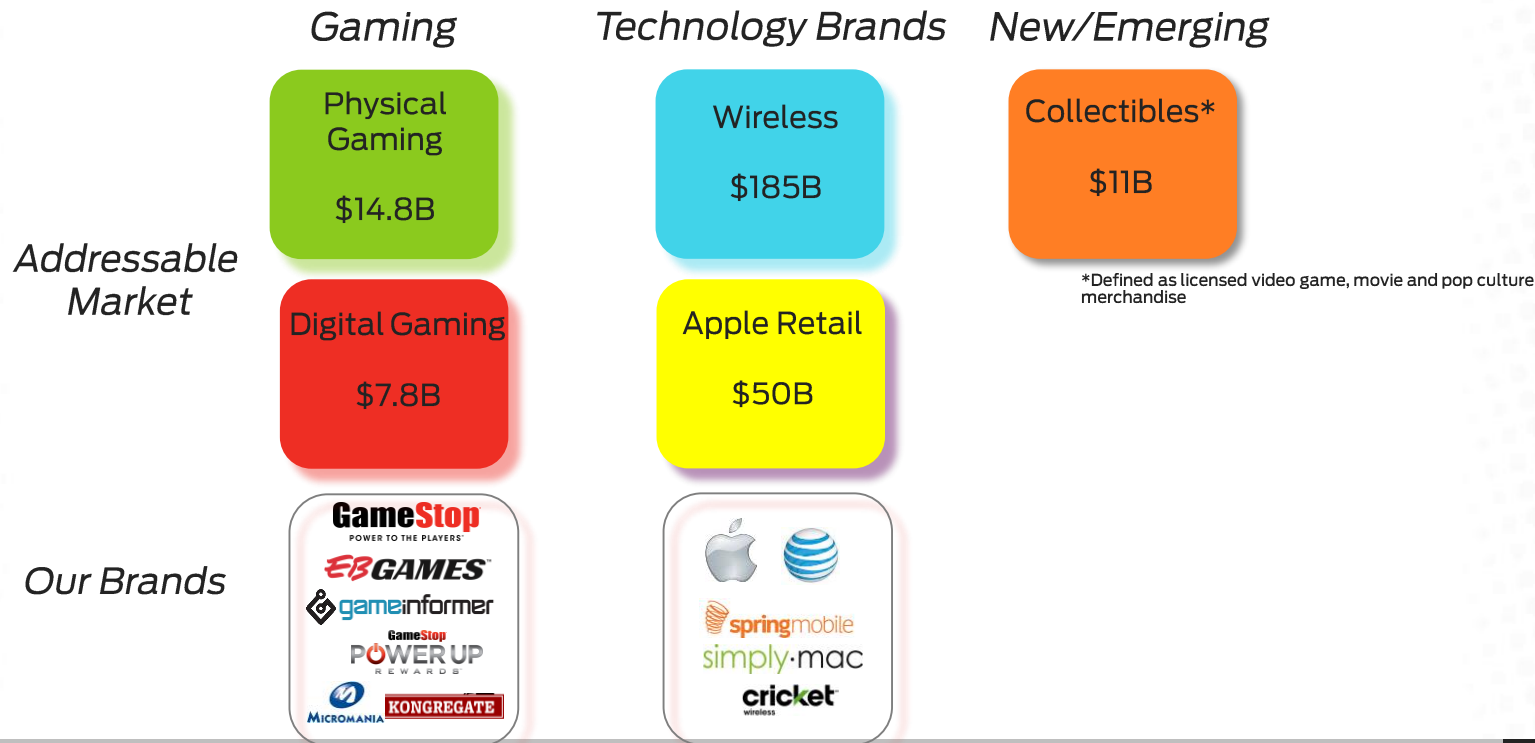
Financial Discipline

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

We Are Investing in Our Future

We continue to find and exploit new markets that provide growth and leverage our core strengths



Technology Brands Platform

Key Brands




Fastest Growing
AT&T Wireless Reseller



- 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
- Incremental opportunity with trade-in of pre-owned electronic devices
- Long term dealer arrangement and licensing agreements with AT&T and Apple

Store Growth Overview

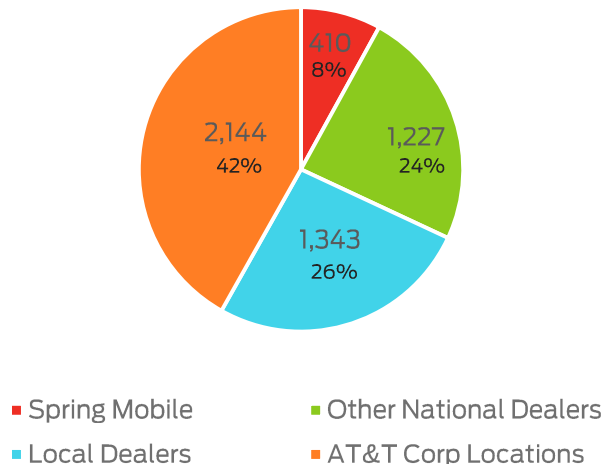
	GameStop ™	 springmobile	simply ·mac	cricket ™ wireless
Store Count (end of Q1 2015)	6,166	410	71	68
Projected Mature Annual Sales/Store	\$1.3M	\$0.7 - \$1.0M	\$2.0 - \$3.0M	\$0.4 - \$0.6M
Projected Mature Contribution/Store	\$125 - \$135K	\$100 - \$140K	\$80 - \$120K	\$40 - \$60K

Projecting growth of 450 to 550 new Tech Brands stores in FY15

Exclusive Distribution and Dealer Fragmentation

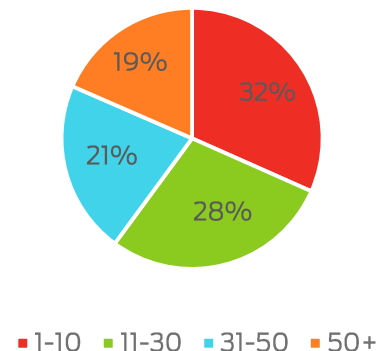
GameStop's leading position as an AT&T dealer coupled with significant market fragmentation provides a meaningful opportunity to continue to grow through accretive acquisitions

Exclusive Distribution (# of stores)



Spring Mobile is AT&T's 2nd largest national dealer

Local Dealer Fragmentation (# of stores)



60% of local dealers have 30 stores or less

Technology Brands

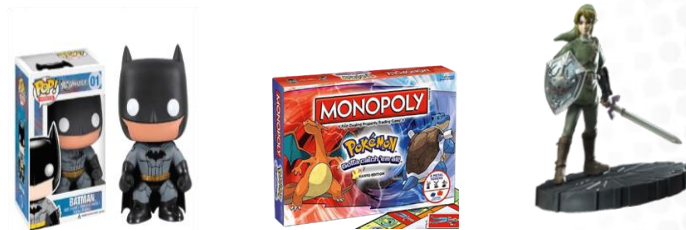
Performance Summary and Five Year Outlook

	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
- Started emphasizing add-on products during hot title launches to increase ticket size and margin: “franchise marketing”
- Expanded in-store sections in Australia over the last two years
 - Introduced stand alone concept “Zing Pop Culture” in 2014
- Added dedicated sections to all stores worldwide in Holiday 2014
- Currently expanding dedicated sections in all stores
- Acquired Geeknet for \$140 million to accelerate growth

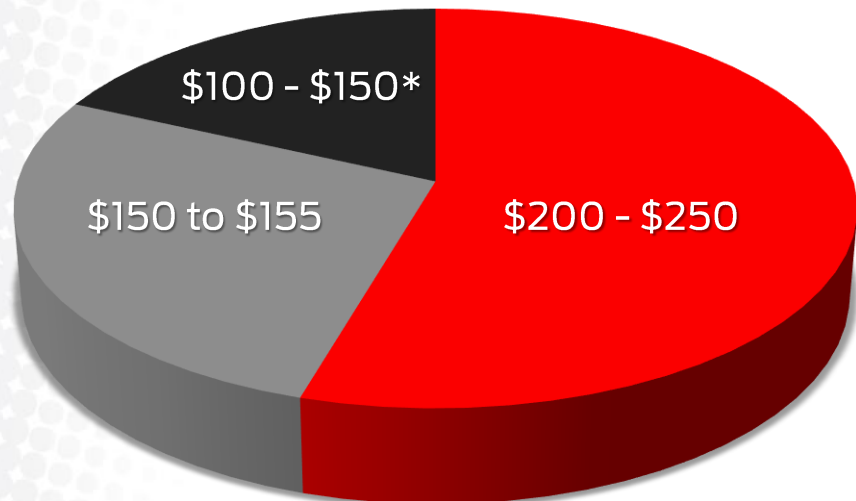


2015 Guidance

	Q2 2015	FY 2015
Same Store Sales	0% to 3%	1.0% to 6.0%
Operating Margin		6.5% to 7.0%
Shares Outstanding	108,000,000	108,200,000
EPS	\$0.21 to \$0.25	\$3.63 to \$3.83
Free cash flow*		\$400M to \$500M

2015 Uses of Cash

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



In millions



Dividend



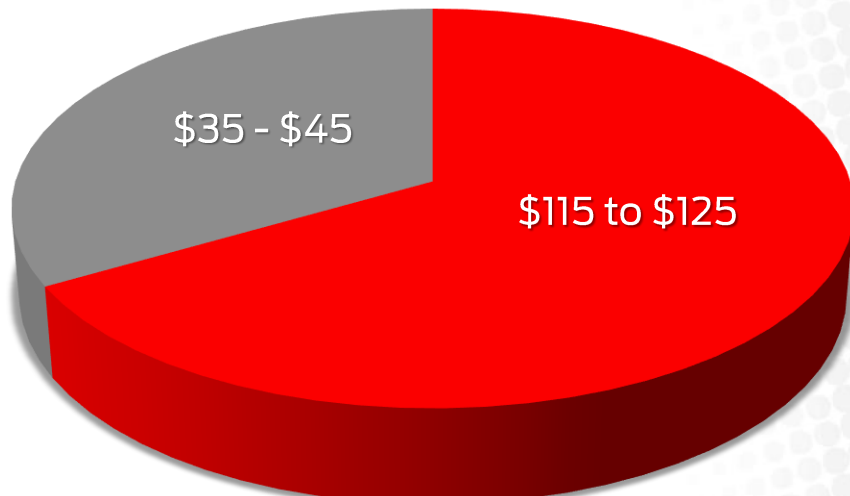
M&A



Buyback

* Does not include Geeknet acquisition

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



In millions



Tech Brands



Core Global
GME