

GME | CHANGING THE GAME

2016 Investor Day

GameStop
POWER TO THE PLAYERS

EBGAMES

KONGREGATE

 **gameinformer**

MICROMANIA

simply mac

 **springmobile**

THINK3E0



PAUL RAINES

Chief Executive Officer

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 first 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; changes in the timing and terms of potential acquisitions of two AT&T resellers for which we expect to use proceeds from the recent debt offering and the possibility that we will not be able to enter into an acquisition agreement for one of these acquisitions or complete either of the acquisitions on the terms assumed, or at all; 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>.

Terms and Non-GAAP Measures

As a supplement to our financial results presented in accordance with U.S. generally accepted accounting principles (GAAP), GameStop uses certain terms and Non-GAAP measures, such as free cash flow (FCF), earnings before interest, taxes and depreciation (EBITDA), EBITDA margin, store contribution, digital receipts or digital business, physical gaming, non-physical gaming, Non-GAAP revenue and constant currency, to provide a clearer perspective of the current operating performance of the company. GameStop defines these terms and Non-GAAP terms as follows:

- Free Cash Flow (FCF) – defined as Cash Flow from Operations less Purchases of Property and Equipment.
- EBITDA – defined as Operating Earnings plus Depreciation and Amortization (including amounts in cost of sales).
- EBITDA Margin – defined as EBITDA divided by Net Sales.
- Store Contribution – defined as Gross Profit less all expenses directly attributable to stores.
- Digital receipts or Digital business – defined as the full amount paid by customers for digital content at the time of sale and/or the value attributed to digital content when physical and digital products are sold combined.
- Physical Gaming – also known as physical video gaming or physical video game(s) – defined as net sales or operating earnings derived from our typically disclosed categories of New Video Game Hardware, New Video Game Software, Pre-owned and Value Video Game Products, Video Game Accessories and Other, excluding the Collectibles business. Deriving operating earnings necessitates allocations of certain SG&A expenses based on sales.
- Non-physical Gaming – also known as non-physical video gaming or non-physical video game(s) – defined as net sales or operating earnings derived from our typically disclosed categories of Digital, Mobile and Consumer Electronics and Collectibles. Deriving operating earnings necessitates allocations of certain SG&A expenses based on sales.
- Non-GAAP Revenue – defined as GAAP Net Sales plus the difference between GAAP digital sales and Digital Receipts.
- Constant Currency – Results reported as constant currency exclude the impact of fluctuations in foreign currency exchange rates by converting our prior period local currency financial results using the current period exchange rates and comparing the adjusted prior period amounts to our current period reported results.

Our definition and calculation of Non-GAAP financial measures contained herein may differ from that of other companies. Non-GAAP financial measures should be viewed in addition to, and not as an alternative for, the company's reported GAAP financial results.

GME is a Global Specialty Retailer

We're a global family of specialty retail brands that make 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



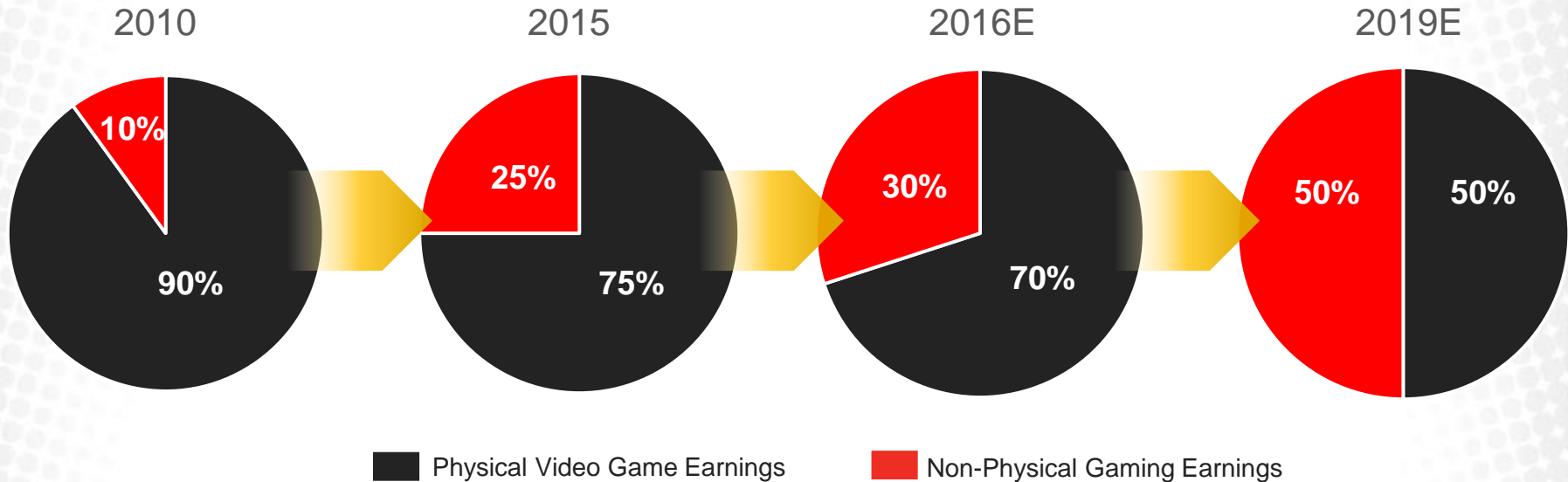
THINKGEEK
JOIN IN. GEEK OUT.™



2016: ≈\$.5B

Transformation to Date

% of Total Operating Earnings

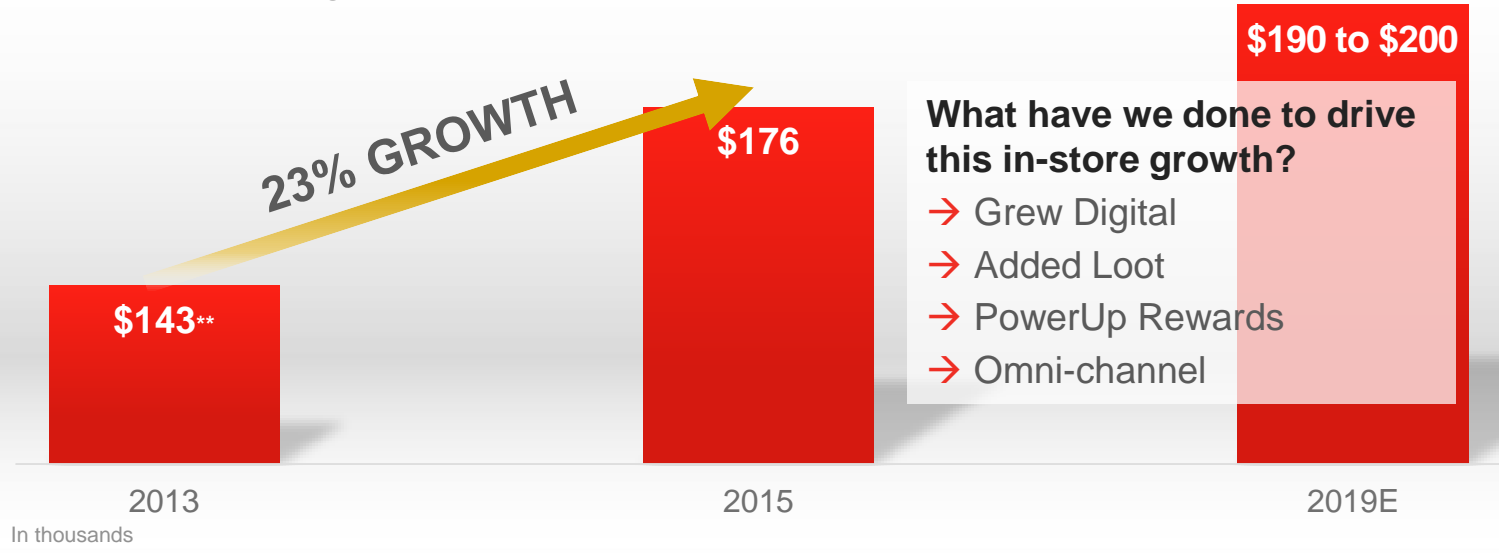


Goal: >50% of earnings from businesses beyond physical games by 2019

Transforming Inside the Store

GameStop's Four Wall Profits Are Healthy and Growing

Average Store Contribution per Global Video Game Store



***U.S. Industry new SW declined 15%,
while AAA full game download penetration grew**

AGENDA

- See firsthand GameStop Core Store Evolution
 - GameStop Store Tour
- See firsthand GME Diversification Strategy in action
 - Spring Mobile (AT&T) Store Tour
 - ThinkGeek Store Tour
- Lunch
- Executive Presentations: GME: Changing the Game
- Q&A