



electronics boutique® 2002

When a passionate gamer needs the latest advancement, they know where to go – Electronics Boutique. Our fiscal 2002 performance reached record levels and we're poised to reach more goals in the coming years,



as the market for video and PC games continues to expand. Technological evolution has revolutionized the industry and we're proud to be leading the way in bringing the gaming experience into homes worldwide.



**Sony PlayStation 2
2000**

[Technology]

THE FOUNDATION IS LAID: THE INDUSTRY EVOLVES

Atari didn't create the world's first home video game system – that milestone belongs to the Magnavox Odyssey system. Atari does lay claim, however, to the creation of the world's first video game phenomenon. Originally an arcade game, Pong invaded homes in 1974, as Atari was well on its way to becoming the fastest growing company in the United States. To think of it today may be somewhat astonishing, but the simplicity of a ball bouncing between two square paddles captivated the imaginations of thousands and launched what is today over a \$9 billion industry in the United States.

Fashioned after the arcade games that inspired them, the first home video game systems played one or two games that were built into the system. In 1977, Atari introduced its first cartridge based system, known as the Atari 2600, which enabled gamers to play a variety of different games sold separately from the systems. With the creation



**Nintendo GameCube
2001**

[Revolution]

THE PUBLIC EMBRACES TECHNOLOGY: EVOLUTION INSPIRES REVOLUTION

Technological change in and of itself doesn't constitute a revolution. It's the frenzied embrace of the technological advancements by the masses that have turned the evolution of the video game industry into a movement. There are upwards of 40 million video game players in the United States, creating a market that generates more than \$9 billion in annual sales and is expected to increase to more than \$12 billion in size by the end of 2003. More importantly, these numbers are growing, and growing very rapidly. Calendar 2001 was the largest new system release year in history with the Xbox, GameCube and Game Boy Advance systems selling a combined total of more than 7 million units. The Xbox and GameCube were released late in the year and should therefore continue to sell solidly throughout 2002. As a result, the video game segment is expected to post a double digit annual growth from 2001 through 2003. As the retailer of choice to the



Xbox
2001

[Leadership]

THE INDUSTRY IS GROWING: EB TAKES LEADERSHIP ROLE

Without a leader, revolution is just chaos. At Electronics Boutique, we employ a first to market strategy that differentiates us from the competition. Our operating strategy targets game enthusiasts, or as we refer to them, avid gamers. It's estimated that avid gamers represent only 11% of users, yet a whopping 53% of industry sales. These avid gamers purchase an average of 12 game titles per year, own multiple hardware systems, and visit our Electronics Boutique stores an average of once a week. Because of the high volume of new titles that they purchase, avid gamers are also highly motivated by our trade-in program. Electronics Boutique is one of the only retailers that offers an extensive trade-in program.



[Demographics]

NOT A CHILD'S TOY ANYMORE: INCREASING CUSTOMER DEMOGRAPHICS

[Expansion]



**Game Boy Advance
2001**

STRONG GROWTH OPPORTUNITIES WORLDWIDE: INTERNATIONAL EXPANSION

The explosion of the video game industry is by no means an American phenomenon and we intend for Electronics Boutique to be a leader in the globalization of video game retailing. We have developed a strong international model in the decade since opening our first store outside the United States. At fiscal 2002 year end, our international portfolio included 92 stores in Canada, 69 stores in Australia and 11 stores in New Zealand. We also stepped up the expansion of our international model in fiscal 2002 to include countries such as Germany, Italy, Sweden, Norway and Denmark and ended the year with a total of 36 stores in Europe.

The European market is particularly attractive to us because the video game “culture” is not yet as prevalent a part of society in Europe as compared to the United States, but that is rapidly changing. The industry is simply at a younger stage, giving us a significant

