



GameStop[®]

POWER TO THE PLAYERS[®]

Holiday 2015 Investor Relations Update

We're a Global Specialty Retailer

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



Digital/Mobile Gaming

\$948M* Digital Business

\$8 billion U.S. Addressable Market



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

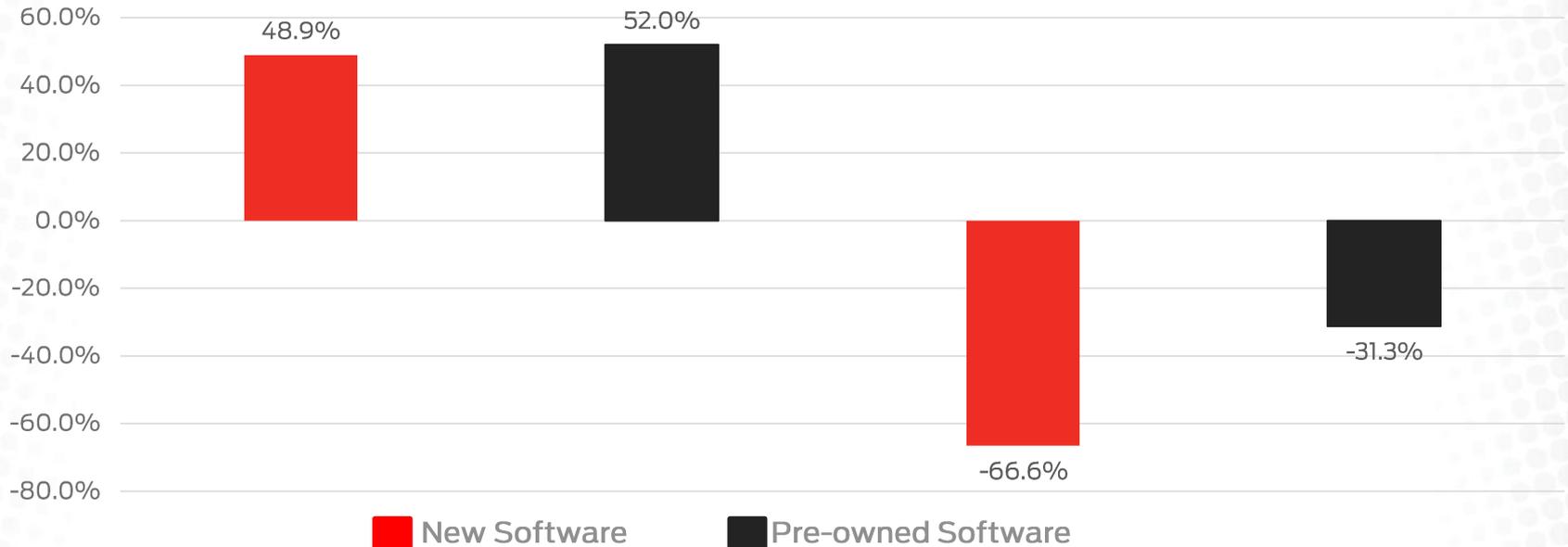
Q4 and FY 2015 EPS guidance updated to \$2.19 to \$2.25 and \$3.69 to \$3.75

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

New & Pre-owned Software Growth by Generation

PS4 & Xbox One Growth Rates

PS3 & Xbox 360 Growth Rates



PowerUp Rewards Engaging Customers



GameStop POWER UP REWARDS™

45M Global Members

U.S. PENETRATION

1 in 5

% OF SALES

76%

Avg. Annual
Spend

\$322

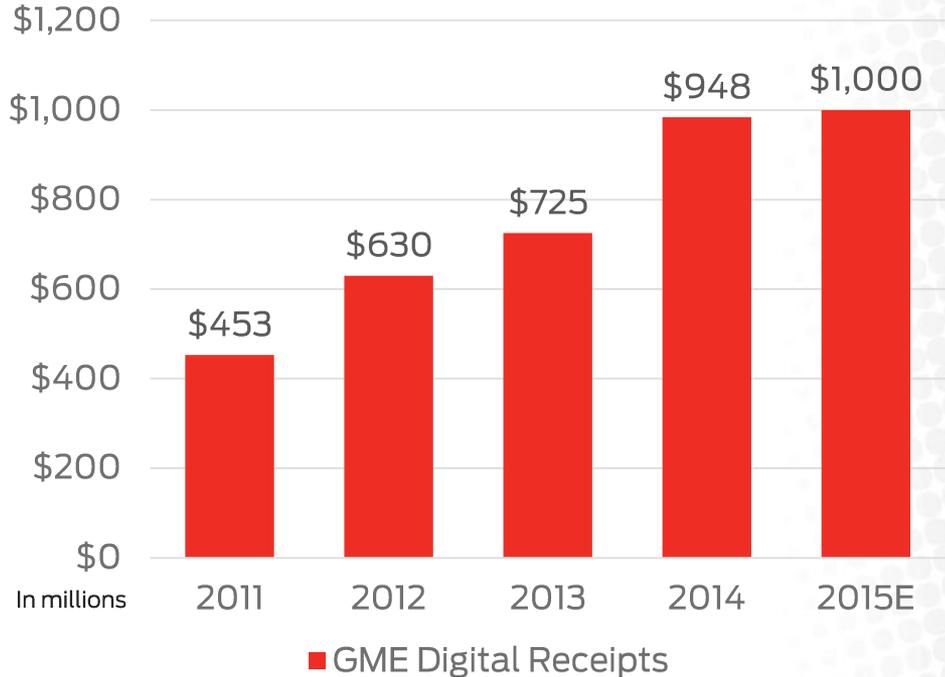
PROFIT

5x

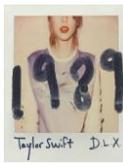
GameStop Digital

- 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

	<u>Title</u>	<u>Platform</u>
Q1 2016	Naruto Shippuden	Xbox One / PS4
	Street Fighter V	PS4
	Far Cry Primal	Xbox One / PS4
	Plants vs. Zombies Garden Warfare 2	Xbox One / PS4
	The Division	Xbox One / PS4
	MLB 16 The Show	PS4
	Dark Souls 3	Xbox One / PS4
	Star Fox Zero	Wii U
Q2 2016	Uncharted 4: Thief's End	PS4
	EA Sports UFC 2	Xbox One / PS4
	Battleborn	Xbox One / PS4
	Mirror's Edge Catalyst	Xbox One / PS4
	DOOM	Xbox One / PS4
Overwatch Origins	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



Largest and Fastest Growing
AT&T Authorized Wireless
Reseller



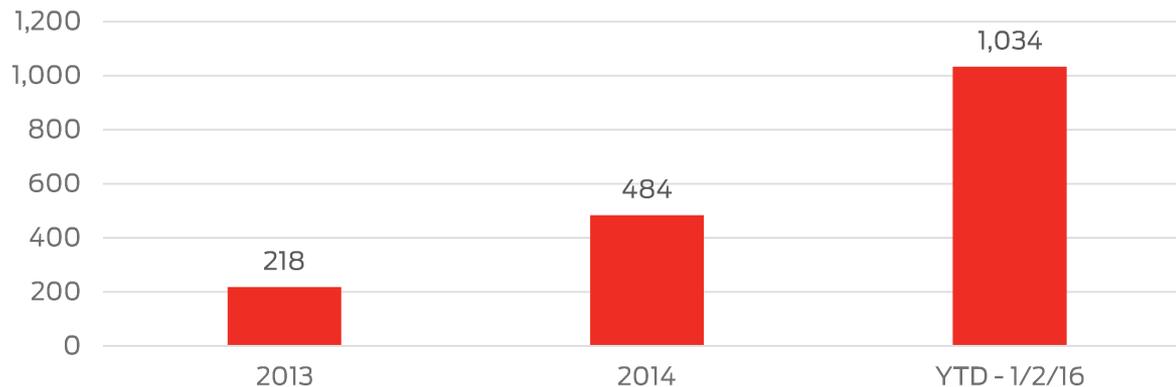
- New segment added to the business in Q4 2013
- Products include new and pre-owned mobile devices, wireless service, consumer electronics, and non-gaming and related accessories
- Long term, exclusive dealer and licensing agreements with AT&T and Apple

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

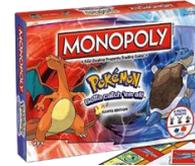
Performance Summary and Five Year Outlook

	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

*Excludes Geeknet acquisition



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Thank You
