



POWER TO THE PLAYERS®

2017 Annual Meeting of Stockholders



GME is a Global Specialty Retailer

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

52 Million Members Worldwide

gameinformer

2016: \$7B

GME | CHANGING THE **GAME**

DIGITAL/MOBILE GAMING

\$1 Billion Digital Business

\$8 Billion Addressable US Market



Downloadable Content

KONGREGATE
Top 10 Mobile Publisher

GAMETRUST

2016: >\$1B

GME | CHANGING THE **GAME**

TECHNOLOGY BRANDS

\$200+ Billion Addressable US Market



springmobile

AT&T | **cricket**

- The Largest And Fastest Growing AT&T Wireless Retailer
- AT&T National Dealer

simply mac

Apple Specialist

- Largest Apple Authorized Reseller

2016: ≈\$.8B

GME | CHANGING THE **GAME**

COLLECTIBLES

\$11 Billion Addressable US Market



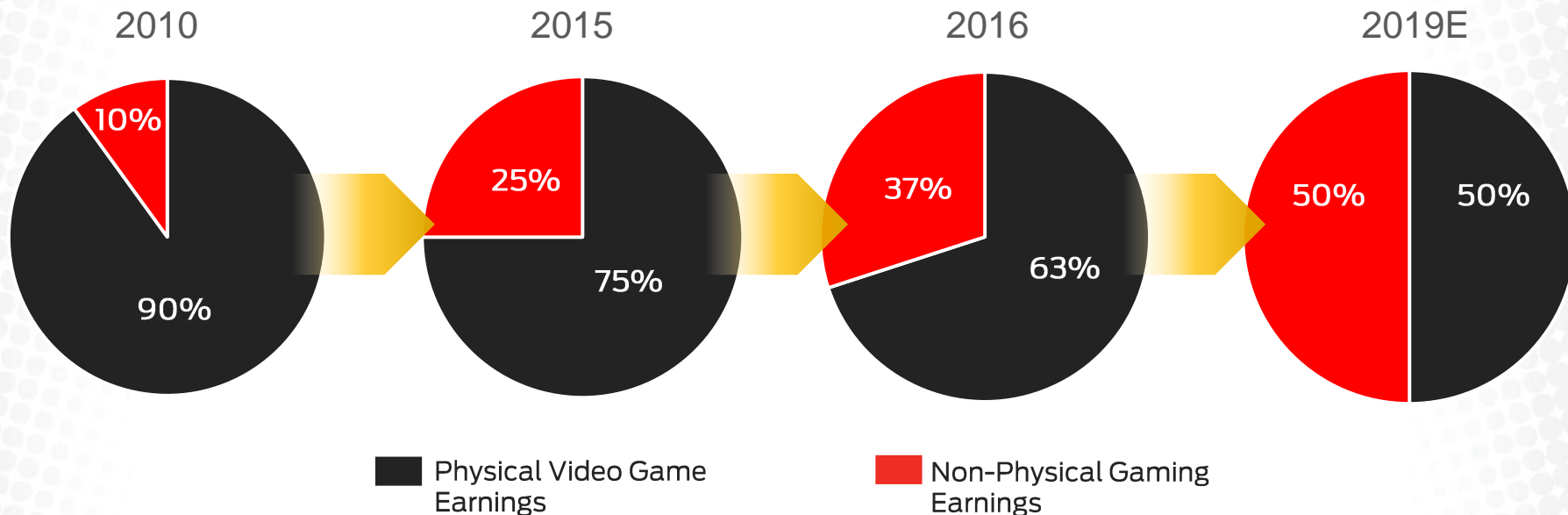
THINKGEEK
JOIN IN. GEEK OUT.™



2016: ≈\$.5B

Transformation to Date

% of Total Operating Earnings



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

2016 Scorecard

- Gross margin rate expands nearly 400 basis points in 2016 to a record rate of 35.0%
- Technology Brands adjusted operating earnings increase 216.4%; 63.7% on a GAAP basis
- Collectibles sales achieve high-end of revenue target growing 59.5% to \$494.1 million in 2016
- Repurchased 3.01 million shares at an average price of \$24.94, or \$75.1 million of stock and paid out \$154 million in dividends

Technology Brands



America's Largest Wireless
Dealer



- Largest AT&T Authorized Retailer with >1,400 stores
- Complementary to AT&T corporate stores
- Long-term exclusive agreement with AT&T



- Prepaid wireless dealer
- Aggressive growth concept for Cricket
- Long-term dealer agreement with Cricket



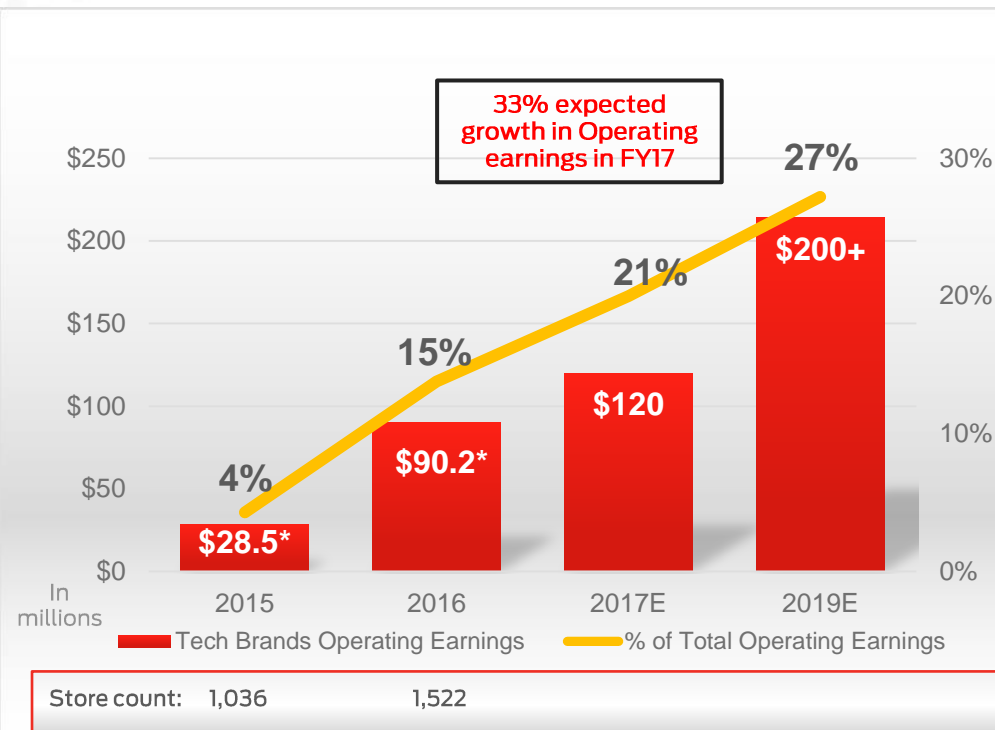
America's Largest Apple Specialist



- Largest Apple premier partner
- Complementary to Apple corporate stores
- Long-term dealer agreement with Apple

Tech Brands Operating Earnings Roadmap

How will Tech Brands reach operating earnings of \$200M by 2019?



Maturation of stores



Acquisition of mature stores



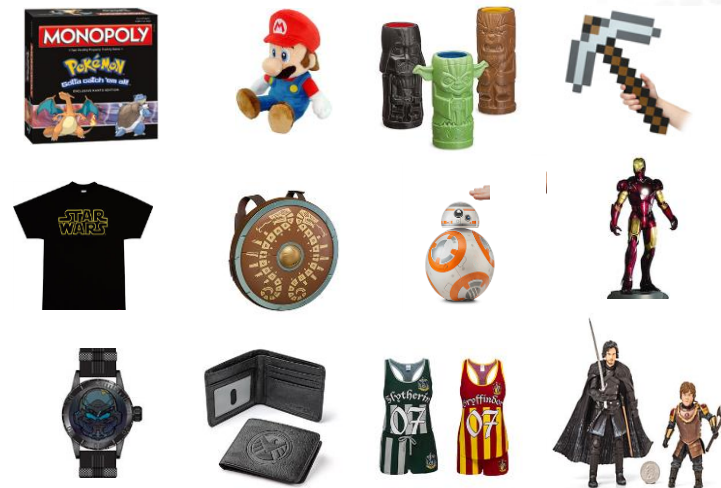
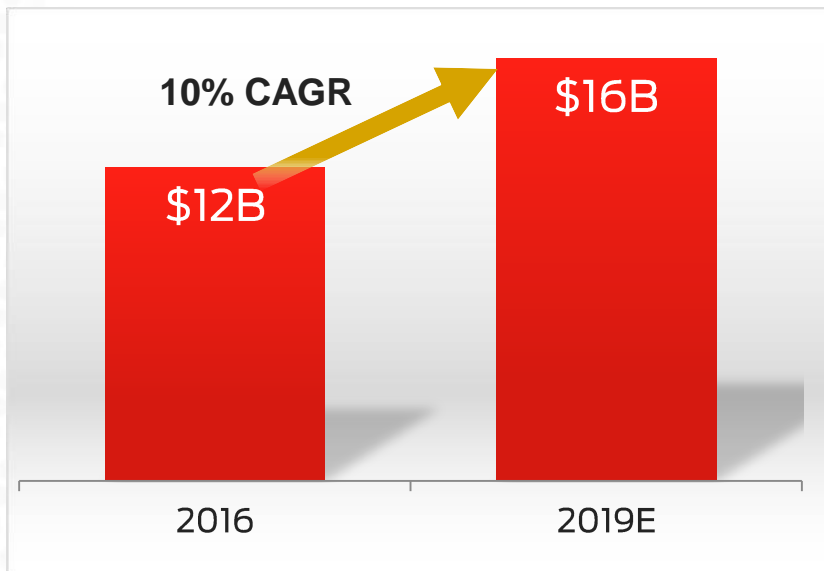
Elimination of acquisition costs



New product offerings beyond wireless:
DIRECTV, Digital Life
Connected Car,
Wearables
Accessories

Collectibles

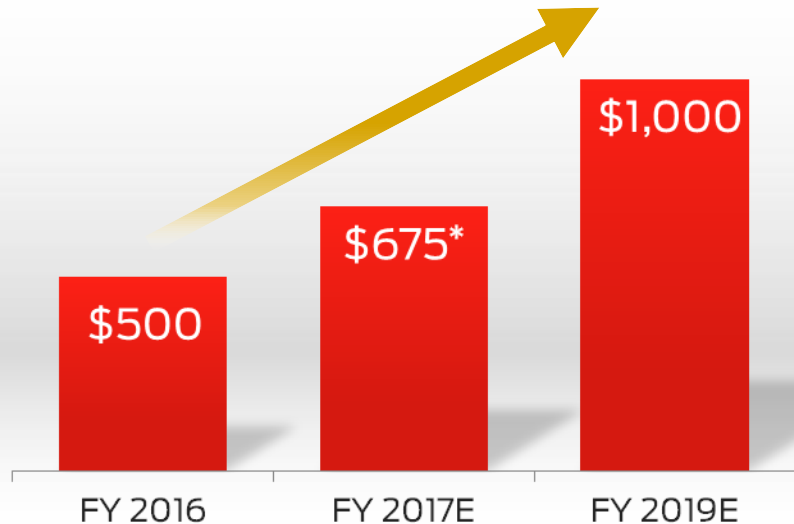
Narrowly defined, Collectibles is a \$12 Billion industry in the U.S., slightly larger than the physical video games category



Collectibles should exceed **\$16 BILLION** by 2019

Collectibles: A New Platform for Growth

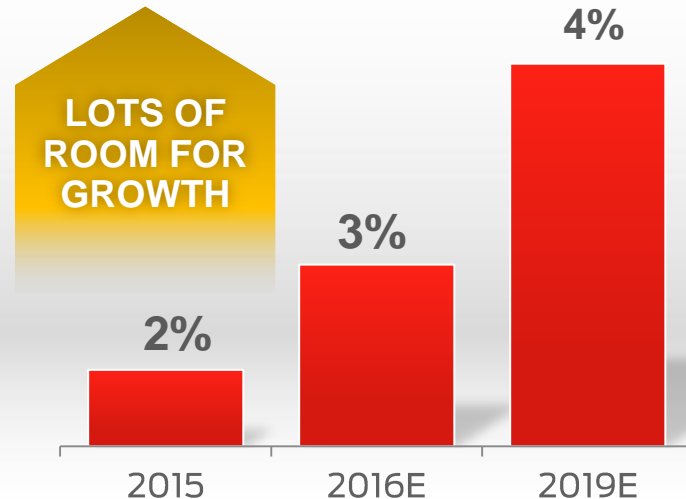
2019 Projected Sales of \$1 Billion +



In millions

\$1 Billion = 4% Share

GME Estimated Market Share



*Represents the mid-point of our FY 2017E Collectibles guidance of \$650 to \$700 million

Collectibles Revenue Roadmap

How will GME reach 2019E Collectibles revenue of \$1 Billion?

Expansion inside
GameStop stores



New Collectible
stores



Omni-channel
growth



Exclusive
offerings



Significant
customer overlap
with PUR Members



Licensing
expertise



2017 Video Game Outlook

Category Sales Growth

New hardware

Flat

New software

Down mid-single digits

Pre-owned

Down mid-single digits



2017 Guidance

	FY 2017
Total Sales	-2.0% to 2.0%
Same Store Sales	-5.0% to 0%
Operating Margin	6.5% to 7.0%
Net Income	\$320.0 to \$354.0
Diluted EPS*	\$3.10 to \$3.40

*Diluted EPS guidance is based on weighted average shares outstanding of 102,500,000



GameStop®

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Thank You
