



GDC Europe 2011

Steve Nix, GM Digital Distribution

GameStop

GameStop
power to the players



GameStop

GameStop
power to the players



Global Store Base

United States Store Base: 4,434

European Store Base: 1,385

Italy 377

Ireland 58

France 383

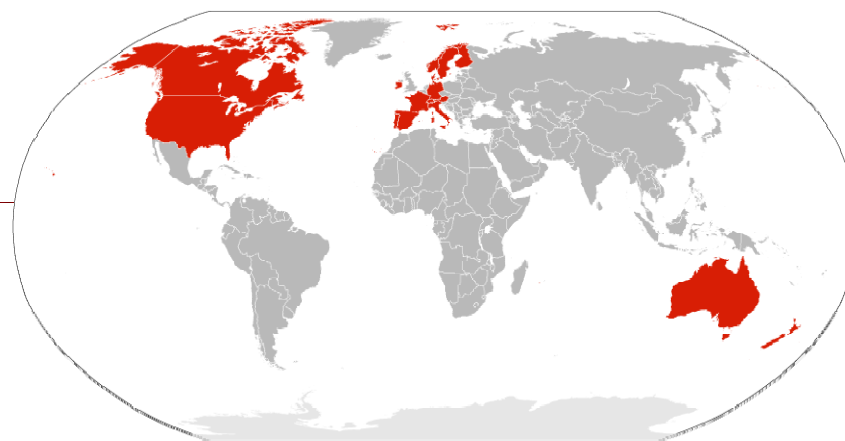
Germany 205

Spain 130

Nordic 176

Canadian Store Base: 346

Australian Store Base: 408

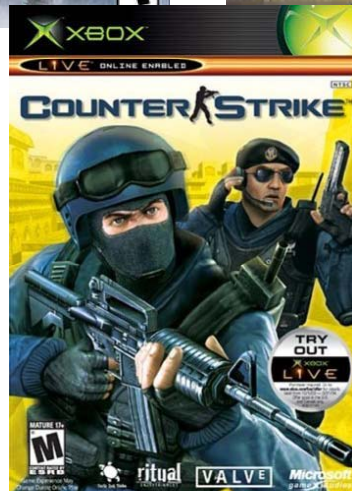


Total Stores:

6,573

A Few Games....

GameStop
power to the players



Retail?!?

GameStop
power to the players



GameStop

PC Games and Media



The PC Experience



GameStop Digital Ventures

➔ Mergers and Acquisitions

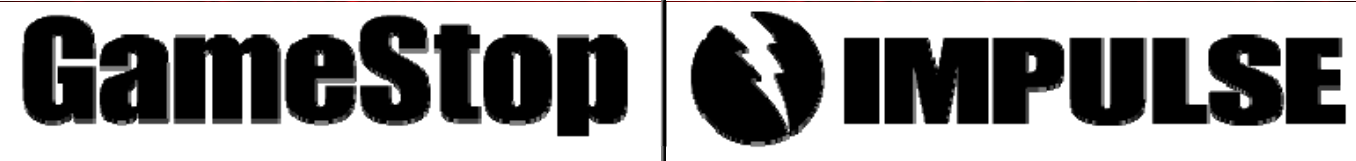
➔ Investments

➔ Strategic Partnerships

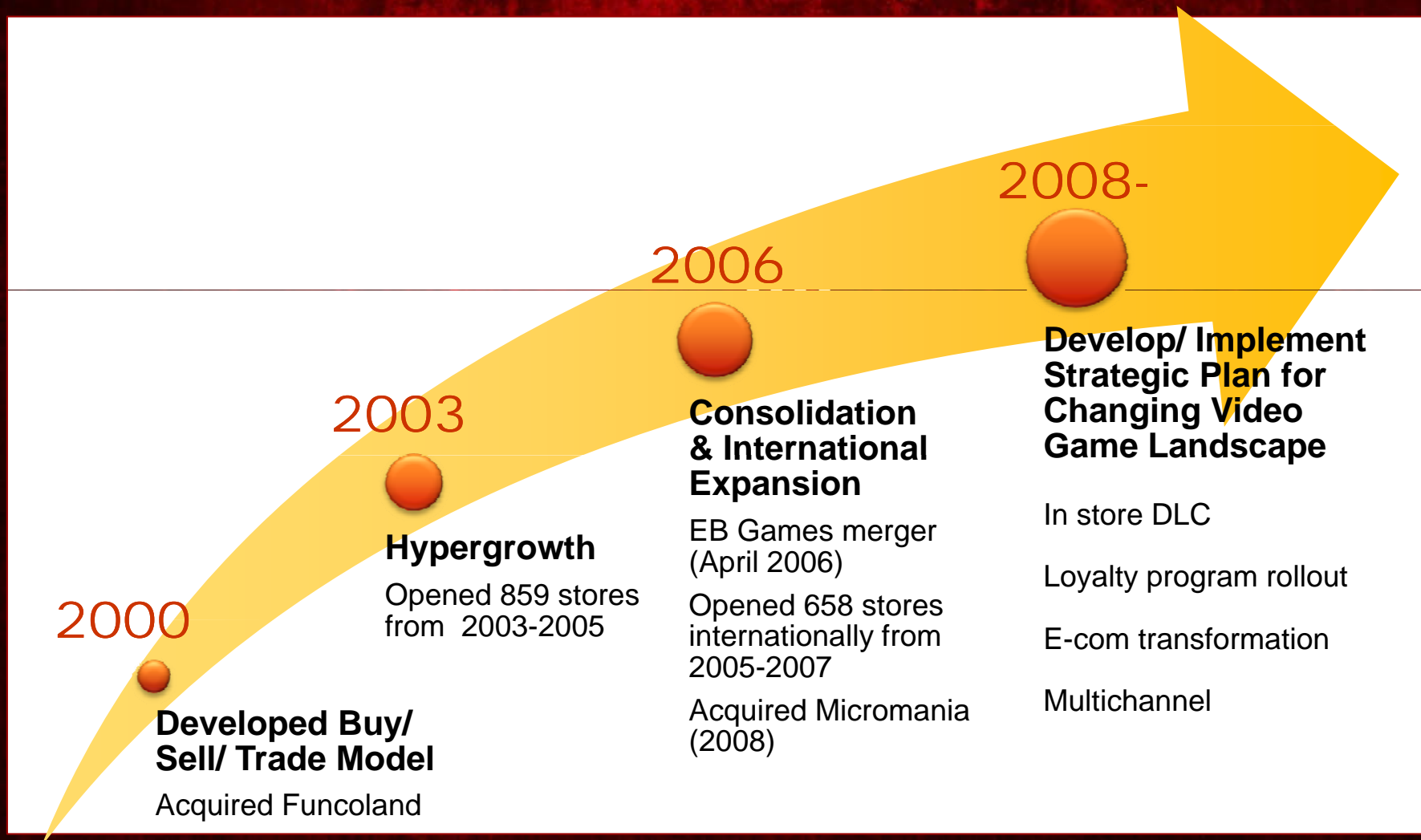


Chris Petrovic - MD

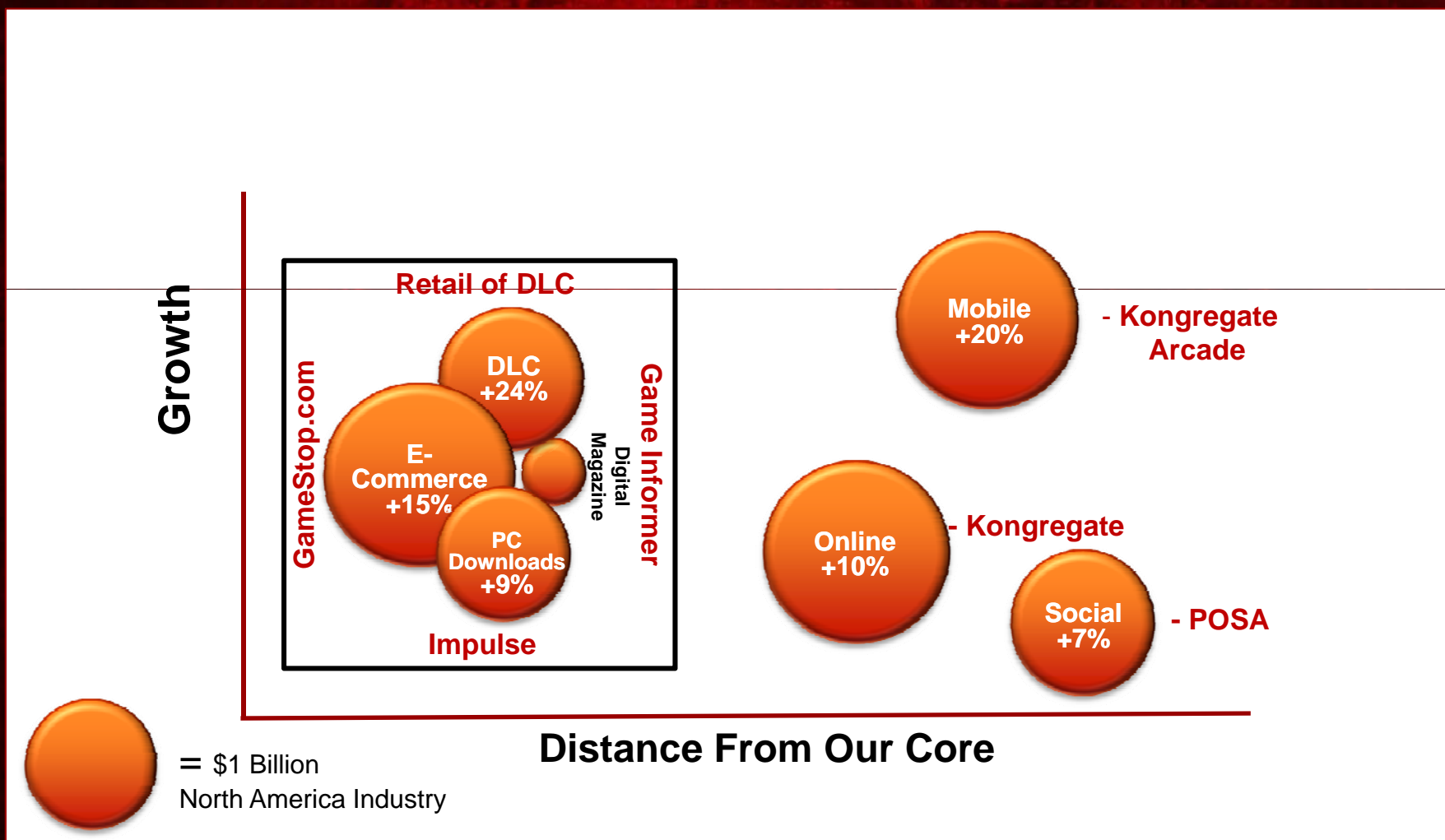
Acquisition of Impulse



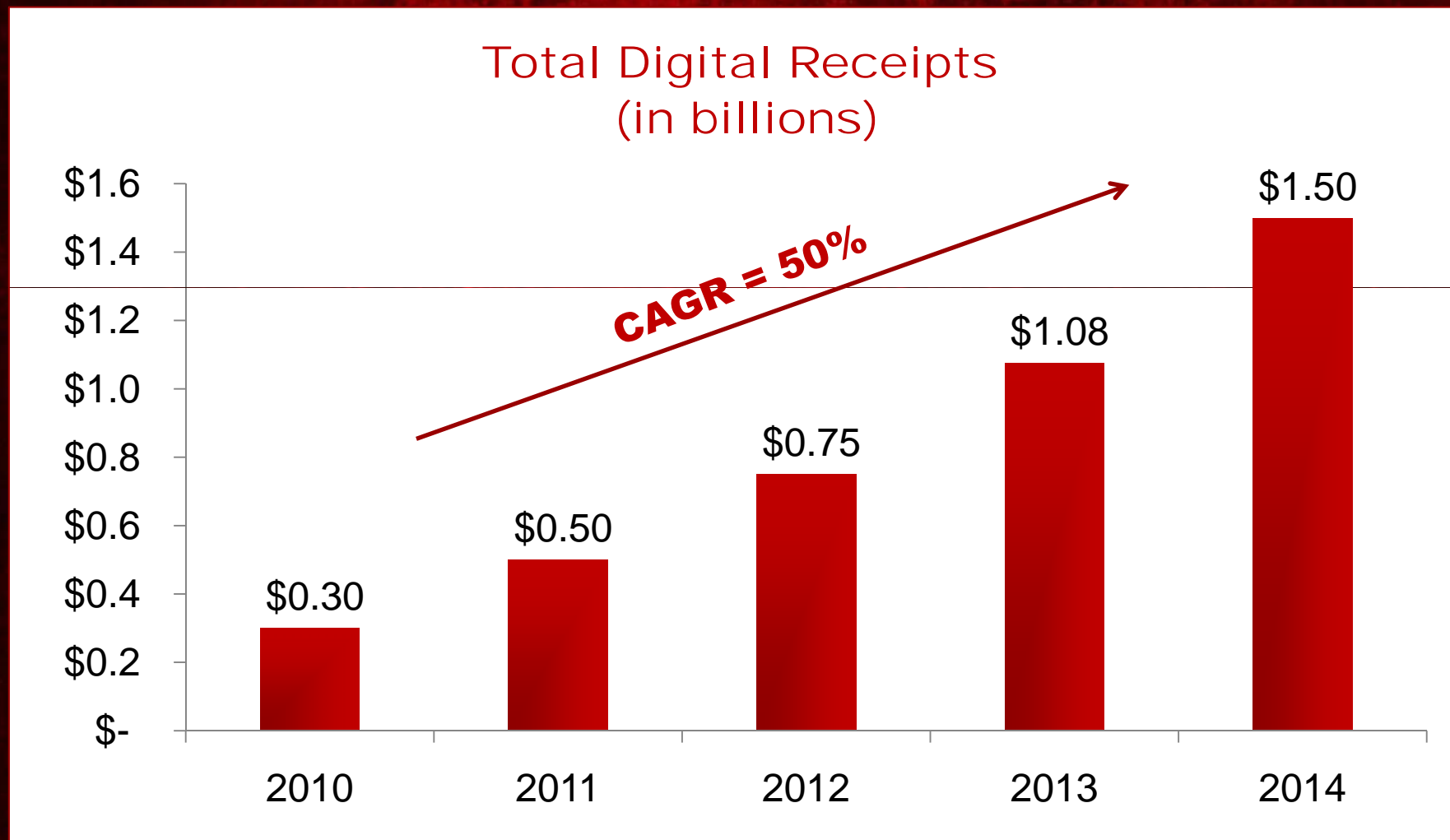
A Shift in Focus



The Digital Universe

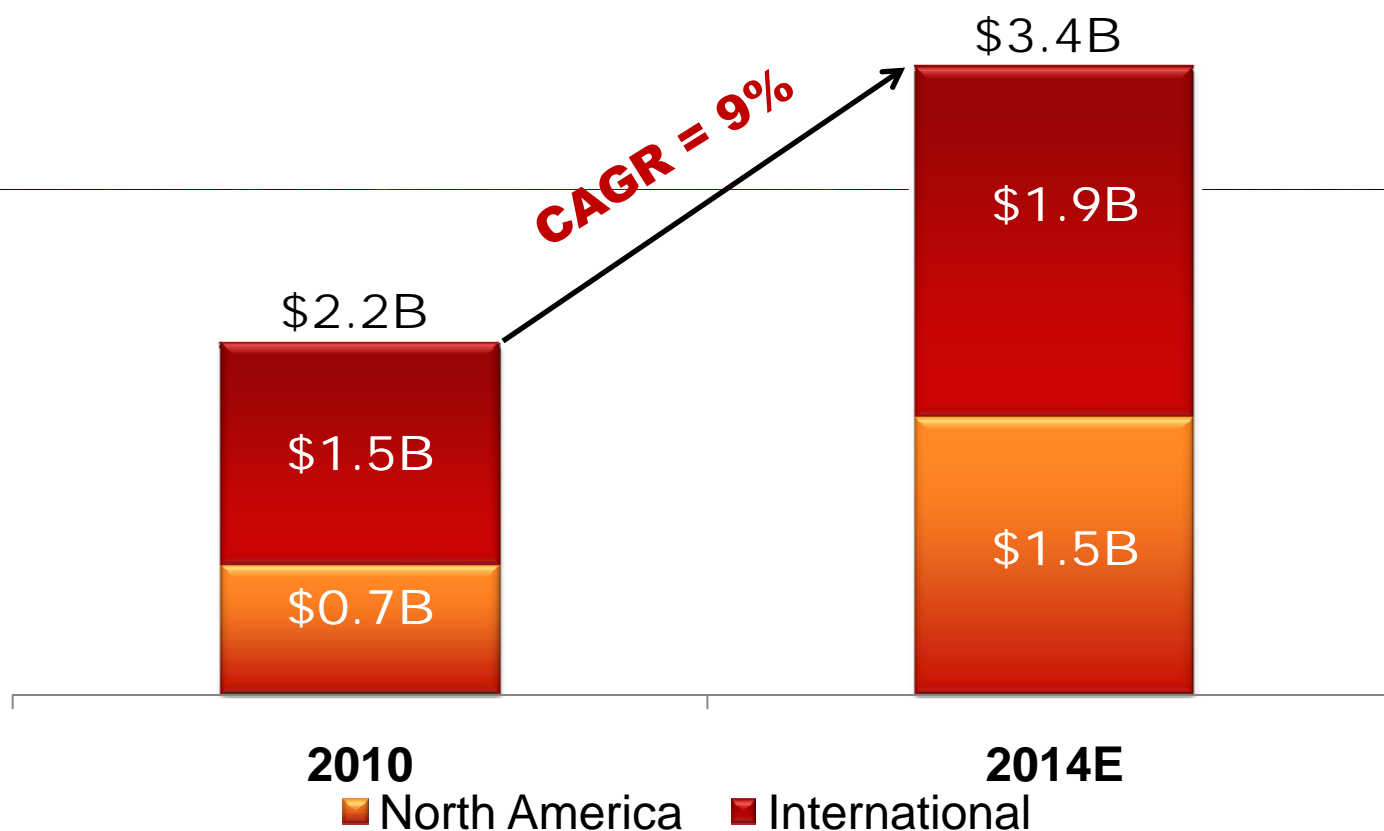


Digital Sales Forecast



PC Download Opportunity

Global PC Downloads



Impulse

- ➔ Client provides download, patches, updates and DLC
- ➔ 1,200 games and growing rapidly
- ➔ Customer friendly DRM
- ➔ Analytics and publisher reporting tools

Impulse Reactor

- ➡ In-game Software Development Kit
- ➡ Community – achievements, cloud storage, chat
- ➡ Multiplayer lobbies
- ➡ Account management
- ➡ More to be announced with re-launch



Impulse In-Store Integration

- ➡ Payment Options
- ➡ Discovery
- ➡ Catalog Games
- ➡ PowerUp Rewards

0 8 • 2 3 • 1 1

DEUS EX

HUMAN REVOLUTION™

PURCHASE THE DIGITAL COPY AND GET MORE:

- DEUS EX
- DEUS EX: INVISIBLE WAR
- DOUBLE POWER UP REWARDS POINTS!

VISIT WWW.GAMESTOP.COM/DEUSEX OR SEE A STORE ASSOCIATE FOR DETAILS.

GameStop IMPULSE

PRE-ORDER NOW AND GET THE EXPLOSIVE MISSION PACK

- EXCLUSIVE BONUS MISSION
- LINEBACKER G-87 GRENADE LAUNCHER
- M-28 UTILITY EXPLOSIVES
- AUTOMATIC UNLOCKING DEVICE

PRE-ORDER FOR YOUR CHANCE TO WIN THE AUGMENT YOUR LIVING ROOM SWEEPSTAKES

FOR MORE INFORMATION, VISIT POWERUPREWARDS.COM

GameStop IMPULSE

GameStop POWERUP REWARDS

SCORE POINTS. GET COOL STUFF.

SEE STORE ASSOCIATE FOR DETAILS

ESRB: M (Mature) - Strong Violence, Blood, Sexual Themes, Strong Language, Drug Reference, Use of Alcohol

PC, XBOX 360, XBOX LIVE, PS3, Eidos, SQUARE ENIX.

PowerUp Rewards Loyalty Program™

- ➔ High velocity implementation began May 2010
- ➔ 11 million members added since October and growing to 12M-15M by year end
- ➔ PowerUp Rewards and the customer data asset are the bridge to new businesses and market share growth
- ➔ **Spend more:** PUR members average >3x the \$ spend of non-members
- ➔ **Engage more:** >100mm games now trackable in game libraries



AAA PC Publishing

- ➡ More PC titles in the Pipeline
- ➡ More PC Focus
 - ➡ Integrated Marketing with Console
 - ➡ Dramatically Increased Messaging

The Independent Developer



Digital Summary

- ➔ Digital is growing and is complimentary to console gaming
- ➔ GameStop plans to lead in the immersive digital experience
- ➔ We have leaders, investments and roadmaps in place to execute our strategy
- ➔ Our digital initiatives will drive future revenue growth and earnings

Thank You!
