

1. Review of gamescom 2024:

How would you rate G2A's participation in this year's gamescom? What highlights and key insights did you take away from the discussions and presentations taken away, especially with regard to AI?

G2A.COM has been a regular exhibitor at Gamescom for many years, and now, after the covid break we were back to the business area for the second year in a row. While I would love to have time to listen to all the panels and presentations taking place there, I was there mainly as a company representative, with lots of business and media meetings throughout the three days we've been there. Luckily, I managed to save some time and get to a couple of panels, and also gather some insight from the people I met up with, which I can gather in these points:

- We noticed an increasing role of aggregators like Genba or Ztorm in digital games distribution being a connector between publishers and retailers, and new players on the market like VaultN were showing their presence widely.
- Both Sony and Nintendo opted to skip Gamescom this year, with Microsoft the only platform holder opting to invest in a large presence on the floor. This was a sign of the increasingly divergent strategy being pursued by Xbox compared to the other two console platforms.
- Chinese games companies are increasingly focused on international expansion, driven in part by the uncertain regulatory environment at home. A more recent development is the direct launch of new titles by Chinese developers on international markets. However, this strategy comes with significant challenges, as localization requires more than just language translation. Adapting game design, user interfaces, and monetization strategies to suit Western tastes is crucial. While mobile gaming dominates in China, Western markets have a stronger focus on PC and console, further complicating these companies' global ambitions.
- A prime example of Chinese games making waves internationally is Black Myth: Wukong, which was first showcased at Gamescom last year. The game generated significant buzz, with visitors waiting up to five hours to try the demo. Released during the week of Gamescom 2024, it quickly became the second-most popular title ever on Steam, reaching 2.1 million concurrent players on its launch date. Although Steam data indicates that most players are based in China, the game's global appeal is undeniable, marking a significant milestone in the international success of Chinese-developed games.

We are happy to see Gamescom growing and going global by appearing

2. Importance of gamescom for G2A:

To what extent is gamescom important for G2A as a platform to both strengthen existing partnerships and enter into new collaborations? What strategic goals did you pursue with your participation?

G2A.COM as a platform that grew from the gaming roots has almost always been present on Gamescom – this year's event has been the tenth one we attended, and we intend to keep this score rolling even higher in the future. Our goal for attending is threefold: we want to meet up with our business partners and sellers, who are also present there themselves; take part in various presentations and get the newest information and trends from the gaming

industry; and last but not least, get to meet with our community, which is one of the best and nicest experiences during our visit there. This allows us to further build relationships with our various partners, find new leads and make connections with potential new ones, and keep in touch with the most recent trends, which allows us to meet our goals in these areas.

3. Future of the video games industry:

How do you see the video games industry developing over the next few years, especially against the background of new technical innovations? Which trends and challenges will be the most important in your opinion?

The gaming industry is a very dynamic one, especially in terms of adapting new technologies. While sometimes the revolutionary tech may not break into the mainstream fast, there are often many games being released with the use of those solutions, so that you can pick and choose from. When it comes to future development of the industry, there are several trends we can notice right now, which can influence the future of this area:

- **Rise of AI in Game Development** - AI is revolutionizing game development by enabling smaller studios to create expansive game worlds and dynamic content. Tools that generate artwork, procedural environments, and even real-time dialogue are becoming more accessible, allowing indie developers to compete with larger studios. This democratization of technology may lead to a flood of innovative titles, but it also raises concerns about quality as the market may become saturated with lower-quality games.
- **Growth of Mobile Gaming** - Mobile gaming continues to thrive, projected to see a 10% revenue increase in 2024. The convenience and accessibility of smartphones are attracting a vast audience, prompting developers to refine engagement strategies and monetization methods. The rise of wearable technology and cross-platform play further enhances this trend, making gaming more inclusive and widespread.
- **Cloud Gaming and Streaming Services** - It is important to remember that the beginnings of the games streaming technology were rocky to say the least. Services like Stadia attempted to implement it on a large scale and with the backing of a giant like Google but received a chill welcome from the audience. That was caused by many reasons, the leading one being the fact that in order to use the service, you had to re-buy games even if you already owned them on other platforms. This caused the service to gain no popularity and ultimately fail. Even now, despite the growth of interest it had for some time, Microsoft admitted that xCloud has reached its peak potential and is not gaining any more momentum. This may be caused by the fact that even though the technical issues (high-speed, stable Internet connection requirement, latency issues caused by the distance between the servers and the endpoint to name the biggest) may be fixed in time, people will always want to be able to buy and own their games – it is visible now with the buzz around Steam and their license regulations in the USA, and it is something that will not go away.
- **Increased Focus on Inclusivity and Diversity** - There is a growing demand for games that reflect diverse characters and narratives. Developers are responding by creating inclusive experiences that cater to a wider audience. This trend not only enhances player engagement but also aligns with broader societal movements toward representation and equality in media.

- **Evolving Player Preferences and Community Engagement** - Players now expect ongoing support, updates, and community engagement from the games they invest in. Titles like Fortnite and Destiny 2 exemplify this trend, regularly introducing new content and hosting community events to maintain player interest. This shift towards live services fosters a sense of community and loyalty among players.
- **Expansion of E-commerce in Gaming** - E-commerce is becoming integral to the gaming experience, encompassing not just in-game purchases but also merchandise sales, collectibles, and branded products. The integration of e-commerce within gaming platforms allows for seamless transactions, enhancing player engagement and creating new revenue streams for developers.

4. Role of artificial intelligence at G2A:

How does G2A currently use artificial intelligence in its internal processes? Which specific areas of application, for example in the area of cybersecurity, have already proven their worth?

AI is a technology we are observing very closely and are actively using in G2A.COM at a daily basis. There are a lot of different areas we use AI solutions in, like the cybersecurity you mentioned, but also in other departments. Some examples include:

- **KYC (Know Your Customer)**, where we check our sellers before they can start selling on G2A.COM. We have a very strict and complex process of verification. AI improves this process and at the same time can be used against us by dishonest sellers or buyers.
- **Data Analytics/Customer Experience**: through cooperation with Synerise to create a more seamless and customer-centric approach to marketing automation. With the cutting-edge AI capabilities and advanced Big Data solutions, Synerise serves G2A.COM's new behavioral data infrastructure, offering advanced customer journey improvements.
- **Cybersecurity**: AI in G2A.COM's security infrastructure serves as the first line of defense, monitoring and analyzing patterns of user behavior, predicting the outcomes of unusual behavior, preventing fraudulent activity and its outcomes, and training and machine learning for future use.
- **Marketing**: We make use of AI solutions in many areas of company's marketing, from graphic content (in inspiration and creative briefs calls), to using AI and AR (Augmented Reality) tech actively in campaigns like the one we conducted in early 2024 in Madrid, Spain. We're also enabling users to play with the form of expression, such as MidJourney – a generative AI tool for creating graphics based on written prompts – to make our campaigns much more engaging and exciting for the recipients.

Our AI use policy implemented throughout the company requires all new tools and solutions to be checked by the Cyberdefence team. Many companies are only starting to plan out this implementation path, and I'm glad to say that we are far ahead of the trend.

5. AI as an opportunity and a risk:

Artificial intelligence offers numerous opportunities, but also harbors risks. What advantages do you see in the use of AI for the gaming industry, and what threats could arise, particularly with regard to data protection and ethical issues?

AI can be used in many positive ways in the gaming industry, with the one we are most familiar with being cybersecurity. AI systems train themselves and learn from past “experiences” while predicting and preparing for possible future scenarios, machine learning and human training enable AI to better analyze activity and identify false positives, and using these solutions allows you to automate time-consuming and repetitive tasks.

However, cybercriminals also can and often use AI for their own purposes, including creating new malware and hacking tools, automating phishing attacks, searching for loopholes in security, and using deepfake technology and malicious bots to impersonate people. Like humans, AI can be tricked by those who study and test its vulnerabilities by crafting data, communications or events that fool the system and its users or by modeling their behavior on a network to appear normal to mask harmful activities. Additionally, as with all products that humans create, AI algorithms are susceptible to human error or oversight, which could include unintentional vulnerabilities, bugs and biases. In terms of ethical issues, I think the biggest risk here is in the area of people being replaced by AI solutions in order to reduce costs, while at the same time not informing of this (using AI-generated content instead of human-made one) in the content description. This is additionally ambiguous as the most popular AI models are trained on data sets that can include copyright content, which then makes the AI-generated outcomes uncertain on the basis of content ownership.

It’s important to remember that using only AI solutions without the human touch is often not enough. At G2A.COM we have a rule that AI is supposed to be a helper and an enabler of human personnel, not their replacement. That’s why we aim at a hybrid approach, which makes us sure that the results of our work are trustworthy and that we are a few steps ahead of the fraudsters.

6. Cybersecurity and AI:

G2A is considered a pioneer in the field of cybersecurity. How do AI-supported technologies help to increase security on your platform? Do you see the possibility that hackers could also use advanced AI to attack your systems?

As mentioned before, we use AI in cybersecurity in many ways – from assisting the seller verification process by flagging potential risks, to helping identifying potential payment fraud attempts (at the moment with the help of human specialists confirming such flags, as AI models are not supposed to replace experts, but complement and help them), to analyzing users’ activity and helping reduce false positives. At the same time cybercriminals can also help themselves with the newest inventions in AI, oftentimes by either impersonating victims to make use of their personal info to commit frauds, coordinating hacking attacks or overstraining the security systems in order to find vulnerabilities or loopholes and abuse them.

7. AI and the personalization of user experiences:

How does G2A use artificial intelligence to provide users with personalized offers and optimize the user experience? Where do you see the greatest potential here in the future?

In terms of UI and AI, we can see two big areas of development where such solutions can be used to enhance the experience: marketplace interactions and customer support.

In the first area AI helps us in several ways to make the user's customer journey easier and more intuitive. We achieve this by smart suggestions in the search bar, additional offers suggestions on the item page, and bundles offered in order to find really interesting deals personalized just for that user.

When talking about the customer support aspect, we are of course fully committed to providing the best, personalized experience by offering contact with a trained specialist if needed, but there are many situations where a problem is common enough that a solution has been described in a FAQ, for example. In such situations, we have implemented a chatbot solution that allows people to guide the conversation in such a way as to find the dedicated solution on their own and in much less time than when waiting for a dedicated contact from a specialist.

In the future we can see room to improve both areas we already have supported by AI, but also more, like for example dedicated tools helping users find an offer based only on a general description. We are constantly looking for new ways to improve the user experience, especially with the use of automated solutions. These are some of the points in our company-wide roadmap, which gathers all improvement projects to be made in G2A.COM. Right now, over 50 positions are completed, including AI assisted suggestions during the purchase, or a wishlist, and nearly 200 more are in the pipeline, like detailed reviews of specific offers or a complete offer page redesign. Our approach to implementing new solutions is very complex, with many departments working together to make sure the user was always the most important.

8. Feedback on gamescom and future developments:

Did you receive any new feedback from the community or partners as a result of gamescom, that will influence your future strategy? Are there any developments or innovations that you would like to focus on in the coming years?

Here at G2A.COM we are in constant contact with our partners and community – we want to drive our activities and strategy based on the feedback we receive from the audience. We are a feedback-based company, which wants to gather information from the interested parties on a regular basis and adjust our plans based on that. This is why the meetings with our partners and the community did not bring much in terms of new facts, more like confirmed what we already heard from them in our regular contact – the growing importance of the mobile market, growth of China-based players on the gaming arena, and another part of the gaming supply chain – price aggregators.

In terms of innovations we would like to play closer attention to, apart from AI, which everyone is talking about and discovering the avenues for right now, we are also interested in the first topic from the three mentioned above – the mobile market. Our research into the market shows us that a majority of our new target audience – the casual gamers – are also mobile players, and we would like to be able to offer them a comprehensive and attractive offer in the near future. Right now we already have options they may be interested in, like mobile top-ups, but we believe that there is more to explore in this area.

We are also looking closely into the development of our loyalty plans. Right now we have one dedicated program for our users, G2A Plus, which offers special benefits for its subscribers, such as dedicated discounts and special offers. Apart from that we are also offering a reflink plan, G2A Goldmine, which allows you to promote a game you like or an offer you found to your friends and watchers online, and if someone buys it through your link, you will get a cut from our profit. Such benefits are a really important part of our strategy, as we want to make sure our users are able to increase their positive experience on G2A.COM even more. This is why we are now working on a new loyalty program, which will be implemented in the near future, to make our offer even more attractive still.

9. Changes in consumer behavior:

Have you noticed any changes in consumer buying behavior on G2A in recent years especially in the context of subscription models, digital platforms and cloud gaming?

Recent years were especially dynamic in terms of consumer behavior changes. Starting from the most important one that took place about 10 years ago, when G2A.COM was still a regular gaming store. It showed that gamers were moving from buying boxed games to digital distribution – in 2010 almost 70% of the market was physical, in 2014, when moving on to the marketplace format, it was only 39%, and in 2023 it was 5%. It was a catalyst for us changing into a marketplace platform, in order to cater to the needs of our main customer base), to the most recent one, during the pandemic and subsequent lockdowns, which meant that not only gamers were looking for entertainment online. A whole new group of people went into the digital world – casuals. According to a 2020 study conducted by Nielsen, during the COVID lockdowns, 82% of global online users played some kind of video game. We noticed this trend early on, when it was starting, and decided to make sure this new audience can find an easy way to what they are looking for online through our Marketplace. For them, we have the widest offer available: over 75 thousand items, including gaming or non-gaming, like music, VOD subscriptions, software, even food delivery if you wish to use Uber Eats while watching your favorite show on Netflix! Our wide variety is aimed at everyone.

As regards subscription models and cloud gaming, G2A.COM itself is a marketplace, we make it easy and safe for buyers and sellers to meet and do business. As such, we don't have the ability to do cloud gaming and streaming ourselves. However, we know this trend is gaining popularity – despite Stadia closing down, we know other companies are also looking into this solution. Depending on the distribution model of cloud gaming in the future, we will be there to allow gamers from all over the world to access it easily, safely and cheap.

10. International expansion and market trends:

Do you see particularly strong growth potential in certain international markets? How is G2A adapting its strategy to address the regional characteristics and needs of customers in different markets?

At G2A.COM we are very aware of the importance of a local approach, even if your reach and target is global – it is even one of the core components of our brand and marketing strategy, making sure our message is adapted to the region it is broadcast in. Some examples of this approach include partnerships, where we are partnering up with prominent and visible names in every country we are focusing on, brand, where our activities to

promote G2A.COM are adapted to the local trends, and even corporate PR, where we are partnering with local agencies to make sure we have specialist advice from the local point of view. What is more, we are not limiting ourselves to just adjusting the message itself, we want all facets of the marketplace to be regionalized – from the current sales (based on regional holidays or events, like Patriot’s Day in the US or Three Kings Day in Spain), to payment options (geolocation solutions allow us to personalize the payments wall and show you the most popular options in your country on top, like Bizum in Spain, Blik in Poland or SoFort in Germany), to even the user interface (we are aiming to have our marketplace fully translated to all the languages of our biggest target markets, and right now users can change the currency shown to their country’s native one with two clicks).

When it comes to international markets, we are of course also making sure they are covered by our activities. At the moment, we are mainly focusing on the English-speaking part of the international scene and Spain, although we can see that the Asian, Middle Eastern and South American ones are also showing much promise.

11. Ethical challenges in the use of AI:

How does G2A deal with the ethical challenges posed by the use of artificial intelligence entails? What measures do you take to ensure that your AI systems are used responsibly and in the interests of users?

As I mentioned earlier, we at G2A.COM are making active efforts to include the newest technology solutions in all of our departments’ activities. At the same time we make sure these solutions are used in a way that won’t interfere with any applicable laws or cause ethical concerns. One example I can give here is how AI is used in our creative process: we use AI-generated images only during the project presentation phase, in order to quickly show the propositions and visualizations of the ideas. Once this phase is completed, the actual graphical assets are created by our in-house Creative team from the ground up, in order to keep the consistency of style and not infringe on any copyrights of the creators online.

We are also making sure that all AI engines we use within the company undergo a security screening by our Cyberdefence team first – we are aware that any unauthorized, free AI engine available online gathers the prompts uploaded into it and adds them to its database, and make sure that what we are using internally is not gathering information about the company and sending it outside of it.

We are always keeping users’ interest front and center, which is why we are also making sure the use of AI tools on the marketplace is also enhancing their experience: with the help of our partner Synerise, which uses AI solutions, we make sure the customer journey is as seamless and smooth as possible. At the same time we are making sure the partners we work with use their technology responsibly.

12. Sustainability & AI: a contradiction?

Sustainability is becoming increasingly important in the technology sector. At the same time the use of AI, such as OpenAI, is associated with enormous energy consumption. How does G2A deal with this conflict? What role does sustainability play in your corporate strategy, and what specific measures are you taking to reduce the ecological footprint of your platform and services?

We are fully committed to the sustainability goal and are implementing a dedicated strategy to cover the full ESG range. To start the implementation of the ESG framework, materiality test was conducted for G2A.COM to determine which aspects are of the most importance for us. Based on the results of the test, we have decided to implement a number of strategies, which focused on the two most important areas – social and governance. As G2A.COM is a fully digital platform, there are ways in which we are adding to the sustainability goal right now, with the company internal policies like zero-paper, full home-office permission and reducing the used office space, thus limiting carbon emissions and energy used to run the company. In addition, we are also working on additional angles which we can use to introduce new ways of increasing sustainability of G2A.COM's activity, but right now I think we are already in a good spot.

We are also aware of the importance of the Diversity, Equity and Inclusion strategy, and we have implemented a company-wide action plan, focused on seven actions: creating a space conducive to better getting to know each other, creating a space for the development of everyone's potential, strengthening awareness and responsibility for the language used and developing skills in using inclusive language, harmonization and supplementation of policies and procedures for preventing and responding to negative and undesirable behaviors, development of internal and external communication strategy regarding DEI, use of inclusive language in internal and external communication, and enhancing the competency model with content related to diversity management. These areas are planned to be addressed through the years 2024 and 2025, and after that time, they will be evaluated and further actions will be planned.

13. Cybersecurity in the gaming sector:

Threats to digital platforms are constantly increasing. Which cybersecurity trends do you currently see as the most significant challenges, and how is G2A preparing to ensure the security of users in the future?

As a digital marketplace with a global reach, we are faced with threats to cybersecurity of both our users and employees on a regular basis. In order to combat these threats and stay ahead of the cybercriminals, we are constantly looking for the best solutions and experts in the field to help us keep the marketplace safe. In cybersecurity trends, we primarily see emphasis put on selected key areas: heightened attention to data privacy and compliance, and integration of AI and machine learning for advanced threat detection. Here at G2A.COM, we have highly trained and committed internal teams for Tech, Cybersecurity and Fraud prevention. They have already implemented many solutions to address potential threats up until the end of 2024 and beyond.

We treat AI as the first line of defense in our security infrastructure to help us detect vulnerabilities before they lead to harm. We use it for many tasks in cybersecurity, for example to look for anomalies within behavior patterns that might indicate the presence of bad actors, such as suspicious login activity; assess the possible outcomes of suspicious activity to help us quickly determine an appropriate course of action; take appropriate actions to reduce risk without human intervention, such as preventing data deletion or forcing suspicious users off of the system.

14. Prototyping in the gaming industry;

In the gaming industry, new and recurring technologies are constantly being tested and implemented, such as gesture and voice control, 3D screens or blockchain. G2A

has also been involved in such innovations in the past, for example with the 3D printing service presented at gamescom in 2016, which however was discontinued in 2018. Do you see the danger that artificial intelligence may also just a temporary phase, or do you believe that AI will play a transformative role in the industry in the long term?

I think that, looking at the current trends and the general useability of AI tools and systems in so many different areas, that this technology will not lose relevance any time soon, to the contrary, I think it will gain more and more popularity. Recently several developers, Ubisoft among them, informed that they will be using AI to generate an immersive experience by making NPCs react dynamically to your actions in-game and issue different responses each time players interact with them. What is even more fascinating, this tech is not just limited for studios – some game modders have also used it successfully, like the plugin for Cyberpunk 2077 created by a modder fan, which allows other creators to use ChatGPT to generate many procedural elements of the game, from NPC dialogues to quest chains and environment responses.

The ease of use, accessibility and huge possibilities of this technology will surely play a great role in the shaping of not just the gaming industry, but many other areas as well.

15. Alternative distribution channels: Publishers and G2A - a win-win situation?

G2A offers publishers and studios the opportunity to distribute their game keys via an alternative channel, in addition to traditional methods such as digital stores or shops. What advantages do you see in this collaboration for publishers and studios? Could sales via G2A help to reach new target groups or boost sales of older titles? Are there also possible disadvantages or concerns that publishers should consider?

The advantages of developers and publishers officially adding G2A.COM as a sales channel are many, with the biggest one that comes to mind being access to a global community of over 30 million users and pretty much outsourcing the marketing of the games to us – our marketing department regularly conducts events and sales concentrated around specific holidays and releases in accordance with our internal trade calendar. That way, the publishers and developers can focus on providing the best experience possible and leave the marketing to us. In addition, the G2A Direct program, which we are encouraging the developers to get into when using the marketplace, provides a number of benefits to them, the biggest one being additional royalties (apart from the regular payment for the sale of a game key) for the developers for other sellers offering their game for sale. That way, the developers are not only earning through direct sales, they are also gaining money from third party sales. There are also other advantages, which the developers can learn about by contacting us directly, we will be happy to answer. Should they have any concerns about getting into partnership with us, we are also happy and willing to provide descriptions, disambiguation and simply talk about it with them.

In our view this is a triple-win situation. It is a win for the publishers, as they are getting paid for their keys (which only they can create) and then royalties for third-party sales. They also benefit from millions of Euros which G2A.COM spends on promoting games regardless of the publisher. It is a win for the regular users, as they can find the games and offers, they are searching for at lower prices than SRP. It promotes healthy competition and ultimately benefits the end user. Finally, it is a win for the marketplace platforms like G2A.COM, as

they offer an alternative point of sale for both buyers and sellers, diversifying and expanding the accessibility for the fans of digital entertainment. Our marketplace as a whole is aimed at promoting gaming as a form of digital entertainment everyone can take part of, showing the connections between gaming and other pastime activities, and involving stars like Robert Lewandowski or speed climbing Olympic gold medalist Aleksandra Miroslaw in promotional activities. We also cooperate with over 1000 influencers who are promoting gaming and digital entertainment globally. Furthermore, we are constantly expanding our brand partnerships with companies from other than gaming areas, such as: finance, retail or food industries. All these partners are helping us build strong awareness, making the digital world increasingly accessible. G2A.COM is one of the biggest promoters of the gaming industry worldwide.