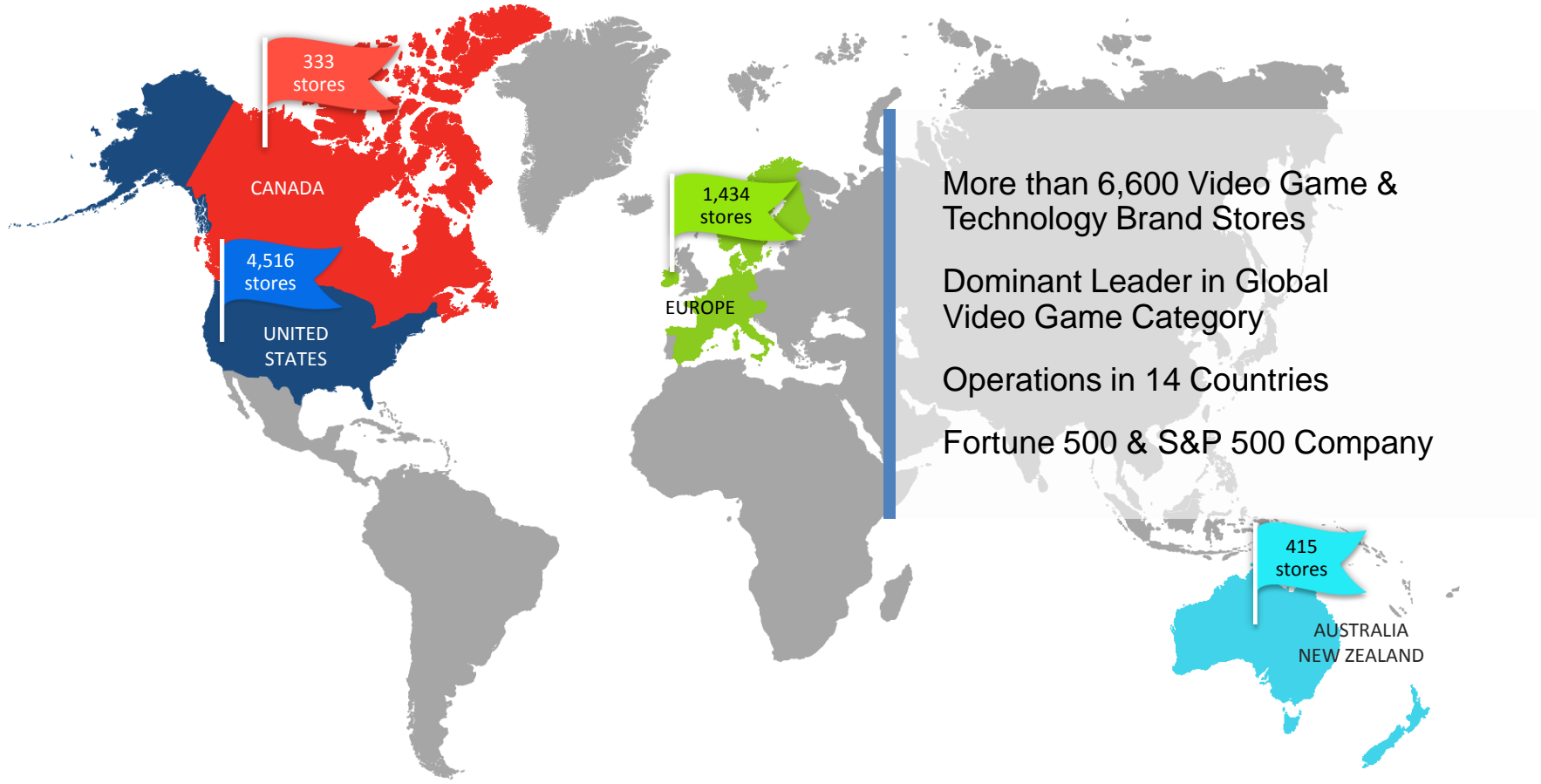




GameStop[®]

TECHNOLOGY INSTITUTE

GameStop Introduction



\$9B Retailer Across Multiple Businesses



Video Games



#1 Market Share

Publishing

gameinformer



#1 Digital Magazine

Digital/Mobile Gaming

KONGREGATE

Top 10 Mobile Publisher



DLC

\$948M Digital Business

Wireless/ Technology



Fastest Growing
AT&T Wireless Reseller

cricket

AT&T National Dealer

simply·mac

Largest
Authorized Reseller

Loyal & Engaged Customers



GameStop POWER UP REWARDS™

40M+ Global Members

U.S. PENETRATION

1 in 5

% OF SALES

71%

SALES

3x

PROFIT

5x

Retail and Disruptive Change



Advocacy

Geo-Fencing

Beacons

Innovation Platforms

“The rate of change internally must be greater than that of change externally.”

Paul Raines
CEO GameStop



DOOH (Digital Outside the Home)

Public Beacon Networks

Wearables

3D Modeled Space

Connected Cars

Smart TV Ad Targeting

“The store should morph to meet the needs of the customer.”

Tony Bartel
COO GameStop



more to come...

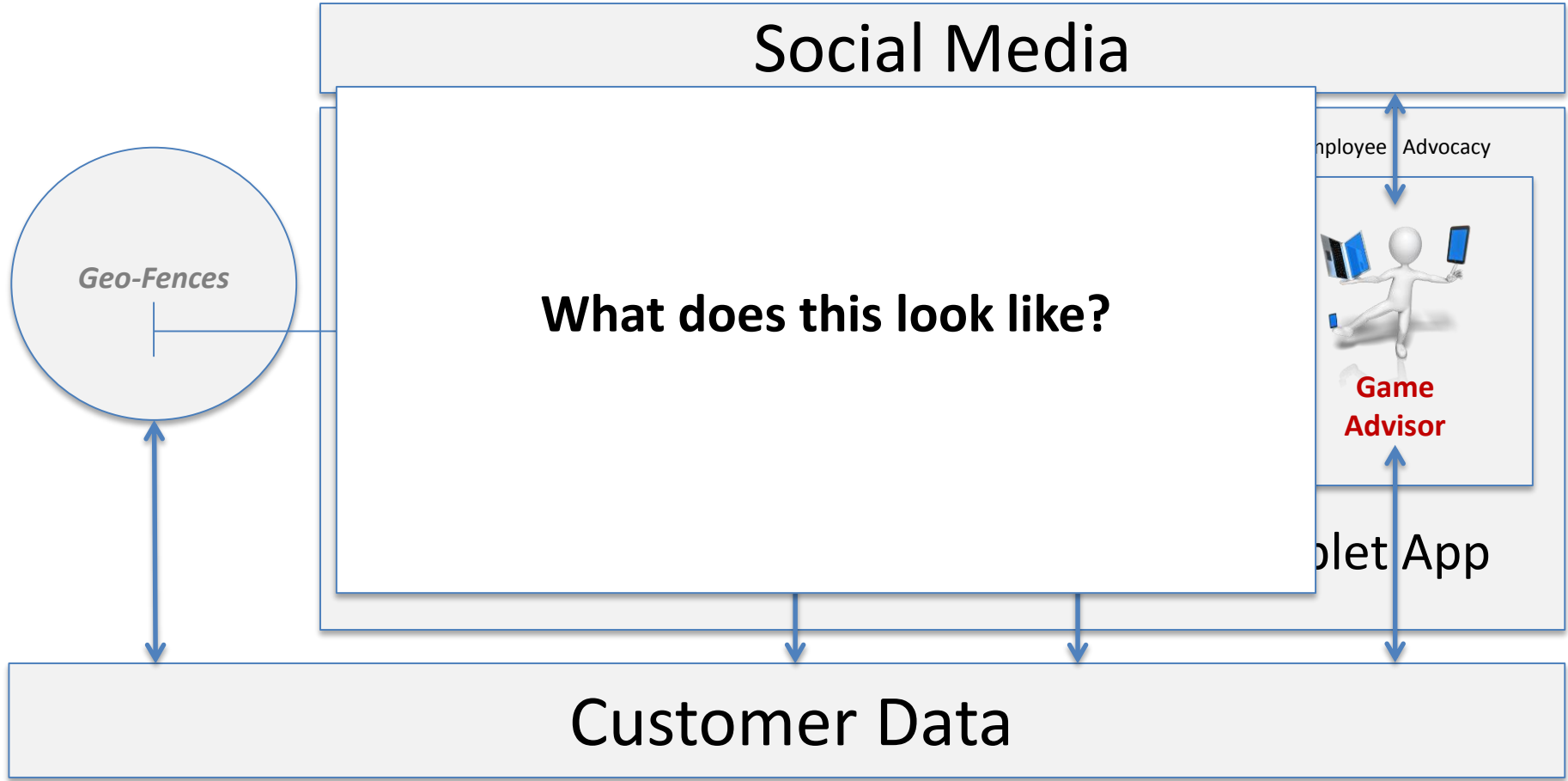
GameStop's Innovation Unit Response



Weak Signal Research – or the combination of weak signal processing, sense making and experimentation (futuretyping)

Data Research and Analytics – gaining insights from data and confirming hypotheses from data-driven experimentation

Location = Discerning Shopper Context via Presence



Change Begins with Data and Markets Digitized to Detect Customer Presence

← Understand and Improve
Digital Engagement

**Customer
Centricity**



**Test &
Learn**



**Data
Driven**



→ Improve Measurability
of Change

Customer Presence – In Shopping Zones

Geo-fence Messaging

- **Outreach geo-fences** have an internal structure with the ability to establish Venues & Stores within an outreach zone
- Radius geo-fences are less useful than Polygonal in the **detection of Digitized Markets**
- Direction is **greater accuracy, contextualization & personalization,** and **better integration with Beacons**

"Welcome! GameStop has great deals to kick off 2015. Come by and say Halo."

"Welcome to Barton Creek Square Mall! GameStop is on the lower level near Sears, come by and say Halo."

"January 10 is Skylander's Day at GameStop with special content, events and deals"

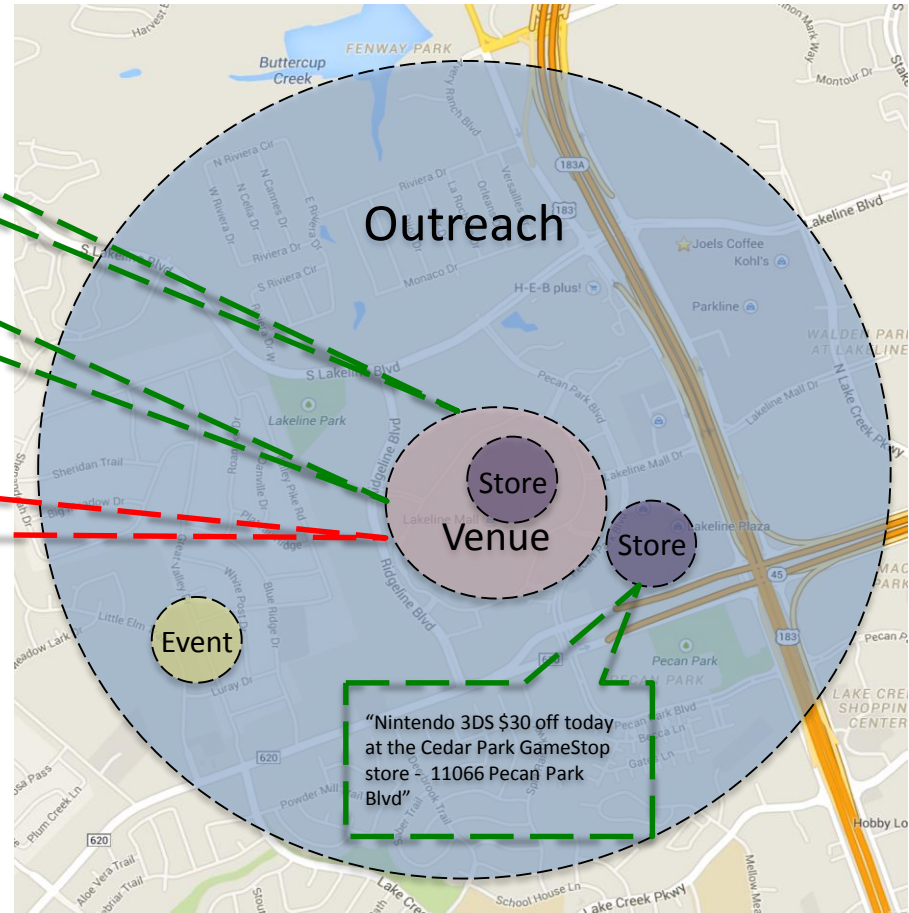
Outreach

Store
Venue

Store

Event

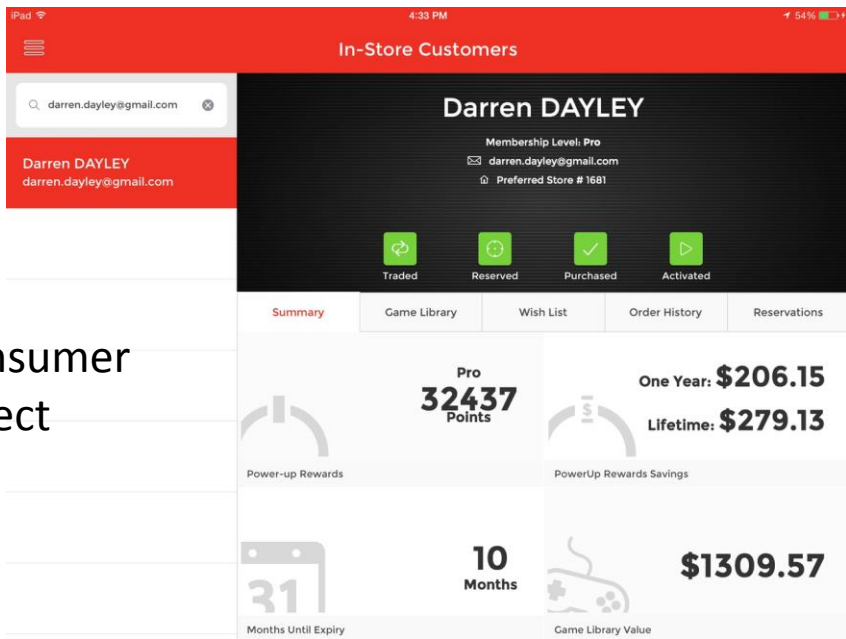
"Nintendo 3DS \$30 off today at the Cedar Park GameStop store - 11066 Pecan Park Blvd"



Customer Presence – In the Store



=



Drives display of “Who’s in my store?” Dashboard on Store Associate Tablet

Note: the first Location technology-driven consumer interface where privacy was a significant subject with our customers

Customer Presence - In a Product Zone in the Store



Micro-location Awareness

A|B Testing to Determine Best Design



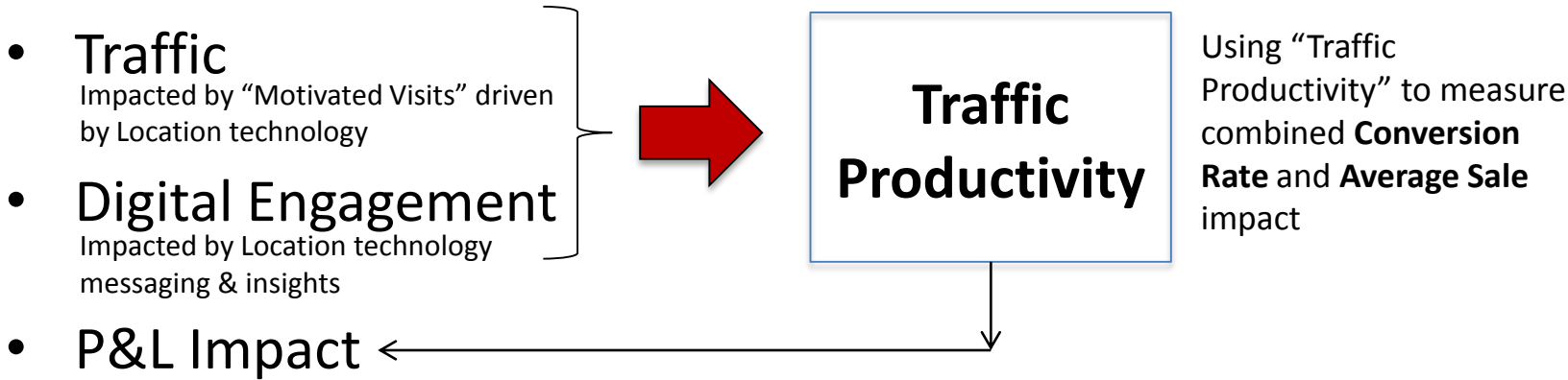
Beacons are Visible to Consumers



- ✓ Bluetooth Low Energy (BLE) device
- ✓ Connects to any device supporting iBeacon

- ✓ Passively collects anonymous browse data
- ✓ Customers "tap" to get promotions & deals

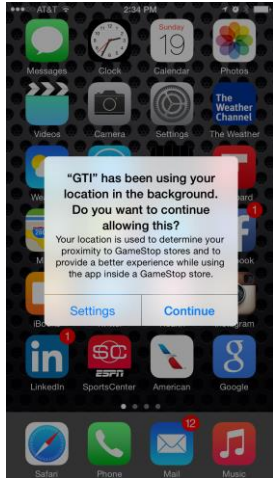
“What drives Conversion?”





The saddest aspect of life right now is that science gathers knowledge faster than society gathers wisdom

Isaac Asimov, American science fiction author and biochemist (1920-1992)



- Consumer notification of location usage intent must improve
- The granularity of location control for the consumer is advancing, but not where it needs to be
- **GameStop tests location-driven CX in test markets to gain consumer feedback prior to broad adoption/rollout**