

Title: GameStop Year End Review

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GameStop is looking stronger than ever and I can't wait to see what they do in 2022. But before that, here's a quick recap of the changes the company has made so far...

- Appointed Ryan Cohen as Chairman of the Board who has a solid track record in e-commerce. Plus he has experience going toe to toe and winning against Amazon.
- Paid off all of their debt.
- Have \$1 Billion+ war chest to take on the market and/or competition.
- Hired five C Level roles, 26 VP's, 55 Directors, 170 various Management roles and 100 notable Employees that cover engineering, blockchain, data science, eCommerce, HR, customer service, and more. The people hired came from notable companies like Chewy, Amazon, Zulily, Microsoft, Target, Walmart, Google, and others. All in an effort to get their e-commerce transition running smoothly.
- Opened two 700,000 Square Foot Fulfillment Centers located in New York, and Pennsylvania, and a 530,000 square foot facility in Reno, Nevada. These fulfillment centers will support eCommerce and fulfillment needs.
- They have secured a new \$500 million Asset-Based Credit (ABL) facility with improved liquidity and terms. In addition to delivering enhanced liquidity, the new ABL Facility provides for reduced borrowing costs, lighter covenants and more flexibility.
- Re-onshored and are expanding customer care via hiring up to 500 employees at new customer care center in South Florida.
- Opened new corporate tech offices in Seattle and Boston.
- For the eighth consecutive year, GameStop earns a top mark of 100 on the Human Rights Campaign Foundation's annual assessment of LGBTQ workplace equality index.
- They have begun to roll out a global unified brand first making changes in Canada, with more countries likely to follow.
- Grew revenue 29% last quarter.
- GameStop's loyalty program, PowerUp Rewards, has ~69.9 million members taking advantage of its unique rewards and benefits.
- Total addressable market on gaming, collectibles, etc. is well over 100B.
- Curated product offerings, better customer service, and no 3rd party seller marketplace nonsense that their competitors have.
- Expanded product offering to include a broader assortment of consumer electronics (TVs, but also used/refurb cell phones, PC components, prebuilt PCs, chairs, peripherals, pinball machines, toasters and more.
- They are making it easier for customers to purchase items by accepting crypto payments through Flexa.
- Plus customers lined out the door at their retail locations.

Let me know what I missed (or what I got wrong) and I'll add it to the list.

This is not financial advice. Do your own DD. Double check everything.