

Title: NARRATIVE SHIFT: I did not invest in GME for the NFT platform, and its success or failure does not impact my confidence in my investment. GAMESTOP is a successful brick-and-mortar retail chain with a growing ecommerce presence. That's all that matters!

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**\*\*Do you feel the narrative changing?\*\***

MSM is pushing the narrative that retail investors are disappointed with the "lack of news and transparency" from the company. This cannot be further from the truth. As a retail investor in GameStop, my ONLY expectation is that my favorite (video) game store continues to grow to meet the increasing market demands for video game products and that they delight customers along the way. I do not care about an NFT marketplace.

The GameStop inventory continues to grow. See their new and improved website for proof. The customer service team has been delighting customers. See any social media platform for proof. Therefore, I am a happy investor! Everything is in place for successful growth, it is a matter of time before the market catches up.

**\*\*I invested in this company for two primary reasons.\*\***

\[1\] Ryan Cohen is a visionary entrepreneur and businessman. He has a proven track record of making the customer experience enjoyable and providing a wide variety of products at the best prices.

\[2\] Shorts still haven't covered.

Don't get me wrong, **\*\*the NFT marketplace will be great. But it could fall flat on its face and I would still be satisfied as an investor.\*\*** Think about Chewy again. Cohen started a company providing quality products in a NICHE industry. You want pet food at great prices from nice people --> go to Chewy! That's it. No frills. No NFT marketplace. It is just a good business. If that is all GameStop did, I would be beyond thrilled!

That's why there are **\*no announcements\*** by the way. What do they have to say? They are a video game store that sells video games and a bunch of other stuff! The company is learning to delight customers with unbeatable prices and thoughtful customer service. Nothing else matters!

**\*\*LOTS of other companies have "side projects" in next generation industries. Many of them never even see the light of day! Those companies are NOT dependent upon the new product for future success of the company.\*\*** Take Facebook for instance. They are creating metaverse Ray Ban glasses. I have not heard any announcement about this. You know why? It's Facebook! They make money whether or not they sell any glasses or any more FB Portals. In the same way, GameStop is still the premier video game retailer at the end of the day and that's all that matters.

By the way, I've noticed Ryan Cohen's simple business philosophy (finding a niche market, providing all products in market at the best price, being kind) has caught on in other market. Do you like guitars and musical instruments? Go to SWEETWATER. They have everything you could want at the best prices and the customer experience is amazing! Five years ago Guitar Center was king. They lost the online war to Sweetwater because their customer experience sucks! Be like Ryan Cohen... His "simple" business practice works!

**\*\*TLDR: All I want from GME is to continue building a bigger and better online store. The NFT marketplace is the cherry on top; not a requirement for the future success of the company or my contentment as a retail investor.\*\***