
Become a franchisee

THE
ECOGAMING
EXPERIENCE

Gamecash)

USED VIDEO GAMES & MULTIMEDIA

+ 50 Stores
France & Belgium



Website
purchasing/selling



PRESIDENT'S WORD :

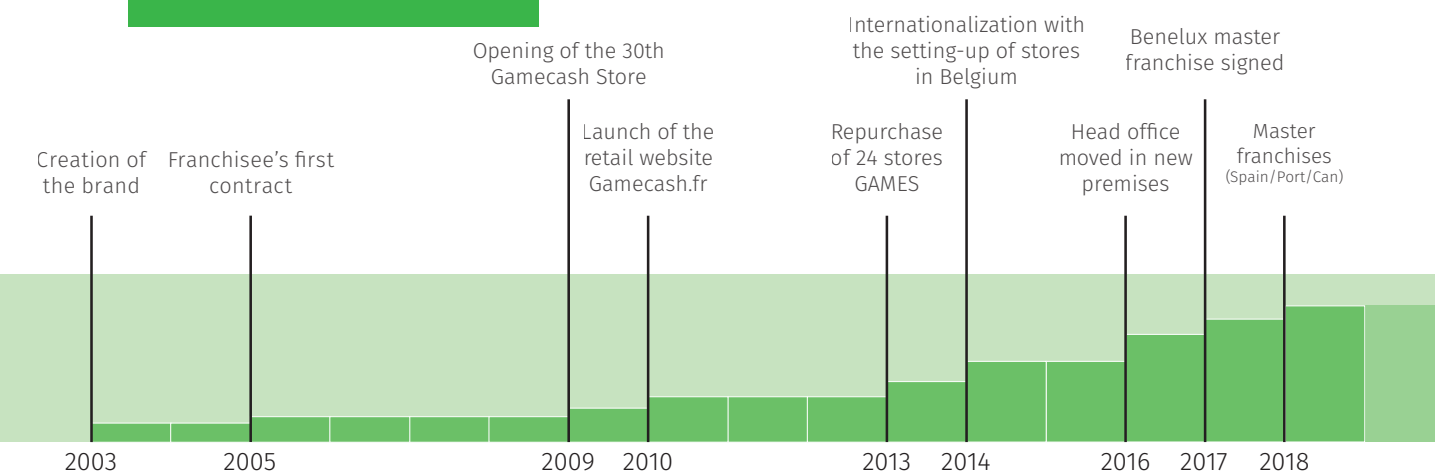
« Gamecash is an innovative concept, deeply installed in the new modes of consuming: around exchanges, around sharing and around second -hand objects. With our reconditioned products, our expertise on the e-commerce prices and our solutions, Gamecash proposes a new experience on the second-hand products High Tech. Together, let's become actors of the circular economy in the leisure activities; let's develop ecogaming! »

Philippe Cougé,
Founder president of Gamecash.

History of Gamecash

In 1993, Véronique and Philippe Cougé opened their first video game store in Angers, specialized in second hand goods. At that time, with only a printed video game argus, it's already a huge success with a customer base wishful to buy Master System and Nintendo Entertainment System second hand games. Over the years, many stores opened one after the other (Saint-Brieuc, Tours, Nantes, etc.), knowing launching dates of most mythic consoles : Neo Geo CD, Mega Drive, Super Nintendo, Game Boy, Nintendo 64, Playstation, Sega Saturn, GameCube, etc. In 1997, Philippe Cougé take the head of the European division of the Dock Games network, expanded everywhere in France (120 stores in 2000), with stores in Belgium, Swiss, Luxembourg and Spain. With the desire to give a digital orientation to his Premium second hand concept, Philippe Cougé registered the «Gamecash» brand as a unique concept of purchase and sale. The first project was to create a Checkout software, then an argus and a merchant website, at a time where Marketplaces began to rise. On january 2004, a pilot store opened in Angers, on Lenepveu street. The first franchisee to sign a contract was in June 2006 ; it's the beginning of a great history for the Gamecash network, which now gather more than 1 millions of customers in France, french overseas departments and territories, and Belgium. Funny fact written by fate : the actual Marketing Director of Gamecash is one of the first customers of the Anger store in 1993... He was 16 years old !

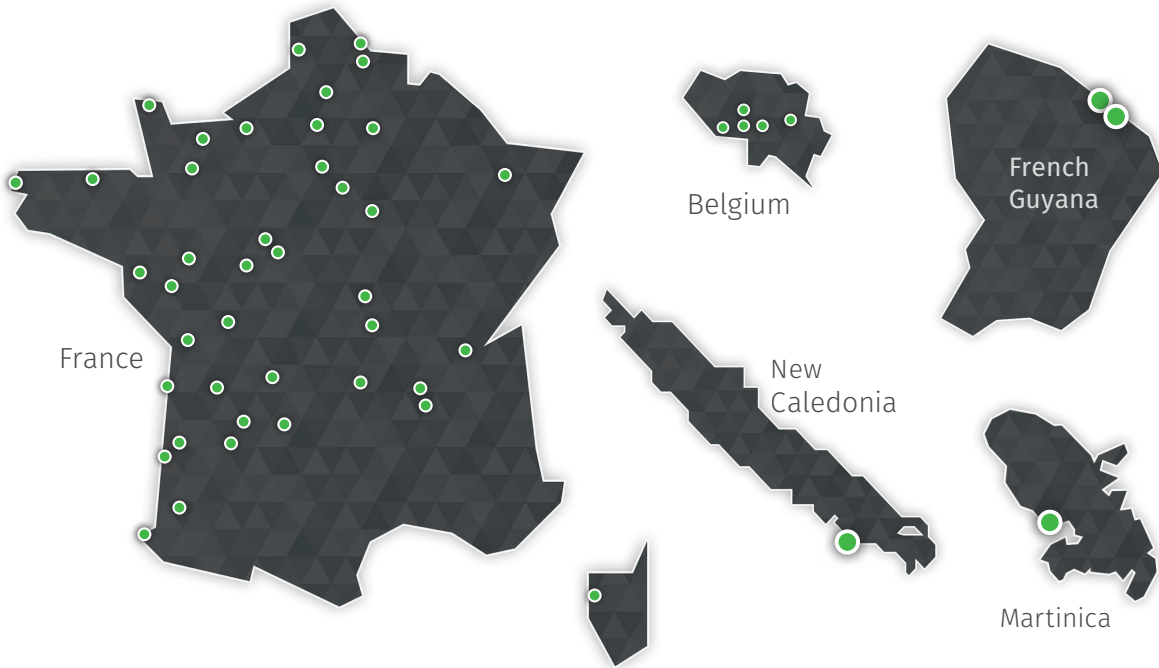
Evolution of Gamecash



1

A well settled network

Selling points



Cities to be provided first and foremost



Alençon
Aix
Auxerre
Avignon
Besançon
Bourges
Cambrai
Chambéry
Chartres
Dijon
Dunkerque
Grenoble
La Rochelle

Laval
Le Havre
Le Mans
Lens
Lorient
Lyon
Metz
Montpellier
Mulhouse
Narbonne
Nice
Nîmes
Orléans

Parisian region
Pau
Perpignan
Quimper
Reims
Rennes
Rouen
Saint nazaire
Strasbourg
Toulon
Toulouse
Troyes
Vannes

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History of the franchise

Gamecash is the brand specialist in hand video games and multimedia reconditioned. The company is developing itself as a franchise.

Gamecash was created in Angers in 2003 by Philippe Cougé. Our brand owns more than 60 stores in France, Belgium and New Caledonia. In 2010, our gamecash.fr was receiving more than 200,000 unique visitors every month.

In February 2013, Gamecash grew up by buying out 24 «GAME» stores in the court of business of Bobigny. The company is also the publisher of a software dedicated to the stores of second-hand video games and movies, Argus of games and a site of repairing CD and DVD damaged.



Gamecash, it's a unique performing concept of purchasing/selling, which allows customers to purchase and sell their goods, for a given price on Internet or in a store. A new way to consume multimedia and video games, which is a part of the circular economy. That's what we call ecogaming.

« Coming together is a beginning ; keeping together is a progress ; working together is a success. »

Henry Ford

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The video games and second-hand market

1. Circular economy

Circular economy is an economic and environmental stake. Circular Economy proposes a new model of society that uses and optimizes the stocks and flows of materials, energy and waste, and aims at the efficient use of resources. Gamecash is evolving in this economy by creating its vision of sharing and second-hand. The objective is to consume intelligently with a range of second-hand products tested and reconditioned for a price accessible to all.



2. Are impacted : Video games and hi-tech multimedia

Far from just being the latest trend, in France video games are now an everyday consuming product which affects all age, men and women. The market of video games is one of the first French markets, in volume and in turnovers, vvery far ahead from the industry of cinema, music and book.



Esteemed for the first time in 2009, the market of the second-hand game was estimated at more than 500 million Euros in France, which is approximately 12 % of the global market. We can consider that this segment, on which Gamecash stay the undisputed leader, will continue to develop for years.



“ French consumers see through these reconditioned products, an economic and ecological act.



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Gamecash's concept

Gamecash has developed for its franchised and its customers new tools and services (on-line Argus, repairing service of CDs, methodology of repurchasing CASH, replacement of video games cases), to be the specialist of the ecogaming.

Centered mainly on the activity of purchasing/selling second-hand video games and multimedia, the concept Gamecash puts innovative products on a very expanding and very remunerative market in term of margin. In order to do this, Gamecash has developed its own software of management of second-hand selling and purchasing with its own working Argus and a website 100% purchasing/selling second-hand video games.



These tools allow Gamecash to be the only specialist of second-hand in France, with the best margins of the sector. These strategies are multichannel, where all channels are converging into a single one. All of these channels are integrated with each others and interact with the customer : website, smartphone and physical store. Therefore, Gamecash allows its customers to buy on-line products which are available in a precise store.

can pick-up his order in a given store or can chose to have it delivered **directly to his home.**



A team is dedicated to the website with an efficient customer's service.

With a differentiating visual concept, Gamecash is favoring knowledge of the purchase-sale and the second-hand activity, while respecting new expectations from the consumers.

Unique assets and a franchise model which is differentiated with the concept of big chain store:

- software for checkout IG mag
- repurchasing «CASH»
- argus of games and multimedia
- specific furniture in the colors of the brand
- service of repairing damaged Cds and DVDs (proceeded CD-CLINIC)
- guarantee of 6 months for second-hand products
- marketplace which brings up 2.5M visitors per years
- retro gaming corner
- reconditioned multimedia
- arcade zone...



+ 100 000 likes



+ 15 000 followers

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A unique place around gaming

Gamecash is a unifying concept around gaming, which is now a great part of Culture. Nowhere else you will find a retro gaming zone, arcade machines, Geek bookstore and a selection of the best products around video games.



RETRO GAMING

Even though recent video games are now more and more efficient, none of them can replace the charm of vintage video games. In its dedicated space, in its shops or on its website, Gamecash highlights old consoles and classic games of the golden age of video games.

Retro gaming is also represented by arcade machines placed in shops. A universe which is perfectly in line with the DNA of Gamecash.



GOODIES AND GEEK BOOKSTORE

Because video game's world is limitless, Gamecash also offers to its customers the best books about gaming, and a wide selection of board games, card games, manga, figurines, etc.

Gamecash is finally a unique and global experience around video games !

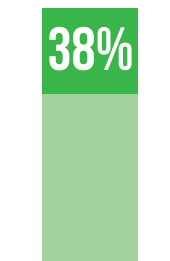
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Some numbers

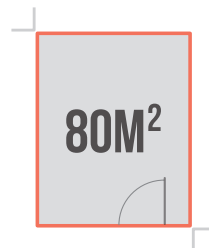
Franchisee's data (2018)



TURNOVER
PRACTICABLE



AVERAGE RATE
OF MARGIN



AVERAGE SURFACE



AVERAGE BASKET



EMITTED TICKETS
BY THE NETWORK / MONTH

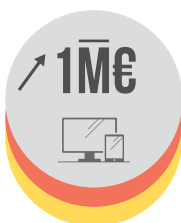


BOUGHT BACK PRODUCTS
IN 10 YEARS

Franchisor's data (2018)



TURNOVER
FRANCHISOR



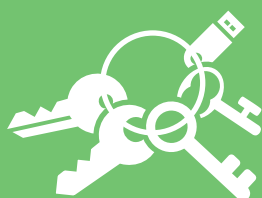
TURNOVER
INTERNET



TURNOVER
UNDER BRAND



NUMBER OF LOYAL
CUSTOMERS DEVELOPED
(400K online)



Keys to succeed with Gamecash



To be sensitive to the circular economy and the second-hand market



To have the
entrepreneurship
mind and the desire
for undertake



To have an
experience in
commerce will be
a good thing



To be
communicative,
dynamic and to feel
concerned about the
quality of customer
service

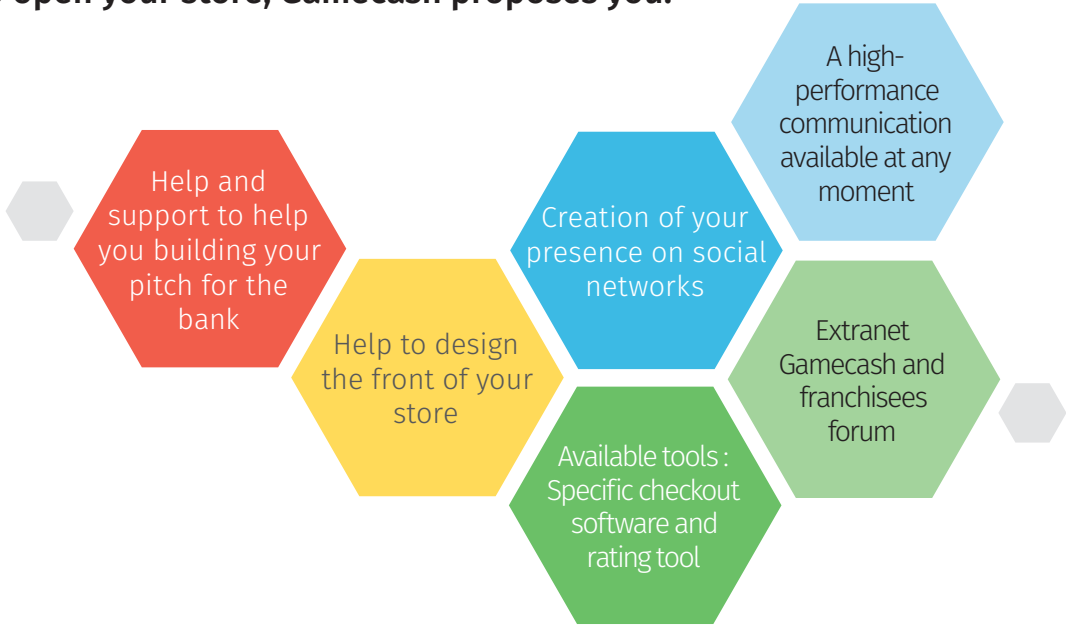


To have a great
motivation, and
to be able to
listen and to
question yourself

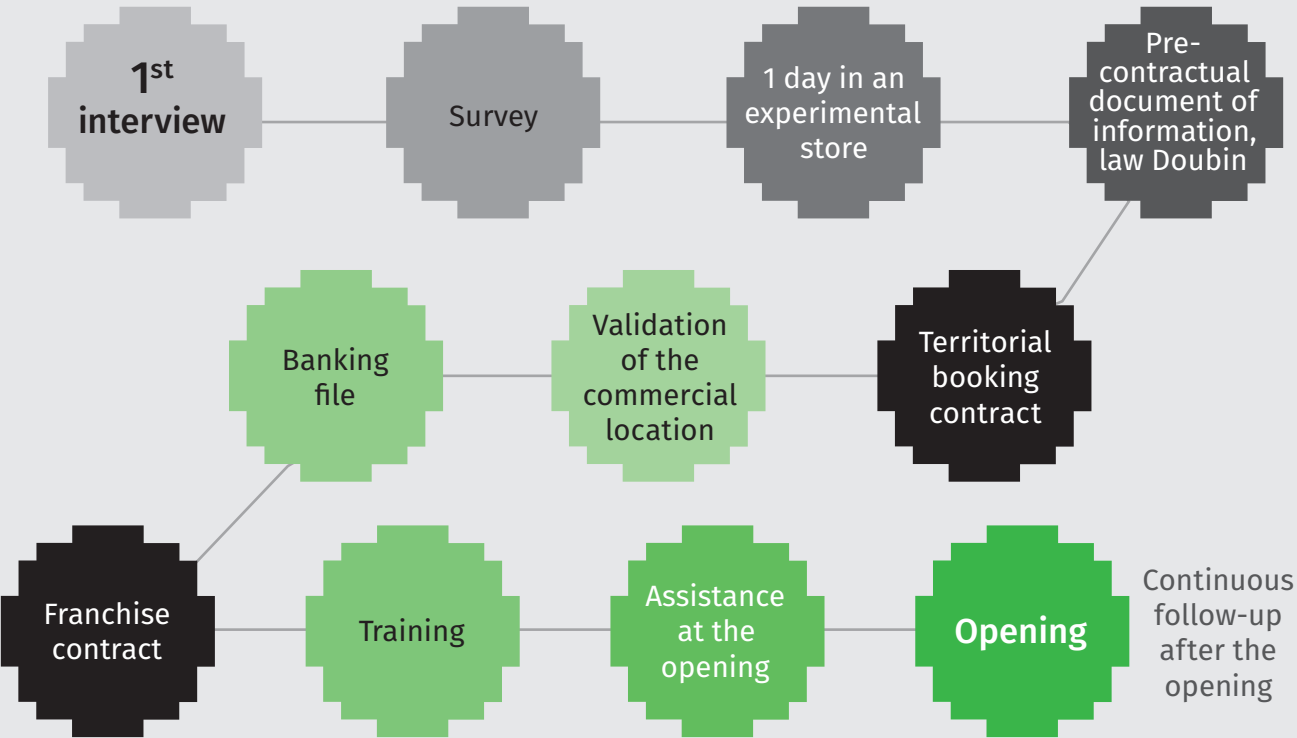
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Roadmap to open your store

To help you to realize your project and to open your store, Gamecash proposes you:



Your future franchise path will follow the following steps:



Our conditions of membership were developed in a real concern of equitability, by favoring a relationship of trust based on the Winner / Winner and on a long term.



Real franchise contract for **5 years closes** (DIP law Doubin beforehand)



Clearly delimited territorial exclusivity



Entrance of **20.000 €** (duty free)



Royalty fee fixes at 678€ (duty free) per month.



Participation in the national budget of communication: **1.25 %** of sales (duty free) (minimum of **200 € (duty free) per month**)



Access to a dedicated software for checkout



Marketplace dedicated for the shops

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