



Green Man Gaming appoints former JUST EAT CMO Mat Braddy as Board Advisor

London, 7 December 2016: Green Man Gaming, a global e-commerce technology company in the video games industry, today announced the appointment of Mat Braddy, former JUST EAT Chief Marketing Officer as a Board Advisor. As a brand and marketing guru, Mat brings his experience of working in high growth companies and successfully raising awareness of challenger brands to Green Man Gaming as the company plans to ramp up its global marketing activity.

Mat successfully positioned JUST EAT to become the challenger brand for cooking at home, making it a leading brand in takeaway delivery around the world prior to its IPO on the London Stock Exchange. Prior to this, he was responsible for all online marketing at The Financial Times including FT.com and led the marketing team at Toptable.com.

“We are living in times of unprecedented change in user behaviour. The idea that a product is physical is fast becoming obsolete. I've known Paul for a few years and have been impressed with his foresight, building Green Man Gaming up to be one of the worlds fastest growing video games e-commerce companies,” said Mat Braddy. “As the digital challenger to the traditional retail, Green Man Gaming has built a remarkable technical platform with a truly global footprint. I’m looking forward to working with the team to evolve their challenger brand using some of the techniques we found accelerated growth at JUST EAT.”

“Mat has clearly demonstrated that he knows how to build a strong technology brand through both digital and traditional marketing campaigns with his experience of working with successful high growth online businesses such as JUST EAT. With



Green Man Gaming's continued growth acceleration and expansion through increased localisation, Mat's experience and skills will be invaluable for our market positioning globally going forward," said Paul Sulyok, CEO and Founder of Green Man Gaming.

#END#

Notes to Editor

For more information, please contact:

Suraya Adnan-Ariffin, Head of PR and Communications at Green Man Gaming

E: suraya.adnan@greenmangaming.com

T: 0208 035 8066 / 0207 135 2274

About Green Man Gaming

Green Man Gaming is a global e-commerce technology company in the video games industry and the first choice for millions of gamers around the world.

We offer a wide range of digital games that our customers can play on their favourite platforms including PC, Mac, Sony Playstation and Nintendo. Working directly with over 500 publishers, developers and distributors, we offer gamers in 190 countries a large catalogue of multi-platform games at competitive prices. Green Man Gaming is an official distributor of Sony PS4, Nintendo, Steam, Uplay, Rockstar Social Club and many more PC platform products.

Green Man Gaming's Publishing arm works with developers to help publish and market their own games, supporting them every step of the way. Our vibrant online community also connects gamers and rewards them for in-game activity. This gameplay data allows us to further improve the overall gaming experience.

Our passion for games and strong community platform provides gamers with the ultimate multi-platform destination to shop, connect and get the best insights online.

www.greenmangaming.com