Activate with ArenaNet:

1. In a web browser, head to:https://account.arena.net/login
2. Register a new account or log in to the account where you would like to redeem your code
3. Click the "Redeem a Code" button on the "Overview" page, enter your Product Code that's displayed on the 'Orders' page of GameKeyShop, then hit Submit. You can also find your product key in your email after purchase of the product.
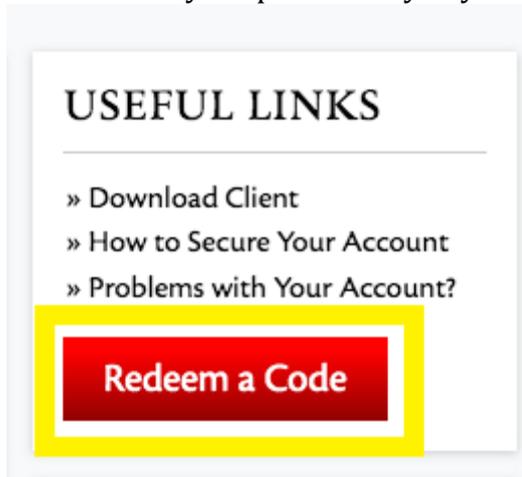
4.
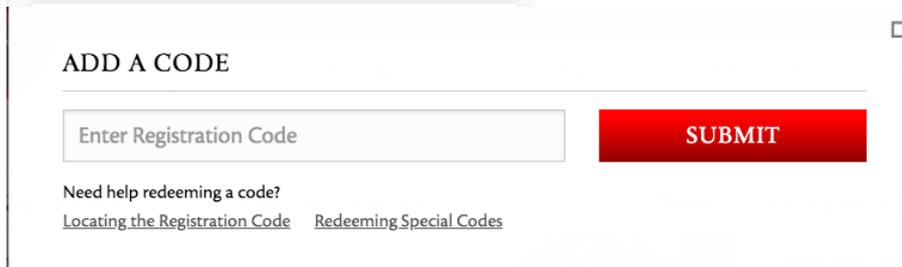
ACTIVATE GEMS WITH ARENA

1. Create/login to Guild Wars 2 with the account where you want to unlock gems.
2. Open the Black Lion Trading Company panel. You can also click the lion icon in the upper left corner of the game screen.
3. Click the "Redeem Code" link in the upper left corner of the Store homepage.

4. Enter your unique code that's displayed on the 'Orders' page of GameKeyShop into the field that reads: "Please enter your Gem code". You can also find the product key in the email your received after purchase of the product.
5. Click Redeem.