

ELECTRONIC ARTS

BMO Capital Markets 19th Annual Digital Entertainment Conference

November 10, 2011

Safe Harbor Statement

Please review our risk factors on Form 10-K and Form 10-Q filed with the SEC

Some statements set forth in this document, including the estimates relating to EA's fiscal year 2012 guidance information and fiscal year 2012 titles contain forward-looking statements that are subject to change. Statements including words such as "anticipate", "believe", "estimate" or "expect" and statements in the future tense are forward-looking statements. These forward-looking statements are preliminary estimates and expectations based on current information and are subject to business and economic risks and uncertainties that could cause actual events or actual future results to differ materially from the expectations set forth in the forward-looking statements.

Some of the factors which could cause the Company's results to differ materially from its expectations include the following: sales of the Company's titles; the Company's ability to manage expenses; the competition in the interactive entertainment industry; the effectiveness of the Company's sales and marketing programs; timely development and release of Electronic Arts' products; the consumer demand for, and the availability of an adequate supply of console hardware units; the Company's ability to predict consumer preferences among competing platforms; the Company's ability to service and support digital product offerings; the general health of the U.S. and global economy and the related impact on discretionary consumer spending; fluctuations in foreign exchange rates; the financial impact of acquisitions by EA; the Company's ability to realize the anticipated benefits of acquisitions; the seasonal and cyclical nature of the interactive game segment; the Company's ability to attract and retain key personnel; changes in the Company's effective tax rates; the performance of strategic investments; the impact of certain accounting requirements; adoption of new accounting regulations and standards; regulation of the Company's activities in key territories; the Company's ability to secure licenses to valuable entertainment properties on favorable terms; the Company's relationship with key customers and other business partners, and other factors described in the Company's Annual Report on Form 10-K for the fiscal year ended March 31, 2011, and the Company's Quarterly Report on Form 10-Q for the fiscal quarter ended September 30, 2011.

These forward-looking statements are valid as of November 10, 2011 only, except as otherwise noted. Electronic Arts assumes no obligation and does not intend to update these forward-looking statements

In addition, this presentation includes various third party estimates regarding the total available segment and other measures, which do not necessarily reflect the view of Electronic Arts. Further, Electronic Arts does not guarantee the accuracy or reliability of any such information or forecast.

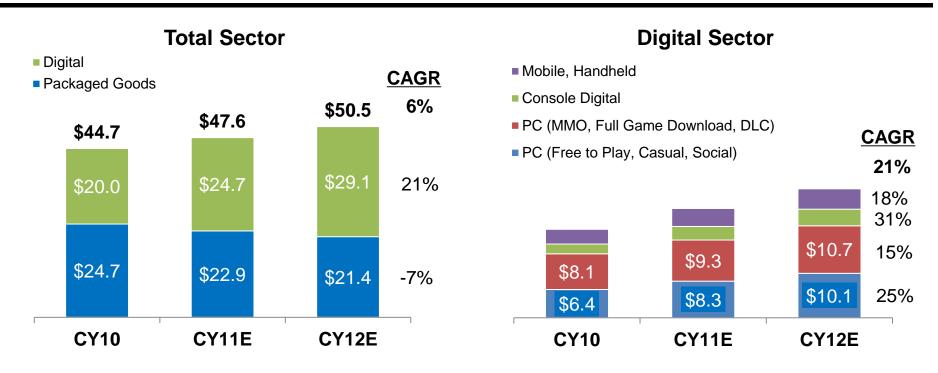
Agenda

- Industry Trends
- Strategy Thru FY11
- 1H FY12 Highlights
- FY12 Strategy and Major Initiatives



Interactive Entertainment

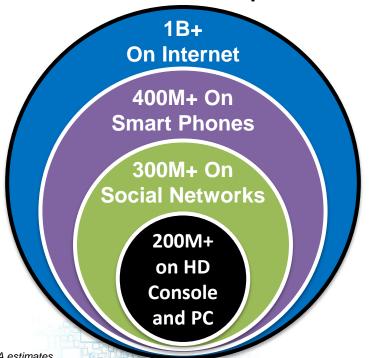
Calendar Year Basis, Worldwide



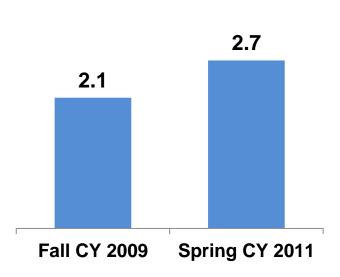
Gamers, Worldwide

From 200M Gamers on Console to Over 1B Gamers on Multiple Devices

Worldwide Gamers: From 200 Million to Over 1 Billion on Multiple Devices



Average Devices per Gamer

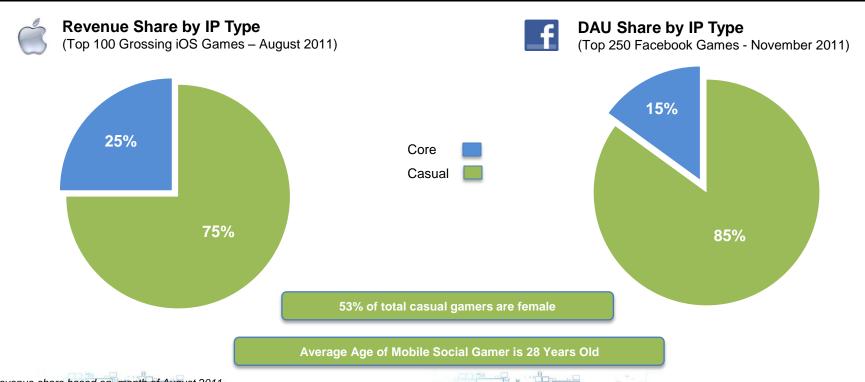


^{*} GameVision 2011. US user data

Source: FA estimates

Mobile/Social

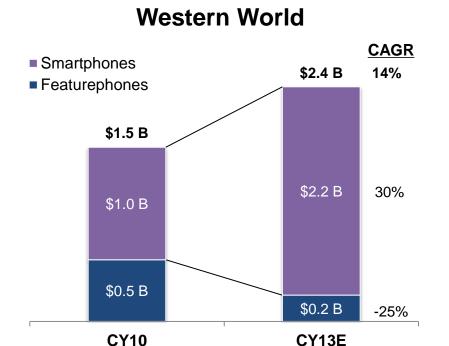
Casual Dominates Fastest Growing Platforms and is Expanding Gamer Demographic



Apple revenue share based on month of August 2011
Facebook share data based on traffic data as of 11/4/11
Sources: AppAnnie, AppData for Facebook, EA estimates, Flurry, New Media Measure (Q1 CY11)

Mobile Revenue Growth

Rapid Transition from Feature Phones to Smart Phones



EA Mobile Breakdown



USD in millions, on a non-GAAP basis Source: FA estimates



Strategy – thru FY11

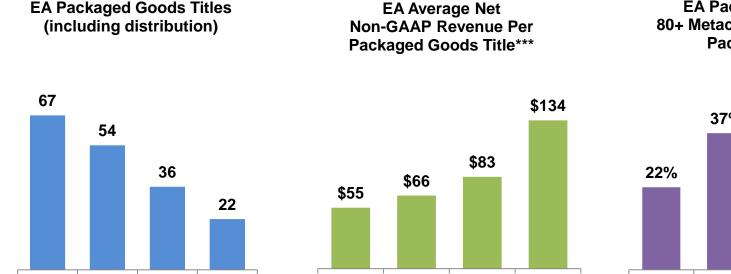
Fewer, better, bigger

Building digital

Driving cost efficiencies

Fewer, Bigger, Better

Decreasing Titles, Increasing Quality, Increasing Revenue Per Title



FY09

FY10

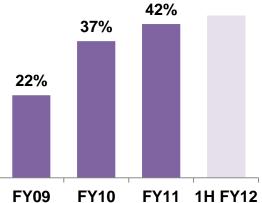
FY12E**

FY11

FY10

FY09

FY11 FY12E*



^{*} FY12 Title guidance provided and valid as of October 27, 2011 only

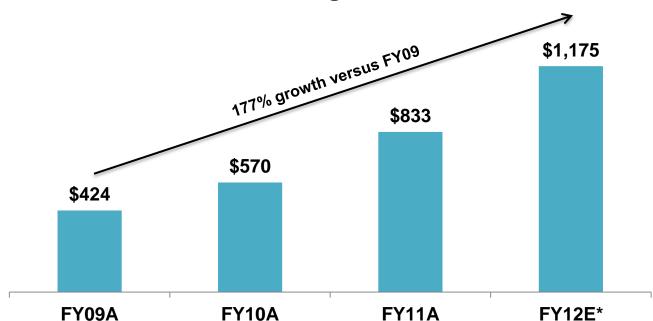
^{**} FY12 Non-GAAP net revenue guidance midpoint provided and valid as of October 27, 2011 only

^{***} Non-GAAP revenue used includes "Packaged Good sand Other" and "Distribution"

Building Digital

Higher Margin, Ratable Revenue Stream

EA Non-GAAP Digital Revenue



USD in millions on a non-GAAP basis

^{*} FY12 Non-GAAP digital revenue guidance midpoint provided and valid as of October 27, 2011 only



1H FY12 Digital Highlights

Non-GAAP Digital Revenue Up 20% Fiscal Year-To-Date

Non-GAAP (USD in Millions)	1H FY11	1H FY12	Y/Y
Extra Content, Free-to-Play	117	155	32%
Full-game Downloads	41	58	41%
Mobile	105	114	9%
Subscriptions, Ads, Other	91	98	8%
Total Digital Revenue	354	425	20%

- Growth in extra content driven by FIFA Ultimate Team and The Sims Social
- Full-game downloads driven by Battlefield: Bad Company 2 and Dragon Age 2
- Mobile driven by PopCap and new offerings such as Spy
 Mouse

Mobile includes handheld.

¹H FY11 includes approximately \$20 million of revenue that the Company does not anticipate in future quarters.



FY12+ STRATEGY & MAJOR INITIATIVES

Strategy - FY12+

Intellectual Property

- Game changers: Battlefield 3, SWTOR, NFS The Run, Mass Effect 3

Platform

Game changers: Origin, The Sims Social

Talent

Game changers: The Sims & Playfish team, Battlefield team, FIFA team, PopCap team, BioWare team

Metrics

- Current: Price x Quantity
- Future: Acquisition x Engagement x Monetization

Strong Holiday Lineup

Battlefield 3

- 10M unit sell-in (10/27/11); 5M unit sell-through (10/31/11)
- Frostbite 2 engine
- Team play & powerful social features

Star Wars: The Old Republic

- Launching in NA and EU on 12/20/11
- 2+M double opt-in accounts; over 1.6M tester sign-ups
- Testing regularly with expanded testing to hundreds of thousands of people

Need For Speed The Run

- Launching in NA 11/15/11 in EU on 11/17/11
- Frostbite 2 engine
- Autolog social innovation

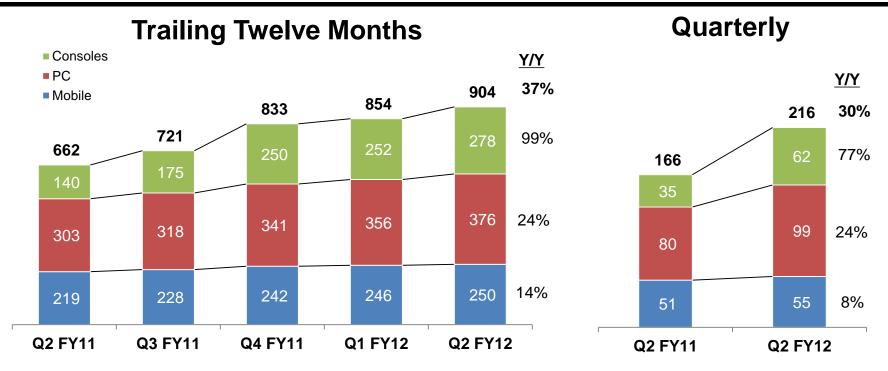






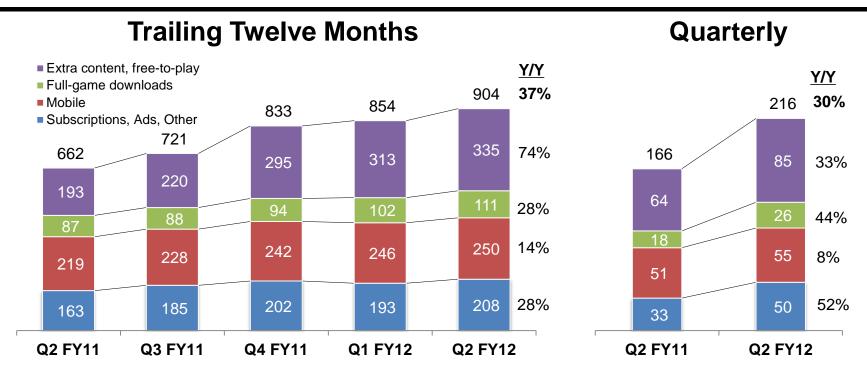
EA Digital Revenue by Platform

TTM Digital Revenue Up 37% Y/Y



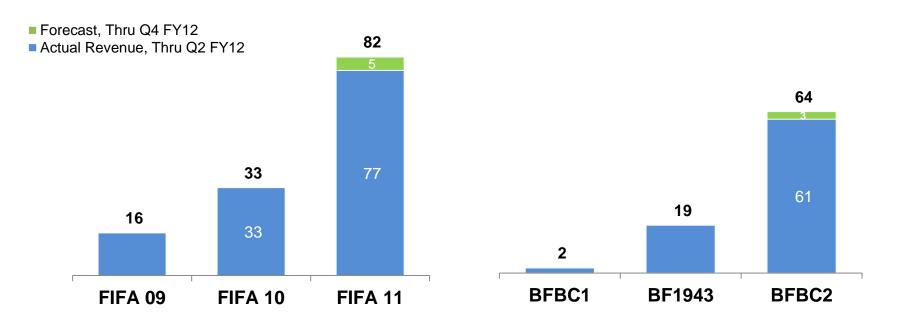
EA Digital Revenue by Type

Strong Growth in All EA Digital Revenue Streams



EA Digital Revenue by Title

FIFA and BFBC2 Cross Platform Provides Multiple Digital Revenue Streams and Margin Leverage



Strategy to Bring All Primary Franchises Cross Platform w/ Multiple Digital Revenue Streams



The Sims Social on Facebook

Leveraging EA Franchises in the Social Gaming Space

- The Sims Social exceeded expectations as a result of three key factors
 - Strong brand loyalty
 - Exceptional game quality & design
 - Industry-changing approach to marketing investment
- Significant advancement in production values and social gameplay
- Growth of The Sims Social lauded in press as a major competitive force in the industry
- Currently ranked #2 game on Facebook by MAU (36M as of 11/9/11)
- Exciting pipeline of content, features and significant game expansions is in immediate queue
- Go-forward marketing efforts focused on adding new players and re-engaging existing players & increasing monetization



PopCap Highlights

PopCap Continues to Grow Faster than Overall Market

- Q2 standalone non-GAAP revenue grew 28% Y/Y; on track to deliver more than 30% growth for CY11
- 80% of PopCap revenue is digital
- Integration going very well
- Plants vs. Zombies is running on Pogo.com
- In August, PopCap began cross promoting The Sims Social on Bejeweled Blitz
- Bejeweled 3 is now on Xbox Live Arcade; coming soon to the PSN and NDS
- 5 Flash-based games from PopCap are accessible via Origin PC

<u>Franchise</u>	Years in Release	# of Titles	<u>Major Platforms</u>
Bejeweled	11	5	Facebook, iPhone, Android, XBLA, DS, PSN, Wii, WP7, PC, Mac
Plants vs. Zombies	2	1	iOS, Android, XBLA, DS, PSN, Mac, PC, RenRen
Zuma	7	3	Facebook, XBLA, DS, PSN, Mac, PC
Bookworm	7	3	iPhone, XBLA, DS, Mac, PC
Peggle	4	2	iOS, XBLA, DS, PSN, Mac, PC

Major Initiatives In FY12



Origin



PopCap



The Sims Social



Madden



FIFA



Battlefield 3



SWTOR













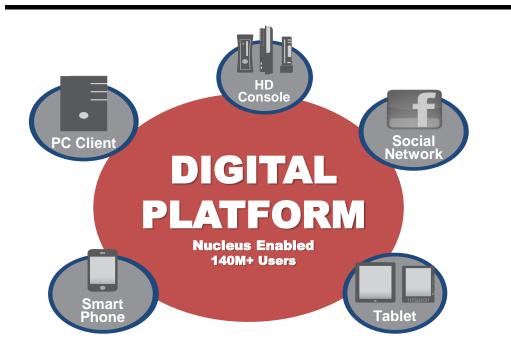






Extending to New and Growing Platforms

Only EA Can Do This



PRIMARY FRANCHISES

The Sims

Sim City

FIFA

Mass Effect

Battlefield

Dragon Age

Need for Speed

Dead Space

Madden

Plants vs Zombies

Medal of Honor

Bejeweled

Creating worlds that our customers can play anytime, anywhere and on any device...



Origin Roadmap

Q1 FY12



6/3: Announcement



 6/6: E3 Launch with Exclusive Content



In-Game Overlay (PC)

Legend



Completed



New & Completed

Q2 FY12



Origin Phase 2 Release



- Unified Origin ID and Friends List (PC/M)
- User-Generated Content,
 Friends-of-Friends, Improved merchandising (M)



Streaming demos (PC)



Distribution Agreements with Warner Bros., THQ and Capcom

Q3 FY12



Origin Phase 3 Release



- Launch on Android (M)
- Offer wall, Achievements/ Leaderboards, Rewards (M)
- Chillingo integration (M)
- Cross-platform merch.



 Cloud saves, Auto-patching, In-Game DLC Purchase (PC)



- Free/Casual Games (PC)
- Third Party Games (Nov 15) (PC)



Phase 1 of 3rd Party Game
 Publishing Automation (PC)

Q4 FY12

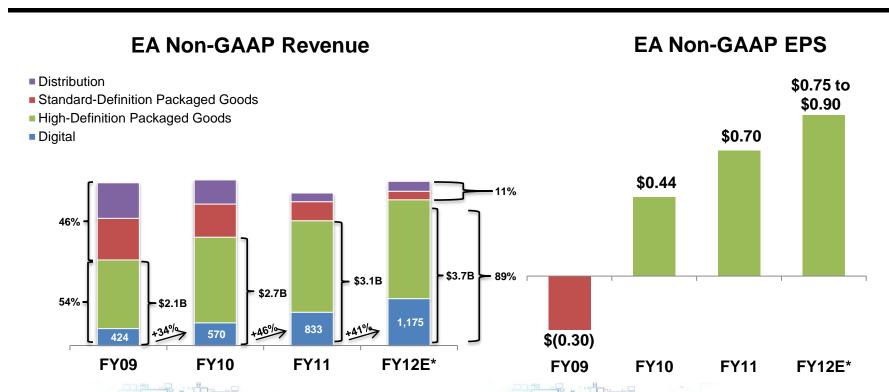
- Origin Phase 4 Release
- Cross-platform
- Achievements and Rewards
- Pre-load and Pre-order
 Enhancements (PC/M)
- Real Name Display (PC/M)
- User Uploaded Avatar (PC/M)

\$45-\$50 ARPPU

6+ Million Installs & Counting...

Continuing Positive Momentum in FY12

Drive EPS Growth



^{*} FY12 Guidance and guidance midpoints provided and valid as of October 27, 2011 only



Q&A