

# **ELECTRONIC ARTS INC.**

Reported by  
**MOORE PETER R.**

## **FORM 4**

(Statement of Changes in Beneficial Ownership)

Filed 05/18/17 for the Period Ending 05/16/17

Address	209 REDWOOD SHORES PARKWAY REDWOOD CITY, CA 94065
Telephone	650-628-1500
CIK	0000712515
Symbol	EA
SIC Code	7372 - Prepackaged Software
Industry	Software
Sector	Technology
Fiscal Year	03/31

# FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

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subject to Section 16. Form 4 or  
Form 5 obligations may  
continue. See Instruction 1(b).

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or  
Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person *			2. Issuer Name and Ticker or Trading Symbol			5. Relationship of Reporting Person(s) to Issuer (Check all applicable)		
<b>MOORE PETER R.</b>			<b>ELECTRONIC ARTS INC. [ EA ]</b>			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) <b>EVP &amp; Chief Comp. Officer</b>		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (MM/DD/YYYY)			6. Individual or Joint/Group Filing (Check Applicable Line)		
<b>209 REDWOOD SHORES PARKWAY</b>			<b>5/16/2017</b>					
(Street)			4. If Amendment, Date Original Filed (MM/DD/YYYY)			<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		
<b>REDWOOD CITY, CA 94065</b>								
(City) (State) (Zip)								

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	5/16/2017		M		14006	A	(1)	26128	D	
Common Stock	5/16/2017		F		7309 (2)	D	\$110.9	18819	D	
Common Stock	5/16/2017		M		14006	A	(3)	32825	D	
Common Stock	5/16/2017		F		5992 (2)	D	\$110.9	26833	D	
Common Stock	5/16/2017		M		9280	A	(1)	36113	D	
Common Stock	5/16/2017		F		4843 (2)	D	\$110.9	31270	D	
Common Stock	5/16/2017		M		7777	A	(1)	39047	D	
Common Stock	5/16/2017		F		4059 (2)	D	\$110.9	34988	D	
Common Stock	5/16/2017		M		8010	A	(3)	42998	D	
Common Stock	5/16/2017		F		4180 (2)	D	\$110.9	38818	D	
Common Stock	5/16/2017		M		14476	A	(3)	53294	D	
Common Stock	5/16/2017		F		7554 (2)	D	\$110.9	45740	D	

**Table II - Derivative Securities Beneficially Owned ( e.g. , puts, calls, warrants, options, convertible securities)**

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Performance-based Restricted Stock Units	(3)	5/16/2017		M		14006		(4)	5/16/2017	Common Stock	14006	(3)	0	D	
Performance-based Restricted Stock Units	(3)	5/16/2017		J		4083		(5)	5/16/2018	Common Stock	4083	(5)	33036	D	
Performance-based Restricted Stock Units	(3)	5/16/2017		M		14476		(6)	5/16/2018	Common Stock	14476	(3)	18560 (7)	D	
Performance-based Restricted Stock Units	(3)	5/16/2017		J		7544		(5)	5/16/2019	Common Stock	7544	(5)	39122	D	
Performance-based Restricted Stock Units	(3)	5/16/2017		M		8010		(8)	5/16/2019	Common Stock	8010	(3)	31112 (7)	D	
Restricted Stock Units	(1)	5/16/2017		M		14006		(9)	5/16/2017	Common Stock	14006	(1)	0	D	

**Table II - Derivative Securities Beneficially Owned ( e.g. , puts, calls, warrants, options, convertible securities)**

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Restricted Stock Units	(1)	5/16/2017		M		9280		(10)	5/16/2018	Common Stock	9280	(1)	9280	D	
Restricted Stock Units	(1)	5/16/2017		M		7777		(10)	5/16/2019	Common Stock	7777	(1)	15556	D	

**Explanation of Responses:**

- (1) Each Restricted Stock Unit represents the right to receive, at settlement, one share of Electronic Arts common stock. This transaction represents the settlement of Restricted Stock Units in shares of common stock on their scheduled vesting date.
- (2) Represents shares of common stock withheld to satisfy tax withholding requirements upon the vesting of this award.
- (3) Each Performance-Based Restricted Stock Unit represents the right to receive, at settlement, one share of common stock. This transaction represents the settlement of Performance-Based Restricted Stock Units in shares of common stock on their scheduled vesting date.
- (4) Vesting of this award depends on EA's relative total stockholder return. 200% of the target number of Performance-Based Restricted Stock Units vested based on actual performance.
- (5) Represents the portion of Performance-Based Restricted Stock Units unearned and cancelled in accordance with their terms.
- (6) Vesting of this award depends on EA's relative total stockholder return. 156% of the target number of Performance-Based Restricted Stock Units vested based on actual performance.
- (7) Represents the number of Performance-Based Restricted Stock Units that could vest based on the maximum level of achievement. The actual vesting of this award depends on EA's relative total stockholder return.
- (8) Vesting of this award depends on EA's relative total stockholder return. 103% of the target number of Performance-Based Restricted Stock Units vested based on actual performance.
- (9) This award was fully vested as of May 16, 2017.
- (10) This award has vested or will vest as to one-third of the Restricted Stock Units on the 11-month, 23-month and 35-month anniversaries of the date of grant.

**Reporting Owners**

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
<b>MOORE PETER R. 209 REDWOOD SHORES PARKWAY REDWOOD CITY, CA 94065</b>			<b>EVP &amp; Chief Comp. Officer</b>	

**Signatures**

**By: Deborah Berenjfoorosh, Attorney-in-Fact For: Peter R. Moore**

**5/18/2017**

--Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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