

EA IR Summary Sheet, as of July 26, 2011



All data and comments, including forward-looking information, are current as of July 26, 2011 only. Electronic Arts undertakes no duty to update or revise any forward-looking information contained herein. This is a summary document only. For more detailed information, please refer to Electronic Arts' earnings release dated July 26, 2011 and the Company's reports and filings with the SEC.

Stock Information

Electronic Arts Inc.	NASDAQ: ERTS
Price per share as of July 25, 2011	\$24.07
Diluted Shares Outstanding	331M
Market Capitalization	\$8.00B
Enterprise Value as of July 25, 2011	\$5.72B
Fiscal Year End	March 31

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Q1 Summary*

Frontline: Above expectations led by *Portal 2*

Catalogue: Strong sales led by *Crysis 2* and *FIFA 11*

Digital: +24% growth YOY excluding one time items in Q1 FY11

Outlook: FY12 revenue guidance up \$150M** due to PopCap, FX and distribution

Capital: Repurchased 7.1 million shares for \$149 million life to date

* On a non-GAAP basis.

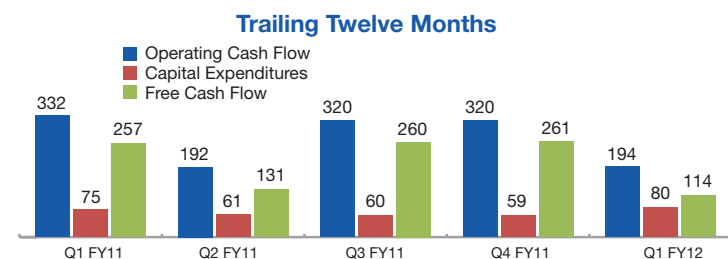
** As compared to our May 4, 2011 guidance.

Margin Structure Trailing Twelve Months

	GAAP		Non-GAAP	
	FY11	FY12	FY11	FY12
Net revenue*	3,825	3,773	3,882	3,813
Gross profit margin	53.8%	59.8%	54.7%	60.6%
Marketing and sales expense	18.1%	20.1%	17.4%	19.4%
General and administrative expense	8.6%	8.0%	7.1%	6.9%
Research and development expense	31.2%	30.8%	27.7%	27.8%
Operating income margin	(9.0%)	(4.8%)	2.5%	6.5%
Net income margin	(9.1%)	(4.0%)	1.9%	4.9%

* \$, in millions.

Cash Flow and Cap Ex*



* \$, in millions. Cap Ex and Free Cash Flow exclude the purchase of EA Redwood Shores in Q2 FY10.

Balance Sheet Highlights*

	Jun. 30, 2010	Jun. 30, 2011
Total Cash, Short-Term Investments, and Marketable Securities	1,730	1,848
Debt**	—	—
Inventories	82	75
Non-GAAP Days Sales Outstanding (DSO)	47	44
Sales Returns and Allowances (SRA) as a percentage of:		
Trailing six month non-GAAP revenue	13%	15%
Trailing nine month non-GAAP revenue	7%	8%
Quarter-to-date Shares Repurchased (millions)	—	4.0
Quarter-to-date Share Repurchase Dollar Amount (\$, millions)	—	91
Life-to-date Shares Repurchased (millions)	—	7.1
Life-to-date Share Repurchase Dollar Amount (\$, millions)	—	149
Remaining Authorization for Share Repurchase***	—	451

* \$, in millions, except SRA and numbers of shares.

** EA completed its \$632.5 million 0.75% Convertible Senior Notes offering on July 20, 2011.

*** EA is not obligated to repurchase any specific number of shares under its Share Repurchase Program and the program may be modified, suspended or discontinued at any time.

Q1 Financial Summary

	GAAP		Non-GAAP	
	Q1 FY11	Q1 FY12	Q1 FY11*	Q1 FY12
Net revenue	815	999	539	524
Net revenue at Q1 FY11 FX rates		979		504
Gross profit margin	72.8%	76.0%	59.6%	55.0%
Diluted EPS (LPS)	\$0.29	\$0.66	(\$0.24)	(\$0.37)
Headcount	7,758	7,973	7,758	7,973
Headcount in low cost locations	21%	22%	21%	22%
Operating cash flow	(148)	(274)	(148)	(274)
TTM operating cash flow	332	194	332	194
TTM Digital revenue	581	799	634	854

\$, in millions, except per share amounts and headcount.

* Q1 FY11 includes approximately \$20 million of digital revenue that the Company does not anticipate in future quarters.

Guidance—Q2 FY12, Ending September 30, 2011, as of July 26, 2011*

	GAAP	Non-GAAP
Net Revenue	675–725	925–975
Gross Profit Margin	41%–42%	~58%
Operating Expense	650–670	580–600
Tax Benefit	60	17–4
Net (Loss)	(340)–(289)	(43)–(10)
Loss Per Share	(\$1.03)–(\$0.87)	(\$0.13)–(\$0.03)
Diluted Shares (millions)	331	331

* \$, in millions, except per share amounts.

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Electronic Arts assumes no obligation and does not intend to update these forward-looking statements.

Guidance—Full Year FY12, Ending March 31, as of July 26, 2011*

	GAAP	Non-GAAP
Revenue		
Publishing and Other revenue	2,525–2,675	2,550–2,700
Distribution revenue	250	250
Digital revenue	1,050–1,100	1,100–1,150
Total revenue	3,825–4,025	3,900–4,100
Gross Profit Margin	~61%	~63%
Operating Expense	~2,400	~2,150
Tax Expense/(Benefit)	~(30)	91–117
Net Income	(33)–70	234–300
Earnings Per Share	(\$0.10)–(\$0.21)	\$0.70–\$0.90
Diluted Shares (millions)	330/334	334
Operating Cash Flow	250–300	250–300

* \$, in millions, except per share amounts.

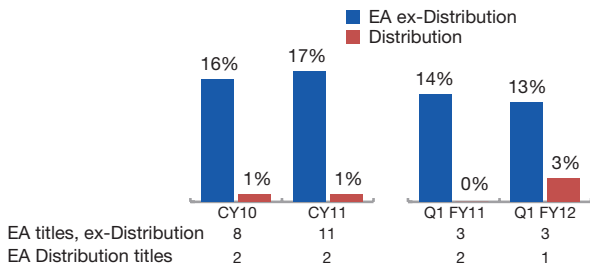
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EA Western World Segment Share, Packaged Goods

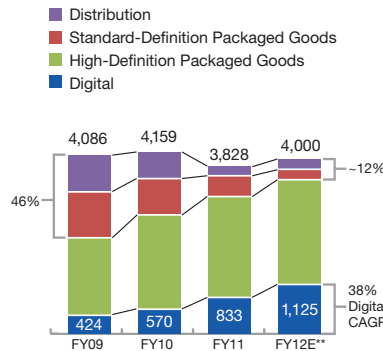
First Half of Calendar Year

Quarterly



Source: EA estimates.

EA Segment Mix*



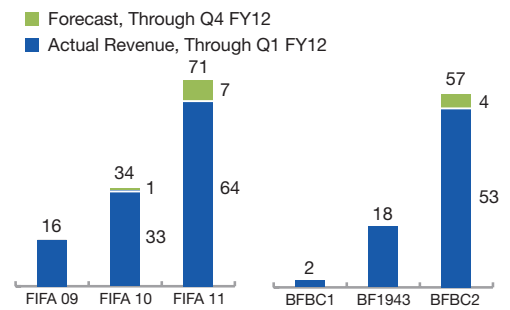
* \$, in millions, on a non-GAAP basis.

** At midpoint of non-GAAP FY12 Guidance. These forward-looking statements are valid as of July 26, 2011 only. Electronic Arts assumes no obligation and does not intend to update these forward-looking statements.

EA Digital Revenue* by Title

FIFA Digital Revenue

Battlefield Digital Revenue

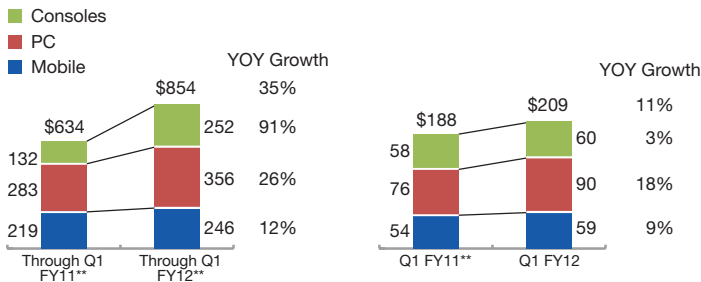


* \$, in millions, non-GAAP, as of July 26, 2011, based on actual data through Q1 FY12 and projected data through Q4 FY12.

EA Digital Revenue* by Platform

Trailing Twelve Months

Quarterly

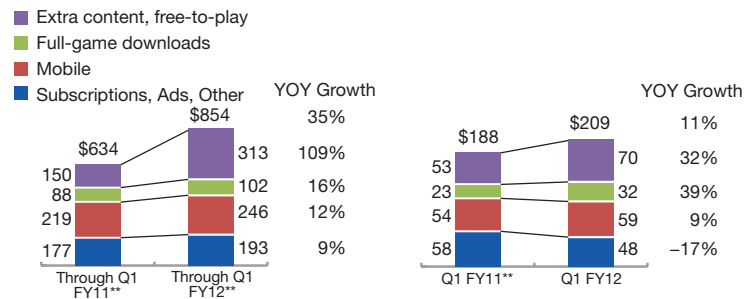


* \$ in millions, on a non-GAAP basis. PC includes browser and Mobile includes Handhelds.
** Q1 FY11 includes approximately \$20 million of digital revenue that the Company does not anticipate in future quarters. Q4 FY11 includes approximately \$27 million of digital revenue that the Company does not anticipate in future quarters.

EA Digital Revenue* by Type

Trailing Twelve Months

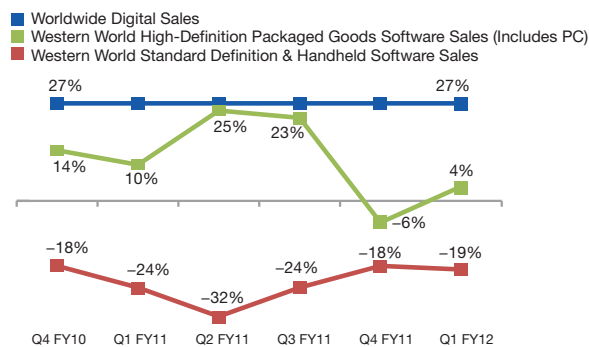
Quarterly



* In millions, on a non-GAAP basis. PC includes browser and Mobile includes Handhelds.
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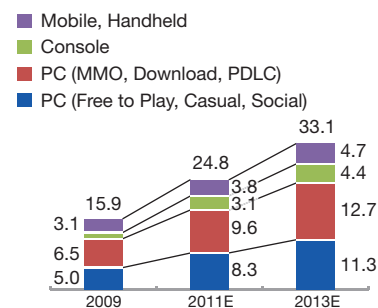
EA Well Positioned

Year-Over-Year Segment Growth



Source: EA estimates.

Worldwide Digital Growth, Calendar Year Basis



Note: \$, billions
Source: EA estimates.

In its earnings release dated July 26, 2011, Electronic Arts has provided a reconciliation of the most comparable GAAP financial measures to the non-GAAP financial measures.

This summary sheet contains statements that are forward-looking in nature, including all statements regarding Electronic Arts' fiscal year 2012 performance (which are as of July 26, 2011), and involve a number of risks and uncertainties that may cause actual results to differ significantly from such estimates. Certain of these and other risks are set forth in more detail in Electronic Arts Annual Report on Form 10-K and Quarterly Report on Form 10-Q. Electronic Arts does not assume any obligation to update or revise any such forward-looking statements, whether as the result of new developments or otherwise.

