



2016 ANNUAL MEETING OF STOCKHOLDERS

**CHRIS EVENDEN,
VP INVESTOR RELATIONS**



SAFE HARBOR STATEMENT

This material presented today contains 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 the Company’s products; the Company’s ability to realize the anticipated benefits of acquisitions; 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, including managing online security; general economic conditions; and other factors described in the Company’s Annual Report on Form 10-K for the fiscal year ended March 31, 2016.

These forward-looking statements are valid only as of July 28, 2016. Electronic Arts assumes no obligation to update these forward-looking statements or information.

2016 ANNUAL MEETING OF STOCKHOLDERS

**ANDREW WILSON,
CHIEF EXECUTIVE OFFICER**



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JAKE SCHATZ,

**SVP, GENERAL COUNSEL AND
CORPORATE SECRETARY**

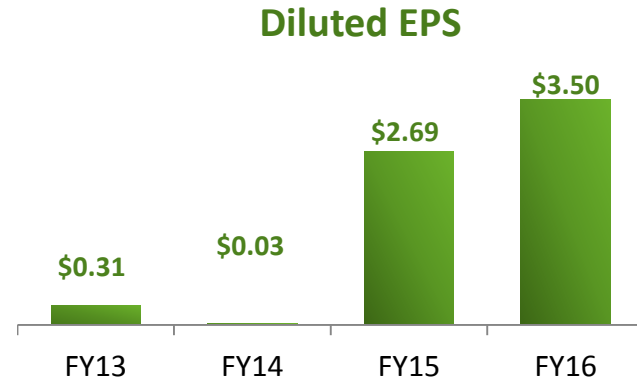
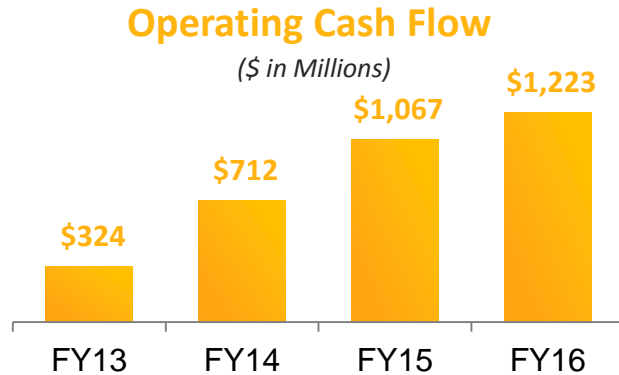
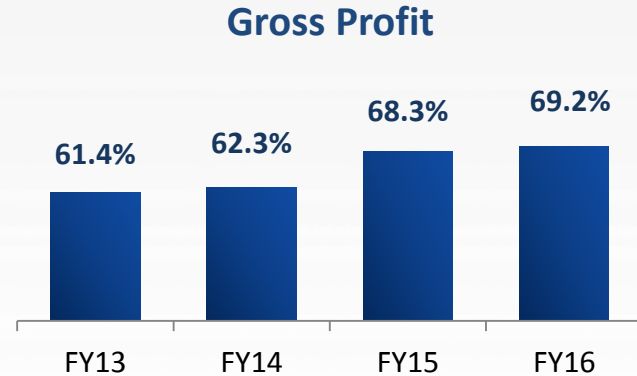
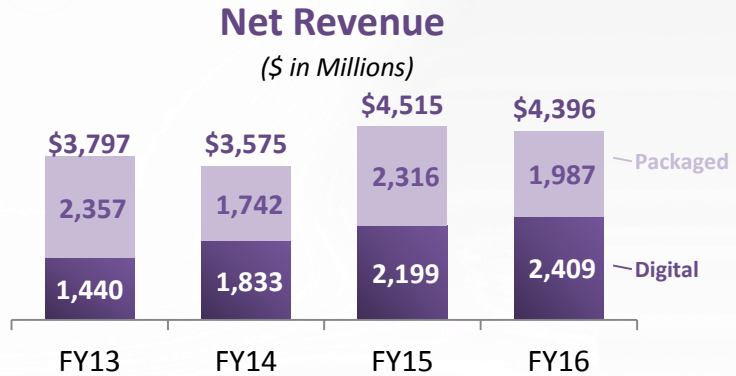


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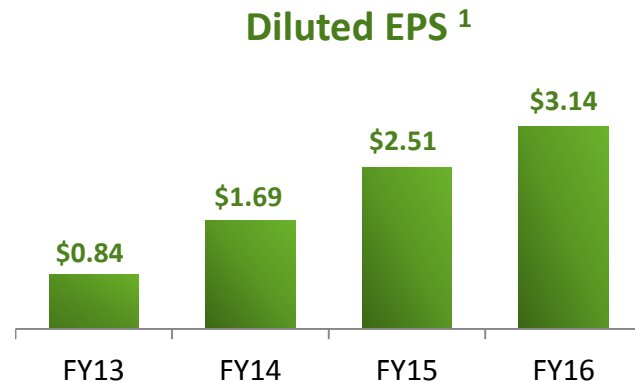
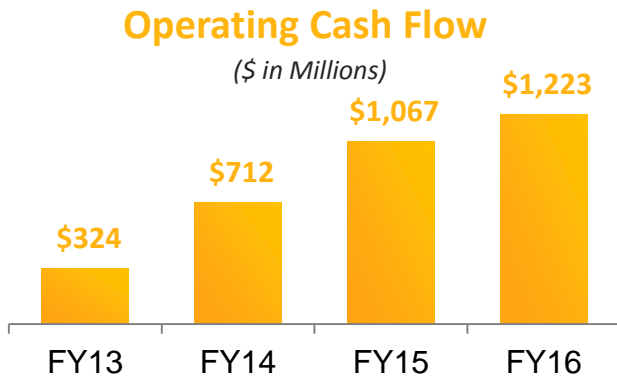
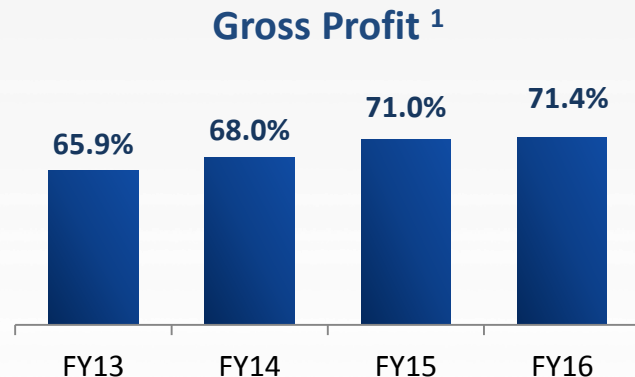
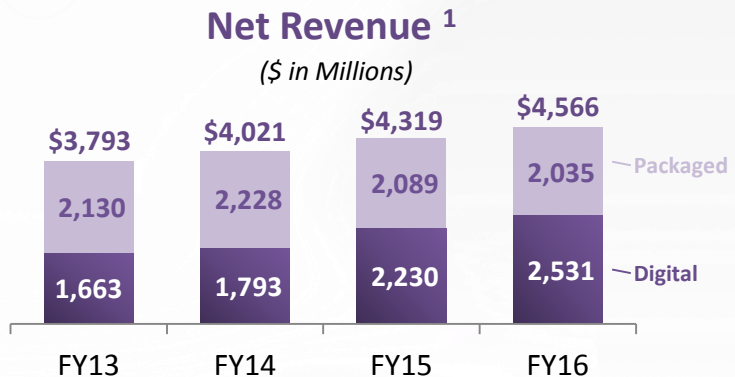
**BLAKE JORGENSEN,
CHIEF FINANCIAL OFFICER**



EA Growth Trends (GAAP)



EA Growth Trends (non-GAAP)



FY16 non-GAAP tax rate was 22%. FY14 and FY15 non-GAAP tax rate was 25%, and FY13 non-GAAP tax rate was 28%.

Q&A





APPENDIX

The following tables present a reconciliation of the non-GAAP financial measures regarding Electronic Arts' FY13-FY16 financial results to the nearest comparable GAAP measure.



FY13-FY16 Reconciliation

	Twelve Months Ended March 31,			
	2016	2015	2014	2013
Net revenue				
GAAP net revenue	\$ 4,396	\$ 4,515	\$ 3,575	\$ 3,797
Change in deferred net revenue (online-enabled games)	170	(196)	446	(4)
Non-GAAP net revenue	<u>\$ 4,566</u>	<u>\$ 4,319</u>	<u>\$ 4,021</u>	<u>\$ 3,793</u>
Gross Profit				
GAAP gross profit	\$ 3,042	\$ 3,086	\$ 2,228	\$ 2,409
Acquisition-related expenses	47	52	60	93
Change in deferred net revenue (online-enabled games)	170	(196)	446	(4)
Loss on licensed intellectual property commitment (COGS)	-	122	-	-
Stock-based compensation	2	2	2	2
Non-GAAP gross profit	<u>\$ 3,261</u>	<u>\$ 3,066</u>	<u>\$ 2,736</u>	<u>\$ 2,500</u>
Net income				
GAAP net income	\$ 1,156	\$ 875	\$ 8	\$ 98
Acquisition-related expenses	54	63	41	59
Amortization of debt discount and loss on conversion of notes	27	22	21	20
Change in deferred net revenue (online-enabled games)	170	(196)	446	(4)
Loss on licensed intellectual property commitment (COGS)	-	122	-	-
College football settlement expenses	-	(5)	48	-
Gain on strategic investments	-	-	-	(39)
Restructuring and other	-	-	(1)	27
Stock-based compensation	178	144	150	164
Income tax adjustments	(567)	(219)	(179)	(61)
Non-GAAP net income	<u>\$ 1,018</u>	<u>\$ 806</u>	<u>\$ 534</u>	<u>\$ 264</u>
GAAP earnings per share				
Basic	3.73	2.81	0.03	0.32
Diluted	3.50	2.69	0.03	0.31
Non-GAAP earnings per share				
Basic	3.28	2.59	1.73	0.85
Diluted	3.14	2.51	1.69	0.84
Number of shares				
GAAP & Non-GAAP Basic	310	311	308	310
GAAP Diluted	330	325	316	313
Shares from convertible bond hedge	(6)	(4)	-	-
Non-GAAP Diluted	<u>324</u>	<u>321</u>	<u>316</u>	<u>313</u>

