

ELECTRONIC ARTS INC.

Reported by
HOAG JAY C

FORM 4

(Statement of Changes in Beneficial Ownership)

Filed 05/25/17 for the Period Ending 05/23/17

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

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	5/24/2017		S		1412	D	\$109.2359 (24)	0	I	Crossover Management VII, L.P. (16)
Common Stock	5/24/2017		S		1018	D	\$112.028 (25)	4034	I	TCV VI Management, L.L.C. (26)
Common Stock	5/24/2017		S		3321	D	\$112.028 (25)	13375	I	TCV VII Management, L.L.C. (27)
Common Stock	5/24/2017		S		1018	D	\$112.028 (25)	4034	I	TCV Management 2004, L.L.C. (28)

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				

Explanation of Responses:

- (1) In kind pro-rata distribution by TCV V, L.P. ("TCV V") to its partners, without consideration.
- (2) These shares are directly held by TCV V. Jay Hoag is a Class A Member of Technology Crossover Management V, L.L.C. ("TCM V"), which is the sole general partner of TCV V. Jay Hoag may be deemed to beneficially own the shares held by TCV V but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (3) In kind pro-rata distribution by TCV VI, L.P. ("TCV VI") to its partners, without consideration.
- (4) These shares are directly held by TCV VI. Jay Hoag is a Class A Member of Technology Crossover Management VI, L.L.C. ("TCM VI"), which is the sole general partner of TCV VI. Jay Hoag may be deemed to beneficially own the shares held by TCV VI, but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (5) In kind pro-rata distribution by TCV VII, L.P. ("TCV VII") to its partners, without consideration.
- (6) These shares are directly held by TCV VII. Jay Hoag is a Class A Director of Technology Crossover Management VII, Ltd. ("Management VII") and a limited partner of Technology Crossover Management VII, L.P. ("TCM VII"). Management VII is the sole general partner of TCM VII, which is the sole general partner of TCV VII. Jay Hoag may be deemed to beneficially own the shares held by TCV VII but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (7) In kind pro-rata distribution by TCV VII (A), L.P. ("TCV VII (A)") to its partners, without consideration.
- (8) These shares are directly held by TCV VII (A). Jay Hoag is a Class A Director of Management VII and a limited partner of TCM VII. Management VII is the sole general partner of TCM VII, which is the sole general partner of TCV VII (A). Jay Hoag may be deemed to beneficially own the shares held by TCV VII (A) but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (9) In kind pro-rata distribution by TCV Member Fund, L.P. ("TCV MF") to its partners, without consideration.
- (10) These shares are directly held by TCV MF. Jay Hoag is a limited partner of TCV MF, a Class A Member of TCM V and TCM VI, and a Class A Director of Management VII. Each of TCM V, TCM VI, and Management VII is a general partner of TCV MF. Jay Hoag may be deemed to beneficially own the shares held by TCV MF but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (11) Acquisition by TCM V pursuant to an in kind pro-rata distribution by TCV V to its partners, without consideration.
- (12) These shares are directly held by TCM V. Jay Hoag is a Class A Member of TCM V. Jay Hoag may be deemed to beneficially own the shares held by TCM V but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (13) Acquisition by TCM VI pursuant to an in kind pro-rata distribution by TCV VI to its partners, without consideration.
- (14) These shares are directly held by TCM VI. Jay Hoag is a Class A Member of TCM VI. Jay Hoag may be deemed to beneficially own the shares held by TCM VI but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (15) Acquisition by TCM VII pursuant to an in kind pro-rata distribution by TCV VII and TCV VII (A) to its partners without consideration.
- (16) These shares are directly held by TCM VII. Jay Hoag is a Class A Director of Management VII and a limited partner of TCM VII. Management VII is the sole general partner of TCM VII. Jay Hoag may be deemed to beneficially own the shares held by TCM VII, but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (17) In kind pro-rata distribution by TCM V to its members, without consideration.
- (18) In kind pro-rata distribution by TCM VI to its members, without consideration.

- (19) In kind pro-rata distribution by TCM VII to its partners, without consideration
- (20) Acquisition by The Hoag Family Trust U/A Dtd 8/2/94 pursuant to an in kind pro-rata distribution by TCM V, TCM VI, TCM VII and TCV MF to each of their partners, without consideration.
- (21) Jay Hoag is a trustee of The Hoag Family Trust U/A Dtd 8/2/94. Jay Hoag disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (22) Acquisition by Hamilton Investments Limited Partnership pursuant to an in kind pro-rata distribution by TCM V, TCM VI, TCM VII and TCV MF to each of their partners, without consideration.
- (23) Jay Hoag is the general partner of Hamilton Investments Limited Partnership. Jay Hoag disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.
- (24) This number represents a weighted average sale price per share. The shares were sold at prices ranging from \$109.13 to \$ 109.32 per share. The Reporting Person hereby undertakes to provide upon request by the staff of the Securities and Exchange Commission, the issuer, or security holder of the issuer, full information regarding the number of shares sold at each separate price.
- (25) This number represents a weighted average sale price per share. The shares were sold at prices ranging from \$111.955 to \$112.08 per share. The Reporting Person hereby undertakes to provide upon request by the staff of the Securities and Exchange Commission, the issuer, or a security holder of the issuer, full information regarding the number of shares sold at each separate price.
- (26) These shares are directly held by TCV VI Management, L.L.C. ("VI Management"). Jay Hoag is a member of VI Management but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein. Includes 46 shares that were previously reported as directly held by Jay Hoag but were transferred from Jay Hoag to VI Management.
- (27) These shares are directly held by TCV VII Management, L.L.C. ("VII Management"). Jay Hoag is a member of VII Management but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein. Includes 154 shares that were previously reported as directly held by Jay Hoag but were transferred from Jay Hoag to VII Management.
- (28) These shares are directly held by TCV Management 2004, L.L.C. ("TCM 2004"). Jay Hoag is a member of TCM 2004 but disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein. Includes 46 shares that were previously reported as directly held by Jay Hoag but were transferred from Jay Hoag to TCM 2004.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HOAG JAY C C/O TECHNOLOGY CROSSOVER VENTURES 528 RAMONA STREET PALO ALTO, CA 94301	X			

Signatures

Frederic D. Fenton, authorized signatory for Jay C. Hoag

5/25/2017

**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.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.