

ELECTRONIC ARTS INC.

FORM 8-K (Current report filing)

Filed 08/31/17 for the Period Ending 08/29/17

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

Item 8.01 Other Events.

Electronic Arts Inc. (“EA”) has filed this Current Report on Form 8-K to report that on August 29, 2017, Patrick Söderlund, Executive Vice President, EA Worldwide Studios, established a pre-arranged stock trading plan as part of managing his EA equity holdings. This plan accords with the guidelines of Rule 10b5-1 of the Securities Exchange Act of 1934, as amended, and EA’s policies regarding stock transactions by directors, executive officers and other employees. Sales under Mr. Söderlund’s 10b5-1 plan may take place periodically beginning January 1, 2018 through December 31, 2018. Transactions under Mr. Söderlund’s 10b5-1 plan will be disclosed publicly through appropriate filings with the Securities and Exchange Commission.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

ELECTRONIC ARTS INC.

Dated: August 31, 2017

By: /s/ Jacob J. Schatz

Jacob J. Schatz

Senior Vice President, General Counsel and
Corporate Secretary