

# EA IR Summary Sheet



All data and comments, including forward-looking information, are current as of August 3, 2010 only. Electronic Arts undertakes no duty to update or revise any forward-looking information contained herein.\*

## Stock Information

Electronic Arts Inc.	NASDAQ: ERTS
Price per share as of July 28, 2010	\$16.16
Diluted Shares Outstanding	332M
Market Capitalization	\$5.3B
Enterprise Value	\$3.4B
Fiscal Year End	March 31, 2010

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## Game Market Growth

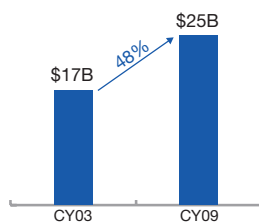
### Expanding core game platforms



### Proliferating casual game platforms

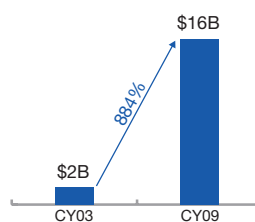


### Core gamer spending



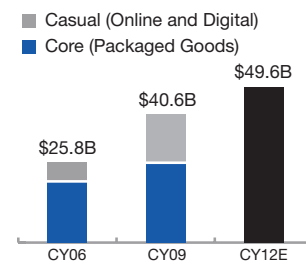
Source: EA Estimates

### Casual gamer spending



Source: EA Estimates

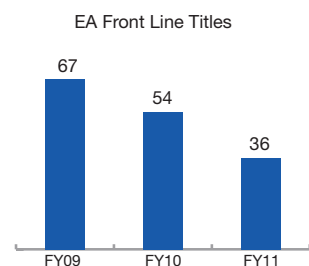
### Growth market, transitioning to online delivery



Source: EA Estimates

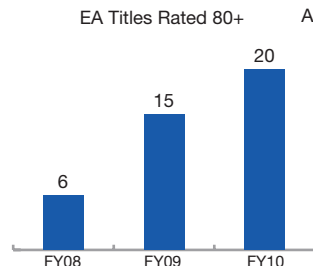
## Driving Packaged Goods Hits

### Fewer



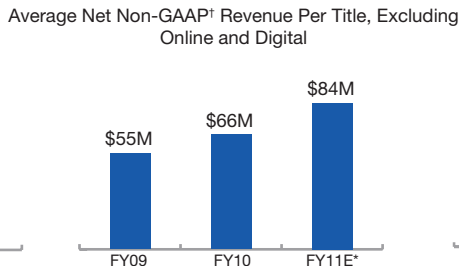
Note: Including distribution

### Better



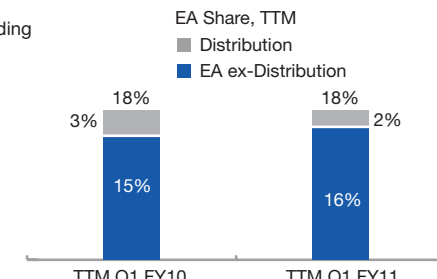
Source: Metacritic

### Bigger



\* Assumes midpoint of guidance

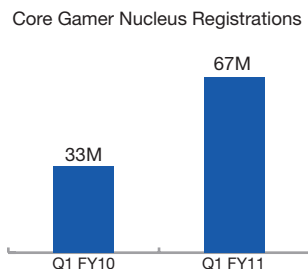
### Gaining Share on fewer titles



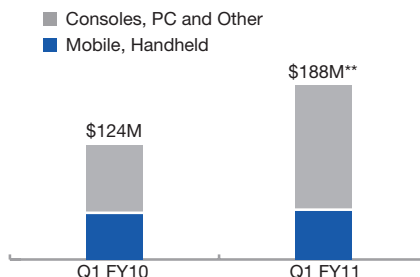
Note: Western Markets  
Source: EA Estimates

## Building Digital Revenue Streams

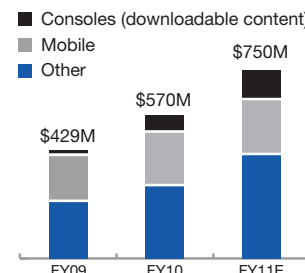
### Rapid uptake of digital services



### Digital Platform Breakdown\*\*



### EA FY11 Digital revenue\*\* growth plan



Note: Guidance is as of August 3, 2010

\*This is a summary document only. For more detailed information, please refer to Electronic Arts' earnings release dated August 3, 2010 and the Company's reports and filings with the SEC.

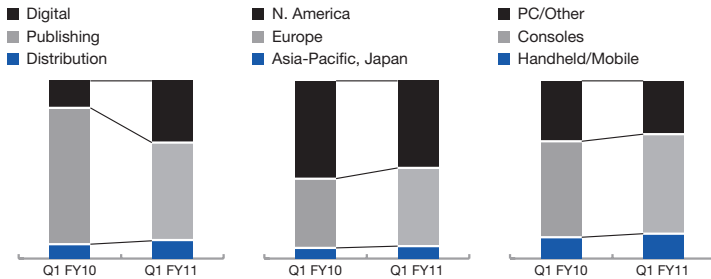
\*\* On a non-GAAP basis. Q1 FY11 includes approximately \$20 million of digital revenue that the Company does not anticipate in future quarters. In its earnings release dated August 3, 2010, Electronic Arts has provided a reconciliation of the most comparable GAAP financial measure to the historical non-GAAP financial measure.

## Q1 Financial Summary

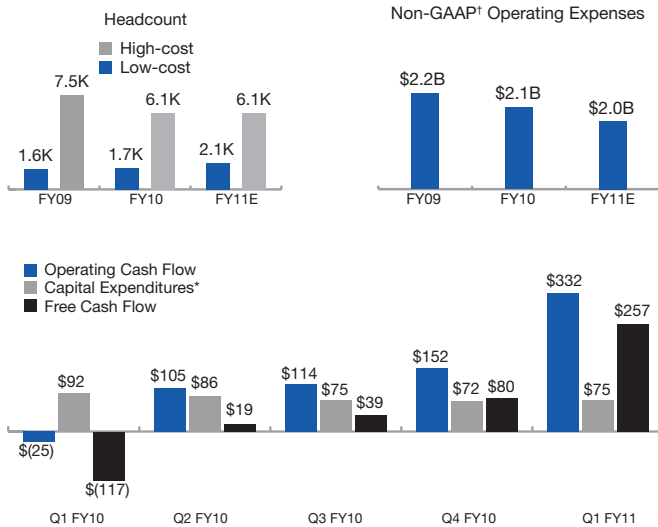
	Q1 2010	Q1 2011
GAAP† Net Revenue	\$644	\$815
Non-GAAP† Net Revenue	\$816	\$539
Non-GAAP† Net Revenue at Constant Currencies	\$882	\$538
GAAP† Diluted EPS	\$(0.72)	\$0.29
Non-GAAP† Diluted EPS	\$(0.02)	\$(0.24)
Non-GAAP† Gross Profit Margin	61.2%	59.6%
GAAP† Gross Profit Margin	50.2%	72.8%

\* millions, or "M" except per share amounts

## FY11 Non-GAAP† Net Revenue



## Managing Costs, Improving Cash Flow



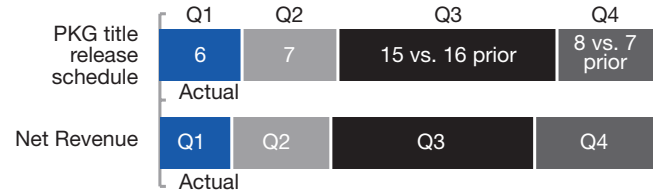
## Strong Balance Sheet

	June 30, 2009	June 30, 2010
Total Cash, Short-Term Investments, and Marketable Securities	\$2,279 M	\$1,730 M
Debt	—	—
Inventories	\$215 M	\$82 M
Sales Returns and Allowances (SRA) as a percentage of		
Trailing six month non-GAAP revenue	13%	13%
Trailing nine month non-GAAP revenue	6%	7%

## FY11 Planning Assumptions

	CY09	CY10E
Packaged Goods Segment	\$24B	\$24B
Digital Segment	\$15B	\$20B
Total Video Games Segment	\$39B	\$44B
EA Revenue from Top 20 Titles	76%	80%

## FY11 Quarterly Phasing



	GAAP	Q1	Q2	Q3	Q4
GAAP	\$815M	18%	28%	28%	31%
Non-GAAP*	\$539M	21%	38%	38%	26-27%

\*Difference between GAAP and non-GAAP quarterly revenue phasing is due to the change in deferred revenue (packaged goods and digital content).

## Q2 FY11, Ending September 30, 2010, Non-GAAP† Guidance As of August 3, 2010

	GAAP	Non-GAAP
Net Revenue	\$600 M to \$650 M	\$775 M to \$825 M
Gross Margin	Approximately 42%	Approximately 55%
Operating Expense	Approximately \$560 M	Approximately \$500 M
Tax Expense (Benefit)	\$0 M to \$10 M	(\$20 M) to (\$13 M)
Net Loss	(\$295 M) to (\$262 M)	(\$50 M) to (\$34 M)
EPS	(\$0.90) to (\$0.80)	(\$0.15) to (\$0.10)
Diluted Shares	Approximately 329 M	

## FY11, Ending March 31, 2011, Non-GAAP† Guidance As of August 3, 2010

	GAAP	Non-GAAP
Revenue		
Publishing and Other revenue	\$2.5 B - \$2.75 B	\$2.725 B - \$2.975 B
Distribution revenue	Approximately \$175 M	Approximately \$175 M
Digital revenue	Approximately \$675 M	Approximately \$750 M
Total	\$3.35 B - \$3.60 B	\$3.65 B - \$3.90 B
Gross Margin	Approximately 56%	Approximately 60%
Operating Expense	Approximately \$2.25 B	Approximately \$2.0 B
Tax Expense	Approximately \$20 M	\$65 M - \$91 M
Net Income/ (Loss)	(\$330 M) - (\$232 M)	\$167 M - \$234 M
EPS	(\$1.00) - (\$0.70)	\$0.50 - \$0.70
Diluted Shares	Approximately 330 M	Approximately 334 M
Operating cash flow	\$250 M - \$300 M	

† In its earnings release dated August 3, 2010, Electronic Arts has provided a reconciliation of the most comparable GAAP financial measure to the historical non-GAAP financial measure.

This summary sheet contains statements that are forward-looking in nature, including all statements regarding Electronic Arts' fiscal year 2011 performance (which are as of August 3, 2010), 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 "Item 1A: Risk Factors" in Electronic Arts Annual Report on Form 10-K for the fiscal year ended March 31, 2010. 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.

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