



May 24, 2018

FIFA and Electronic Arts Unveil London as FIFA eWorld Cup Grand Final 2018 Location To Crown The World's Champion Of The World's Game

Unprecedented 20 Million Players Competed in the Largest FIFA Tournament in History

EA SPORTS FIFA 18 Global Series Playoffs in Amsterdam May 28-30 and June 1-3 Will Determine the FIFA eWorld Cup Grand Final 2018 Participants August 2-4

REDWOOD CITY, Calif. & ZÜRICH--(BUSINESS WIRE)-- Today, [Electronic Arts Inc.](#) (NASDAQ:EA) and [Fédération Internationale de Football Association](#) (FIFA) announced the EA SPORTS™ FIFA 18 Global Series* will conclude in London on August 2-4 with the FIFA eWorld Cup Grand Final 2018 as 32 eventual competitors will chase the honor of becoming world champion of the world's game. Qualification for those 32 spots occurs May 28-30 and June 1-3 in Amsterdam as 128 competitors aim to survive, qualify and advance to the FIFA eWorld Cup Grand Final 2018.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20180524005747/en/>



The EA SPORTS FIFA 18 Global Series is a landmark, unified competitive ecosystem sanctioned by EA and FIFA. This competition has catapulted the world's most popular sports videogame franchise to new competitive gaming heights, as more than 20 million players around the world engaged in competitive play in FIFA this season and chased the dream of becoming world champion of the world's game.

The EA and FIFA co-created format increased the global community of both players and spectators through accessible competition, and has partnered with top-tier football leagues, football clubs, football brands and premier esports organizations to get intimately involved in the worldwide competition. Top-flight leagues hosting EA SPORTS FIFA 18 tournaments and competitions included Hyundai A-League, Eredivisie, MLS, J-League, La Liga, Ligue 1, Russia Premier League and Bundesliga.

The EA SPORTS FIFA 18 Global Series has catapulted the world's most popular sports videogame franchise to new competitive gaming heights, as more than 20 million players around the world engaged in competitive play in FIFA this season and chased the dream of becoming world champion of the world's game. (Graphic: Business Wire)

In addition, the long-standing EA Champions Cup played on *FIFA Online 3* in Asia became part of the Global Series and with players qualifying into the upcoming Playoffs.

"The FIFA eWorld Cup Grand Final 2018 will be a signature moment for competitive FIFA after a season-long journey that has engaged millions of players and spectators," said Todd Sitrin, SVP and GM of EA Competitive Gaming. "In partnership with FIFA, we accelerated the growth of competitive gaming through the EA SPORTS FIFA 18 Global Series, rallying the global football community together within this singular ecosystem."

Now, the stage is set for 128 EA SPORTS FIFA 18 Global Series competitors - 64 each on PlayStation®4 and Xbox One - will compete in the Global Series Playoffs in Amsterdam May 28-30; June 1-3. Only 32 will advance from the playoffs - 16 per console - to the FIFA eWorld Cup Grand Final 2018 in London where one player will be named the undisputed EA SPORTS FIFA 18 world champion.

"This partnership with EA elevated competitive FIFA into a worldwide phenomenon, combining the power of football with the spectacle of entertainment in astounding ways," said Philippe Le Floch, Chief Commercial Officer at FIFA. "A landmark year for global football and a landmark year for competitive gaming ends fittingly at the FIFA eWorld Cup 2018 in one of the most historic football cities in the world - London."

"We make it our top priority to ensure competitive gaming is accessible to players of all levels, and also elevate the best players into the true global superstars they deserve to be," said Brent Koning, FIFA Competitive Gaming Commissioner. "We accomplished this as more than 20 million players competed in this fun-filled, massive FIFA ecosystem. We've also seen the rising stars of competitive FIFA become recognized faces on the global scene."

EA has the mission to make stars of all its competitors by making competitive gaming accessible to all. Quickly becoming a leading entertainment brand in competitive gaming, with top-selling videogame franchises, award-winning interactive technology and cross-platform digital experiences, EA's competitive experiences ignite the passion of millions of competitors and spectators through competition around the world.

For more details on the entire *EA SPORTS FIFA 18* Global Series, please visit www.FUTChampions.com.

*Eligibility restrictions apply. Not all platforms are supported for qualification. See [Official Rules](#) for details. Final terms and structure subject to change.

About Electronic Arts

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company develops and delivers games, content and online services for Internet-connected consoles, mobile devices and personal computers. EA has more than 300 million registered players around the world.

In fiscal year 2017, EA posted GAAP net revenue of \$4.8 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality brands such as The Sims™, Madden NFL, EA SPORTS™ FIFA, Battlefield™, Need for Speed™, Dragon Age™ and Plants vs. Zombies™. More information about EA is available at www.ea.com/news.

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Electronic Arts Inc.
Jino Talens, 650-628-9111
Sr. PR Manager
jtalens@ea.com
or
Caitilin Doherty, +41 7544 22264
Intl' PR Lead
cadoherty@ea.com

Source: Electronic Arts Inc.

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