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Electronic Arts and FIFA to Bring eSports to Millions Through the EA SPORTS FIFA 18 Global Series on the Road to the FIFA eWorld Cup 2018

The Largest Competition in FIFA History Will Exponentially Expand the Global Audience With Accessible Competition and Features Top-Flight Football Leagues and Clubs

REDWOOD CITY, Calif. & ZÜRICH--(BUSINESS WIRE)-- Today, [Electronic Arts Inc.](#) (NASDAQ:EA) and [Fédération Internationale de Football Association](#) (FIFA) announced the launch of the *EA SPORTS™ FIFA 18 Global Series** on The Road to the FIFA eWorld Cup 2018, a landmark competition slated to bring global excitement to millions of competitors and spectators. This expanded, unified ecosystem between EA and FIFA exponentially increases the scale of competitive FIFA year-over-year and kicks off Friday, November 3. The competition will culminate at the showpiece event in the FIFA eWorld Cup 2018, where the winner will be crowned the undisputed world champion of *EA SPORTS FIFA 18* in August 2018.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171027005136/en/>



"Last year was a pivotal achievement for competitive FIFA, engaging millions of competitors and spectators through world football and global competition," said Todd Sitrin, SVP and GM of the Competitive Gaming Division at EA. "In partnership with FIFA, we're accelerating the growth of competitive gaming through the *EA SPORTS FIFA 18 Global Series* on The Road to the FIFA eWorld Cup 2018, producing more competition, attracting more competitors and connecting with more fans than ever before."

Electronic Arts and FIFA to Bring eSports to Millions Through the EA SPORTS FIFA 18 Global Series on the Road to the FIFA eWorld Cup 2018 (Photo: Business Wire) creating the *EA SPORTS FIFA 18 Global Series* as the Road to the FIFA eWorld Cup 2018 will increase the ways millions of fans consume football."

"Competitive FIFA is a global entertainment phenomenon that maximizes the combined power of world football and competitive gaming in unprecedented fashion," said Philippe Le Floc'h, Chief Commercial Officer at FIFA. "We're thrilled to partner with EA in

The Road to the FIFA eWorld Cup 2018 is a multi-staged, global journey. Competitors will qualify based on FIFA Ultimate Team™ (FUT) Champions** Weekend League online performance and at blockbuster live qualifying events throughout the year. Through the qualifying stage, EA and FIFA will identify and invite the top-ranked 128 eligible competitors (64 competitors representing PlayStation®4 and 64 competitors representing Xbox One) to advance to the *EA SPORTS FIFA 18 Global Series Playoffs*, vying to be one of the 32 stars to qualify for the FIFA eWorld Cup 2018. The winner of the FIFA eWorld Cup 2018 will be declared the world champion.

The *EA SPORTS FIFA 18 Global Series* magnifies the ways competitors of all levels can compete through both online competition and at inimitable, industry-moving live events. In online play, all competitors will first compete in FUT Champions weekend leagues as the globally engaging, worldly popular competitive mode returns. Accompanying the fun found in online competitive play are a variety of blockbuster live events ensuring maximum opportunity for all to qualify for the *EA SPORTS FIFA 18 Global Series Playoffs* - a sample of competitive formats in *EA SPORTS FIFA 18* include:

- 1 **FIFA Ultimate Team Champions Cups** - These mass entry tournaments kickoff first through the popular FUT

Champions online mode with the top competitors qualifying for two major live tournaments - held in January and April.

- | **FIFA eClub World Cup** - An all-star tournament pitting world-class *EA SPORTS FIFA 18* competitors signed to pro teams against one another.
- | **Licensed Qualifying Competitions** - Notable third-party competitive gaming organizations and brands will host marquee events offering qualifying spots for the *EA SPORTS FIFA 18* Global Series Playoffs. Our third-party qualifying tournaments will offer three times the competitive opportunity for our players to compete year-over-year.
- | **Official League Partner Qualifying Competitions** - Competitors can represent their favorite real-life club through official league competitions and specific details on how leagues will be involved to be available soon.

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. See [Official Rules](#) for details. Final terms and structure subject to change.

**Online qualification for FUT Champions is only available to eligible players on Xbox One and PlayStation 4. No other platforms are supported for qualification.

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 competitors 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*™, *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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