



# INVESTOR DAY

**CHRIS EVENDEN,  
VP INVESTOR RELATIONS**



# INVESTOR DAY AGENDA

**MAY 17, 2016**

|                                 |   |
|---------------------------------|---|
| <b>VISION</b>                   | Andrew Wilson                           |
| <b>CONSOLE AND PC PRODUCTS</b>  | Patrick Söderlund                       |
| <b>COMPETITIVE GAMING</b>       | Peter Moore                             |
| <b>BREAK</b>                    |   |
| <b>MOBILE</b>                   | Samantha Ryan                           |
| <b>EA NETWORK</b>               | Patrick Söderlund/Ken Moss/Chris Bruzzo |
| <b>LONG TERM VALUE CREATION</b> | Blake Jorgensen                         |
| <b>Q&amp;A SESSION</b>          |   |

**LUNCH**

# SAFE HARBOR STATEMENT

The presentations today will contain forward-looking statements that are subject to change. Statements including words such as “anticipate,” “believe,” “estimate” or “expect” and statements in the future tense are forward-looking statements. These forward-looking statements are preliminary estimates and expectations based on current information and are subject to business and economic risks and uncertainties that could cause actual events or actual future results to differ materially from the expectations set forth in the forward-looking statements.

Some of the factors which could cause the Company’s results to differ materially from its expectations include the following: sales of the Company’s titles; the Company’s ability to manage expenses; the competition in the interactive entertainment industry; the effectiveness of the Company’s sales and marketing programs; timely development and release of the Company’s products; the Company’s ability to realize the anticipated benefits of acquisitions; the consumer demand for, and the availability of an adequate supply of console hardware units; the Company’s ability to predict consumer preferences among competing platforms; the Company’s ability to service and support digital product offerings, including managing online security; general economic conditions; and other factors described in the Company’s Quarterly Report on Form 10-Q for the fiscal quarter ended December 31, 2015.

These forward-looking statements are valid only as of May 17, 2016. Electronic Arts assumes no obligation to update these forward-looking statements or information.

