



APRIL 12, 2018 – EA Organizational Update Investor Call

PREPARED REMARKS

CHRIS:

Thank you for joining us for a call to discuss the changes announced today to our executive team. With me on the call are Andrew Wilson, our CEO, and Blake Jorgensen, our CFO and COO.

After the call, we will post our prepared remarks, an audio replay of this call, and a transcript.

We will not be discussing any financial results or our fiscal year 2019 guidance on this call. We will discuss those on our Q4 fiscal 2018 earnings call scheduled for Tuesday, May 8, 2018. As a reminder, we remain in our quiet period until then.

This presentation and our comments include forward-looking statements regarding future events and the future performance of the Company. Actual events and performance may differ materially from our expectations. We refer you to our most recent Form 10-Q for a discussion of risks that could cause actual events and performance to differ materially from those discussed today. Electronic Arts makes these statements as of today, April 12, 2018, and disclaims any duty to update them.

Now, I'll turn the call over to Andrew.

ANDREW:

Thanks, Chris.

And thanks, everyone, for joining us on the call today. I will talk through some strategic changes we are making to EA's organization, and then we will have time for a few of your questions.

We've decided to have this call today because we are excited about starting FY19 with this new organization. This reorganization is focused on our future growth strategy, and we wanted to be clear that these changes are unrelated to our FY18 performance. We look forward to discussing our FY18 results, and FY19 outlook, with you on May 8th.

It has been a strong five years for EA. In our quarterly calls, you've heard us talk about our investments in EA's portfolio of games and services, our technology platform, and our creative talent. Change in the gaming industry is accelerating, and we see more disruption coming in the next five years than we've seen in the last 45. We have a strong and tight-knit leadership team, and with the organizational updates we are making today, we will be uniquely positioned to continue pushing the boundaries of entertainment.

At EA, we have a clear vision for the future. With our players at the center of everything we do, we are building a collection of amazing games and content, wrapped in services, with new and innovative ways to reach an expanding global audience. We see a world in which our network can grow to connect a billion people in play. Where games will deliver endless fun, value and choice to any platform, anywhere in the world. Where playing games becomes increasingly personal, contextual and dynamic. And in this world, creativity will drive everything, from content to competition to communities.

To continue EA's growth and leadership in this changing world, we are evolving our organization in service of our players and our future. Here are the key updates to our executive roles and teams:

- **We are establishing the new company-wide executive leadership role of Chief Design Officer. Patrick Söderlund will step up into this position,** where he will expand his reach and drive even greater impact across EA with his proven design and creative expertise. In this role, Patrick will be responsible for delivering next-generation game designs, pushing our marketing teams on creative content and meta-game experiences, and driving innovations with our central technology and labs teams to transform gaming. In our networked future, creativity must be the central strand of everything we do, and Patrick's team will push us and the boundaries of entertainment.
- **Laura Miele will become our Chief Studios Officer, with responsibility to lead EA Worldwide Studios.** Laura first joined EA working in studio leadership, and over the past two decades, she has held roles in nearly every facet of our company – from studios to marketing to publishing. She has deep management expertise, executional acumen, industry thought leadership and a tireless personal passion for our games and live services. We believe the combination of Patrick and Laura will elevate our creative process, the experiences we bring to our players, and drive new innovation.
- **Blake Jorgensen will be our Chief Operating Officer and Chief Financial Officer.** Blake's strong financial and operational leadership, as well as his focus on integrating efforts across the company, will ensure we are best positioned to drive our strategies and long-term growth plans for EA. Blake is a trusted leader and strategist for me and

our entire leadership team, and his ability to connect teams in pursuit of our goals continues to be instrumental to our growth and success.

- **Chris Bruzzo will lead an integrated Marketing, Publishing and Analytics organization as our CMO.** We are bringing together our global publishing function with our marketing, analytics and insights teams into a single organization that enables us to move faster in service of our players. This new structure will enable us to connect with more players around the world, and deliver more choice and more personalized experiences to meet their changing needs.
- **Matt Bilbey joins our executive team as Executive Vice President of Strategic Growth.** Matt will lead strategic growth efforts that are driving scale for EA in a rapidly-expanding world. This includes developing our Origin platform, our Player Network, as well our growing business in Competitive Gaming. He will also spearhead our continuing Asia expansion. In more than 20 years at EA, Matt has proven ability to drive growth through leadership roles in development, marketing and operations for EA SPORTS and the global expansion of our FIFA franchise. We're excited to welcome him to our leadership team.
- **Ken Moss will continue in his capacity as Chief Technology Officer.** Now more than ever, EA's digital platform, our Frostbite engine strategy, and our continued development of advanced technologies will be integral to our growth strategy. Ken will continue to lead our central technology teams, working in partnership with Patrick, Laura, Blake, Chris and Matt to develop for our future.

- **Mala Singh** will continue to serve as our **Chief People Officer**, **Jake Schatz** will continue as **General Counsel and Corporate Secretary**, and **Joel Linzner** will continue as our **Executive Vice President of Business Affairs**.

These changes will strengthen our organization and accelerate our ability to deliver on the future we are building for players around the world. We are sharpening the creative core of EA, driving precision into our operations, and positioning the company to grow and lead the disruptions and evolution to come. With exceptional leaders and some of the most talented teams in all of entertainment, we are excited for the next chapter of Electronic Arts.

Now, Blake and I are here for any questions on the changes we've announced today.

Forward-Looking Statements

Some statements set forth in this document 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 expectations based on current information and are subject to business and economic risks and uncertainties that could cause actual events or actual future performance 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 develop and support digital products and services, including managing online security and privacy; 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 Electronic Arts’ 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 develop and implement new technology; foreign currency exchange rate fluctuations; general economic conditions; and other factors described in the Company’s Quarterly Report on Form 10-Q for the fiscal quarter ended December 31, 2017.

These forward-looking statements are current as of April 12, 2018. Electronic Arts assumes no obligation and does not intend to update these forward-looking statements.
