

The background features a central sphere surrounded by several angular, geometric shapes that resemble folded paper or origami. The entire scene is set against a solid red background. The shapes are rendered with soft shadows, giving them a three-dimensional appearance.

# Stockholder Outreach

June 2021

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# Business Overview

# Business Strategy

## 1. Deliver amazing games and content

- Global presence with key franchises that include: FIFA; Battlefield; Madden NFL; Apex Legends; The Sims; Dragon Age; Mass Effect; Need for Speed

## 2. Offer live services that extend and enhance the experience

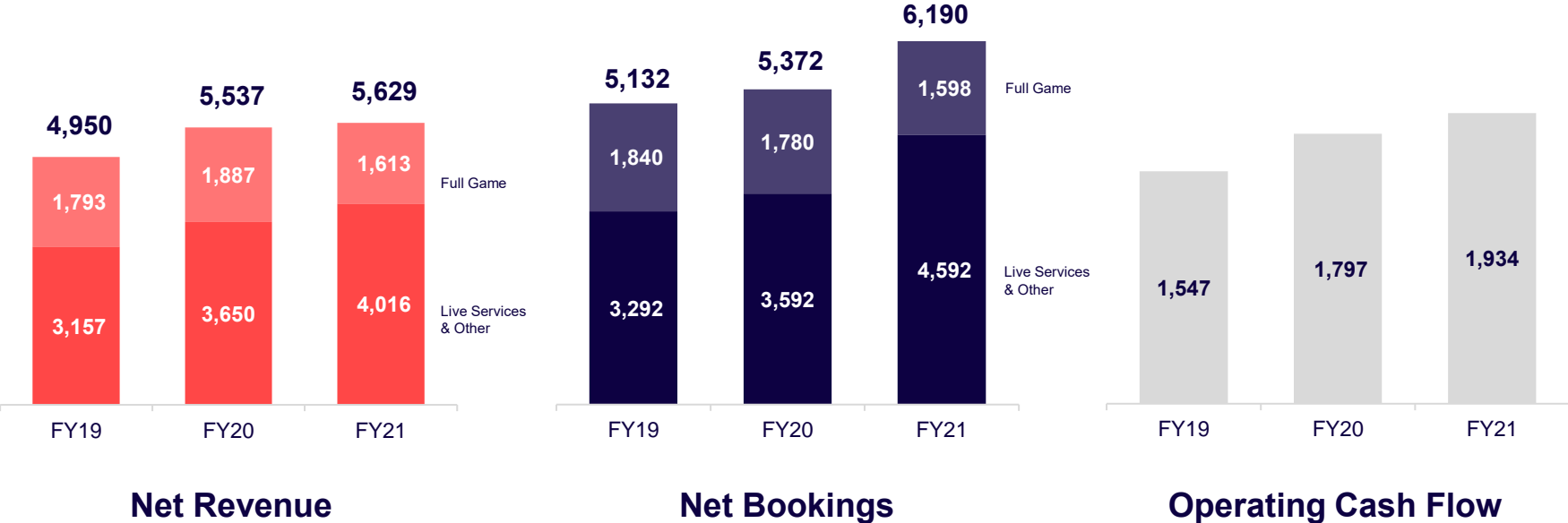
- FIFA Ultimate Team pioneered live services on console, now \$1B+ business, played annually by over 30 million players
- Apex Legends launched Feb 2019, delivered over \$1 billion net bookings life to date as of FY2021
- Sims 4 enjoying sixth consecutive year of growth

## 3. Connect more players, across more platforms, and more ways to play

- Leveraging global IP across multiple platforms
- Expanding FIFA worldwide through PC, console and mobile launches
- Apex Legends and Battlefield coming to mobile
- The Sims now on PC, console, and mobile
- Our subscription service now available on PC, Xbox, PlayStation; also through Steam and Microsoft Game Pass Ultimate
- Bringing cross-play to more games
- Debuted cross-progression between Madden on console and Madden Mobile

# Growth: Topline to Cash

(in \$ millions)



# Financial and Operational Highlights

- **FY21 Financial Highlights**
  - Fiscal 2021 resulted in record net revenue, net bookings and annual operating cash flow
  - Returned over \$800 million to shareholders through our two-year, \$2.6 billion stock repurchase program and quarterly dividend
- **Strong execution with no major delays in launch schedule even as we prioritize health of employees during pandemic**
  - Delivered 13 new games during the fiscal year and over 200 live service updates
  - Recently acquired Codemasters, Glu Mobile and Metalhead Software, increasing our reach in sports and on mobile

# Compensation Program Highlights

# Our Compensation Program Promotes Pay-For-Performance

- **Pay-for-Performance**
  - Our compensation programs are designed to attract and retain high-performing executives
  - FY21, 96% of our CEO pay and 91% of our NEO pay is at-risk compensation
  - Regularly benchmark against market practice and peers
- **Long-term Focus**
  - 85% of our executives' total compensation opportunity is in the form of long-term incentives
  - CEO annual equity award is 60% performance-based; other NEOs at least 50% performance-based
- **Linked with Stockholder Success**
  - Incentive programs are designed to reward executives when they create stockholder value
  - Utilize STI metrics (non-GAAP net revenue and EPS) that drive stock price performance
  - LTI metric (relative TSR) rewards executives when our stock price outperforms peers; vesting capped when TSR is negative on absolute basis
- **Downside Risk**
  - Amounts earned are aligned with company performance
  - Example: No cash bonuses were paid and 0% performance-based LTI payout, based on FY19 underperformance



# Compensation Best Practices

## What We Do

- ✓ Structure executive compensation to link pay and performance
- ✓ Provide a high percentage of variable, at-risk pay; approximately 94% of NEO compensation is variable and at-risk
- ✓ Cap performance-based annual bonus awards
- ✓ Require our executives to satisfy robust stock holding requirements
- ✓ Conduct an annual risk assessment of our executive compensation program
- ✓ Maintain a clawback policy covering cash and equity incentives
- ✓ Evaluate our compensation peer group at least annually
- ✓ Engage an independent compensation consultant to advise the Compensation Committee
- ✓ Conduct regular stockholder outreach

## What We Don't Do

- ✗ No "single-trigger" change in control arrangements
- ✗ No excise tax gross-ups upon a change in control
- ✗ No executive employment contracts (other than as required by local jurisdictions)
- ✗ No repricing of options without stockholder approval
- ✗ No hedging or pledging of EA stock
- ✗ No excessive perquisites
- ✗ No payment of dividends or dividend equivalents on unearned or unvested equity awards

# Key Actions in Response to Stockholder Feedback (1/3)

**Governance changes** – New Compensation Committee Chair appointed in December 2020 and new independent consultant to the Compensation Committee engaged.

## What We Heard

### Special Equity Awards

- Concerns with the use of special equity awards in FY 2020, particularly regarding overlapping performance periods for special equity awards

## Our Actions and Perspective

### Action:

- **Granted no special equity awards in FY 2021** following our August 2020 annual meeting, and no special equity awards outside of our regular compensation program will be granted in FY 2022 to any of our NEOs

### Perspective:

- Our Board of Directors and Compensation Committee understand the concerns raised by stockholders and take this feedback seriously
- Special equity awards are not part of our regular executive compensation program. We deem them to be:
  - extraordinary occurrences that should be highly targeted; and
  - used only in rare circumstances to address significant competitive pressures to retain our top critical executive talent

## Key Actions in Response to Stockholder Feedback (2/3)

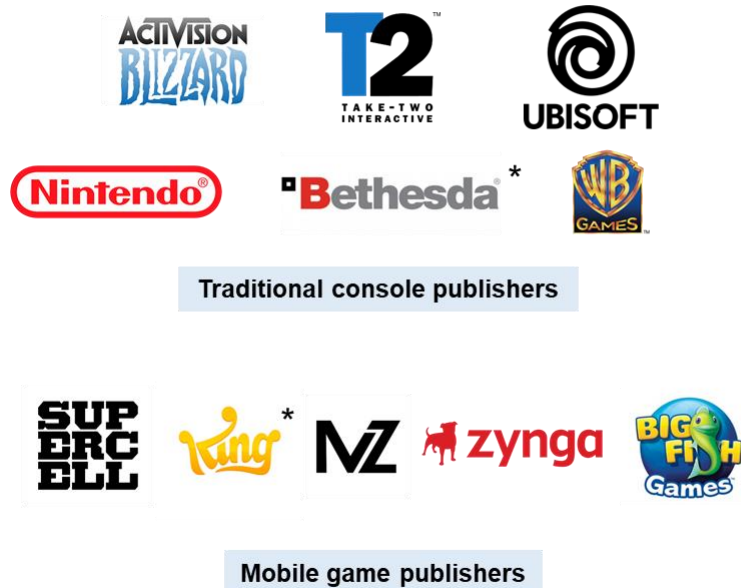
What We Heard	Our Actions and Perspective
<p><b>PRSU Program Features</b></p> <ul style="list-style-type: none"> <li>Program should incorporate financial and operating metrics in addition to relative TSR</li> <li>Annual vesting is contrary to long-term nature of program</li> </ul>	<p><b>Action:</b></p> <ul style="list-style-type: none"> <li><b>Added two additional performance metrics</b>—net bookings and operating income—to our FY 2022 PRSU program</li> <li><b>Split</b> PRSU awards beginning with FY 2022 into three equal tranches: 1/3 relative TSR, 1/3 net bookings, 1/3 operating income</li> <li><b>Increased vesting for annual PRSU awards</b>, beginning FY 2022 and thereafter, to three-year cliff vesting, to better align the interests of executives with long term-stockholders</li> </ul>
<ul style="list-style-type: none"> <li>Lookback feature is a non-standard design element</li> </ul>	<ul style="list-style-type: none"> <li><b>Eliminated the lookback feature</b> from the relative TSR component of FY 2022 PRSU program</li> </ul>
<ul style="list-style-type: none"> <li>11<sup>th</sup> percentile for threshold payout on relative TSR PRSUs is too low</li> </ul>	<ul style="list-style-type: none"> <li><b>Increased threshold and adjusted the relative TSR payout scale</b> to better align with market and peer practices. No PRSUs will be earned if relative TSR is below the 25<sup>th</sup> percentile; continue to require above-market performance to earn target PRSUs</li> </ul>
<ul style="list-style-type: none"> <li>Would like to see increased use of performance-based awards</li> </ul>	<ul style="list-style-type: none"> <li>CEO's annual equity award for FY 2022 and beyond to be at least <b>60% performance-based</b></li> </ul>

## Key Actions in Response to Stockholder Feedback (3/3)

What We Heard	Our Actions and Perspective
<p><b>Annual Bonus Program</b></p> <ul style="list-style-type: none"> <li>• Would like to better understand our financial and non-financial goals and annual bonus payout determinations</li> </ul>	<ul style="list-style-type: none"> <li>• Enhanced disclosure of our annual bonus program structure, non-financial goals, and how payouts are determined, in our FY2021 proxy statement</li> <li>• <b>Amended our Executive Bonus Plan</b>, effective for FY2022, to <b>cap NEO bonuses at 2x their target bonus percentage</b> (instead of our legacy Internal Revenue Code Section 162(m) bonus cap of the lesser of 6x annual base salary and \$5 million)</li> </ul>
<p><b>Stock Ownership</b></p> <ul style="list-style-type: none"> <li>• Would like to see higher stock ownership among executives</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Increased our Stock Ownership Guidelines</b> for our CEO and other NEOs, including <b>doubling the ownership multiple for our CEO</b> from 5x base salary to 10x (CEO) and from 2x base salary to 3x (other NEOs)</li> </ul>
<p><b>Clawback</b></p> <ul style="list-style-type: none"> <li>• Clawback should cover cash incentives, as well as equity incentives</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Expanded our Clawback Policy</b> to cover cash incentives, as well as equity incentives</li> </ul>

# New Entrants to the Interactive Entertainment Space Have Increased the Competition for Experienced Executive Games Industry Talent

5 Years Ago



Today

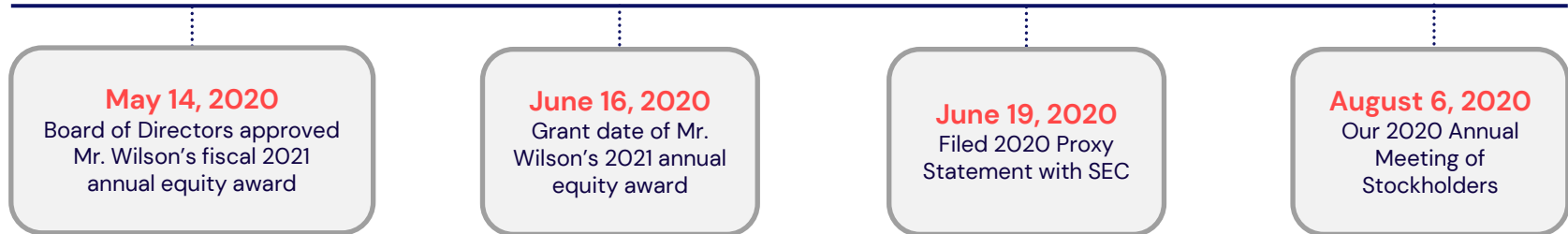


\*Note: King was acquired by Activision Blizzard in 2016; Bethesda (ZeniMax) was acquired by Microsoft in 2020. Competitors are based on a Western view only.

Electronic Arts

# The Board Approved an Enhanced Fiscal 2021 Annual Equity Award for Mr. Wilson in May 2020 for the Following Key Reasons

- **To drive transformational growth and long-term success**
  - Mr. Wilson has the strategic vision necessary to transform EA into a digital interactive platform
  - The Board is committed to retaining Mr. Wilson for his exceptional leadership, strategic vision and ability to execute on our long-term strategy and objectives
- **To recognize his outstanding track-record during his seven-year tenure as CEO\***
  - Market cap has grown over 360%, generating ~\$31B in market value
  - Total stockholder return is 392%, a CAGR of 20%, compared to a 7% CAGR (S&P 500) and 18% CAGR (Nasdaq-100) over the same period\*
  - EA's stock price when Mr. Wilson assumed the CEO role was \$27.60
- **To address the intensely competitive landscape and significant recruiting pressures**
  - Due to the intensely competitive landscape for executives of Mr. Wilson's caliber, and the significant recruiting efforts made for him as a result, the Board of Directors determined to take definitive action to retain him



# Corporate Governance

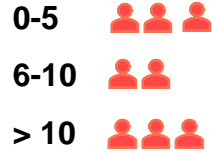
# Corporate Governance Highlights

- **25% Special Meeting Right**
- **Proxy Access.** 3% / 3 years / greater of 2 directors or 20% of the Board
- **Highly Engaged Lead Independent Director.** Robust and well-defined duties
- **Seven of Eight Board Nominees are Independent**
- **Luis Ubinas elected Chair of Compensation Committee in light of need to actively engage stockholders and implement changes reflected in feedback**
- **Annual Board Self-Evaluations**
- **Diverse Board.** Board reflects diversity in experience, skills, race, ethnicity, age and gender; 62% of Board nominees identify as female or a member of an underrepresented community
- **Annual Elections of All Directors and Majority Voting Standard**
- **Single Class of Common Stock with Equal Voting Rights**
- **No Supermajority Provisions in Charter/Bylaws**
- **No Stockholder Rights Plan**



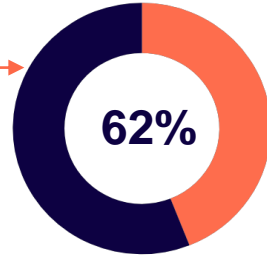
# Board Nominees Reflect and Support Oversight of Long-term Strategy and Evolving Needs

## Range of Tenure



## Gender and Ethnic Diversity

5 directors (62%) female and/or from underrepresented communities



Two Female Nominees (Ms. Roche & Ms. Ueberroth); Two African American Nominees (Mr. Bruce & Mr. Coleman); One Hispanic/Latino Nominee (Mr. Ubiñas)

## Diversity of Skills

Board reflects diversity in experience, skills, race, ethnicity, age and gender:

- Executive Leadership
- Gaming, Sports & Entertainment
- Digital Commerce
- Financial Expertise
- Global/International
- Technology

## Balanced Mix of Ages



## Independent Oversight



- 7 of 8 (88%) independent directors
- All 3 Board Committees are 100% independent

## Electronic Arts

Larry Probst and Jay Hoag have announced they will be stepping down from the Board effective at the 2021 Annual Meeting; the Board is actively engaged in succession planning.

# Corporate Responsibility

# Corporate Responsibility

## Actions and Highlights

- Published inaugural Impact Report in November 2020. Aligned with SASB standards
- Publicly disclosed race/ethnicity/gender representation
- Leveraged Inclusion Framework to help studios develop more inclusive characters and stories across our games and services
- Launched Positive Play Project to promote Online Safety, Healthy Play and Fair Play
- Actioned additional support for the fight for social and racial justice, including \$1 million contribution to organizations fighting for racial justice and against discrimination, doubling the employee match to charities addressing racism and discrimination, and holding a series of employee-wide community conversations

## Response to COVID-19 Pandemic

- **Supported Our People:** Health and safety prioritized and tangible support offered, including payments to assist with work from home costs and care needs, a pandemic care leave program, and additional services for mental and physical health; invested in resources to support distributed workforce; vast majority of our workforce will be working from home at least through September 2021
- **Executed Our Strategy:** Execution against our strategic pillars and increased engagement with our products and services led to growth in our business, aided by consumers spending more time at home; longer-term trends that benefit our business accelerated, including substantial increase in live services net revenue and the percentage of our games purchased digitally

**Thank You!**