

Electronic Arts Inc. Q1 FY 2013 Results

July 31, 2012

Safe Harbor Statement

Please review our risk factors on Form 10-K filed with the SEC.



- Some statements set forth in this document, including the information relating to EA's fiscal year 2013 guidance and title slate 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 Electronic Arts' products; the Company's ability to realize the anticipated benefits of acquisitions, including the PopCap acquisition; 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 Annual Report on Form 10-K for the fiscal year ended March 31, 2012.
- These forward-looking statements are valid as of July 31, 2012 only.
- Electronic Arts assumes no obligation and does not intend to update these forward-looking statements. In addition, the preliminary financial results set
 forth in this document are estimates based on information currently available to Electronic Arts. While Electronic Arts believes these estimates are
 meaningful, they could differ from the actual amounts that Electronic Arts ultimately reports in its Quarterly Report on Form 10-Q for the fiscal quarter
 ended June 30, 2012. Electronic Arts assumes no obligation and does not intend to update these estimates prior to filing its Form 10-Q for the fiscal
 quarter ended June 30, 2012.

EA Strategic Objective



MISSION:

Become the leading pure-play digital entertainment company

KEY THREE STRATEGIC PILLARS:

BRANDS:

Develop the strongest collection of brands in the industry

PLATFORM:

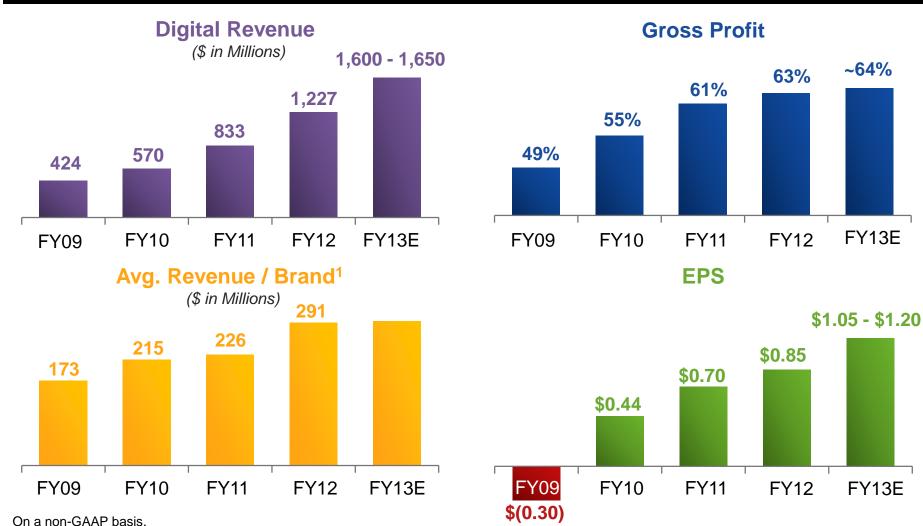
Create the infrastructure to take our brands digital and direct to consumer

TALENT:

Hire and retain talent that can lead on the quant side of digital and create great entertainment

EA Growth Trends





¹ Based on average top ten iterative/sequel brands in each year.

EA Assets



> The best collection of brands in the industry:



FIFA

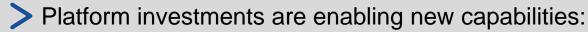


















➤ Where brands and platform meet → EA succeeds





#1 HD Console



#2
PC Download
Platform



Top 2
PDLC
Franchise



#1 Mobile, Apple & Reader



#1 Casual service



#3 Social



#2
Paying
Subscription
MMO

Q1 Update¹



Digital: \$324 million in Q1 and \$1.3 billion on a trailing twelve month basis

Catalog: Solid quarterly performance from FIFA 12 and Battlefield 3

Gross Margin: Improved to 62% from 55% year-over-year

Op Expense: \$27 million below guidance due to operational efficiencies

and phasing

EPS: In line with our May 7th guidance, and above consensus

BF3 Premium: \$37 million of sales was generated in the quarter but will be

deferred to Q4

Buyback: Announced \$500 million share buyback program

Q1 Financial Summary



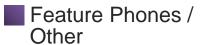
	GA	AP	Non-	GAAP
	Q1 FY12	Q1 FY13	Q1 FY12	Q1 FY13
Net revenue (\$, millions)	999	955	524	491
Gross profit margin	76.0%	78.5%	55.0%	61.5%
Operating Expense (\$, millions)	532	535	462	483
Operating Income (Loss) (\$, millions)	227	215	(174)	(181)
Operating Margin	22.7%	22.5%	(33.2%)	(36.9%)
Diluted EPS (LPS)	\$0.66	\$0.63	(\$0.37)	(\$0.41)
Operating cash flow (\$, millions)	(274)	(244)		
EBITDA (\$, millions)	306	304	(149)	(153)

EA Digital Revenue¹ by Platform

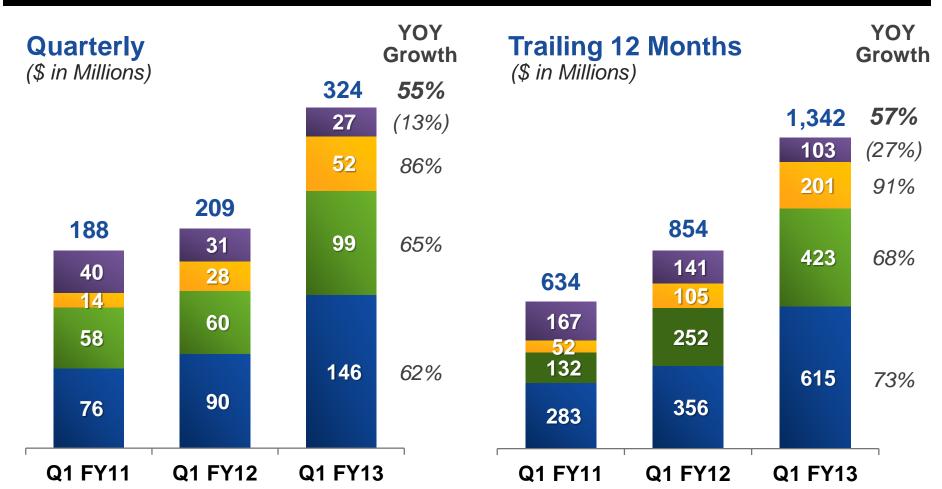












¹ In millions, on a non-GAAP basis. PC includes browser.

EA Digital Revenue¹ by Type

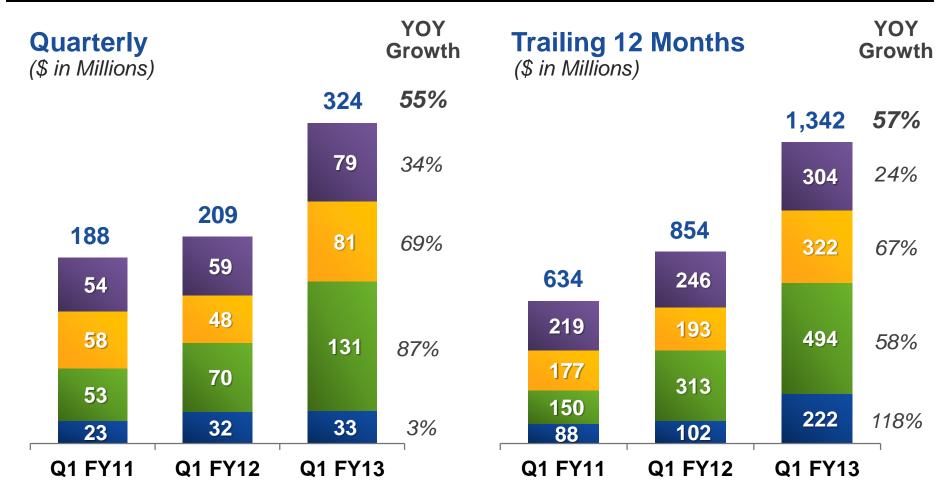
Full Game Downloads

Extra Content

Subs / Ads / Other

Mobile/HH

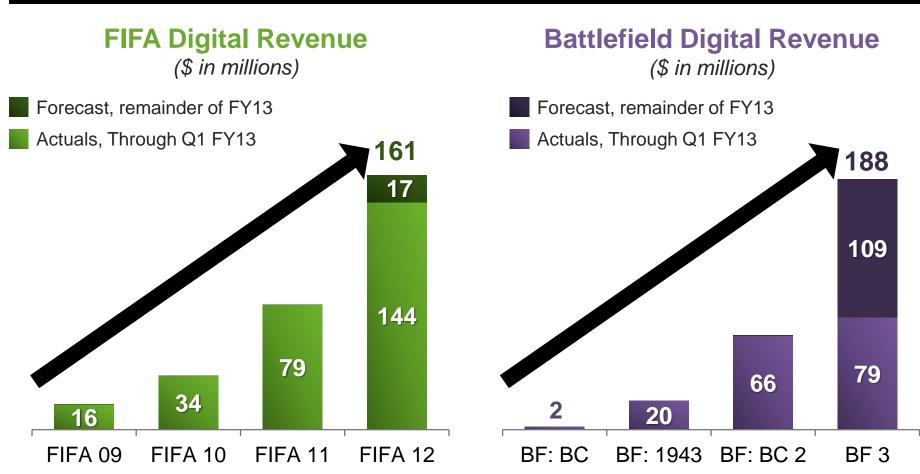




¹ In millions, on a non-GAAP basis.

Digital Growth Is Incremental





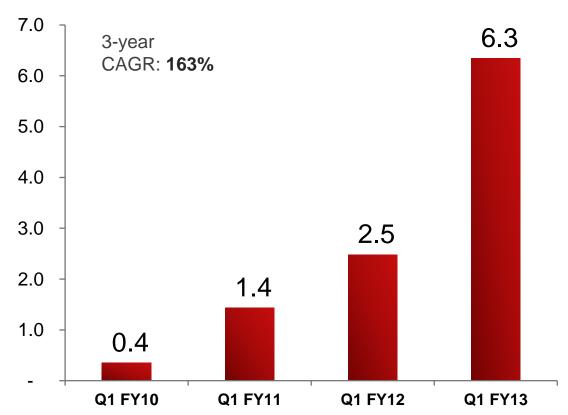
Based on non-GAAP.

Digital includes extra content, free-to-play, full game downloads, mobile (includes handheld), subscriptions and ads. Revenue from *Battlefield 3 Premium* deferred until Q4FY13.



Average Weekly Revenue Trend

(\$ in millions)



Revenue on a non-GAAP basis

¹ Free to Play includes all social titles, FIFA Online, free Mobile/Tablet games, and titles on Play4Free.com.

FY 13 Titles and Services



> HD Console/























































































Guidance – Q2 FY13

Ending September 30, 2012



	GAAP	Non-GAAP
Net Revenue	\$650 - \$700	\$1,050 - \$1,100
Gross Profit Margin	~33%	~59%
Operating Expense	~\$650	~\$600
Tax Expense	~\$15	\$8-13
Net Income (Loss)	(\$456) - (\$434)	\$21 – \$38
Earnings/(Loss) Per Share	(\$1.43) - (\$1.36)	\$0.07 - \$0.12
Basic/Diluted Shares (millions)	319	322

These forward-looking statements are valid as of July 31, 2012 only.

Guidance – Full Year FY13



Ending March 31, 2013

	GAAP	Non-GAAP
Revenue		
Publishing and Other Revenue	\$2,300 - \$2,400	\$2,400 - \$2,500
Digital Revenue	\$1,500 - \$1,550	\$1,600 - \$1,650
Distribution Revenue	~\$100	~\$100
Total Revenue	\$3,900 - \$4,050	\$4,100 - \$4,250
Gross Profit Margin	~61%	~64%
Operating Expense	~\$2,400	~\$2,200
Tax Expense	~\$50	\$131 – \$151
Net Income/ (Loss)	(\$55) – \$15	\$339 – \$389
Earnings Per Share/ (Loss Per Share)	(\$0.17) — \$0.05	\$1.05 – \$1.20
Diluted Shares (millions)	320 (Basic) / 323	323
Operating Cash Flow	At least \$400	

All dollars in millions, except Earnings Per Share.

These forward-looking statements are valid as of July 31, 2012 only.

Electronic Arts assumes no obligation and does not intend to update these forward-looking statements.

Guidance - Phasing



FY 13 Title Release Plan and Quarterly Revenue¹

Net Revenue	Q1A	Q2E	Q3E	Q4E
Non-GAAP	12%	26%	33%	29%
GAAP	24%	17%	25%	34%
Titles to be re	eleased:			
Console, PC	0	5	3	6
Social, Mobile, Free-to-Play	7	9	18	7

¹ These forward-looking statements are valid as of July 31, 2012 only. Electronic Arts assumes no obligation and does not intend to update these forward-looking statements. The difference in GAAP and non-GAAP quarterly phasing is due to the change in deferred revenue (packaged goods and digital content).

FY13 Announced Titles



Fiscal Year 2013 Announced Titles by Label and Platform

Q1					
Q2	Games	The Secret World ⁽¹⁾			PC
	Sports	FIFA 13	Console	Handheld	PC
		Madden NFL 13	Console	Handheld	
		NCAA Football 13	Console		
		NHL 13	Console		
Q3	Games	Need for Speed: Most Wanted	Console	Handheld	PC
		Medal of Honor Warfighter	Console		PC
		FIFA Manager 13			PC
Q4	Games	Dead Space 3	Console		PC
		Crysis 3 ⁽¹⁾	Console		PC
	Maxis	SimCity			PC

(1) Co-Published Title



Supplemental Financial Information

Guidance¹

Currency Assumptions



Exchange rates remain volatile

- Current guidance FX assumptions:
 - \$1.21 USD/Euro
 - Revenue and EPS decreases if the Euro weakens v. USD
 - \$0.98 USD/Canadian Dollar
 - R&D costs increase if the Canadian Dollar strengthens v. USD
 - \$1.56 USD/British Pound Sterling
 - Revenue and EPS decreases if the British Pound Sterling weakens v. USD

¹ These forward-looking statements are valid as of July 23, 2012 only. Electronic Arts assumes no obligation and does not intend to update these forward-looking statements.

Non-GAAP Financial Measures



- To supplement the Company's unaudited condensed consolidated financial statements presented in accordance with GAAP, Electronic Arts uses certain non-GAAP measures of financial performance. The presentation of these non-GAAP financial measures is not intended to be considered in isolation from, as a substitute for, or superior to, the financial information prepared and presented in accordance with GAAP, and may be different from non-GAAP financial measures used by other companies. In addition, these non-GAAP measures have limitations in that they do not reflect all of the amounts associated with the Company's results of operations as determined in accordance with GAAP. The non-GAAP financial measures used by Electronic Arts include: non-GAAP net revenue, non-GAAP gross profit, non-GAAP operating income (loss), non-GAAP net income (loss) and historical and estimated non-GAAP diluted earnings (loss) per share. These non-GAAP financial measures exclude the following items, as applicable in a given reporting period, from the Company's unaudited condensed consolidated statements of operations:
 - Acquisition-related expenses
 - · Amortization of debt discount
 - Certain non-recurring litigation expenses
 - Change in deferred net revenue (packaged goods and digital content)
 - · Loss (gain) on strategic investments
 - Restructuring charges
 - Stock-based compensation
 - Income tax adjustments

The Company uses a fixed, long-term projected tax rate of 28 percent internally to evaluate its operating performance, to forecast, plan and analyze future periods, and to assess the performance of its management team. Accordingly, the Company has applied the same 28 percent tax rate to its non-GAAP financial results.

• Electronic Arts may consider whether other significant non-recurring items that arise in the future should also be excluded in calculating the non-GAAP financial measures it uses. Electronic Arts believes that these non-GAAP financial measures, when taken together with the corresponding GAAP financial measures, provide meaningful supplemental information regarding the Company's performance by excluding certain items that may not be indicative of the Company's core business, operating results or future outlook. Electronic Arts' management uses, and believes that investors benefit from referring to, these non-GAAP financial measures in assessing the Company's operating results both as a consolidated entity and at the business unit level, as well as when planning, forecasting and analyzing future periods. These non-GAAP financial measures also facilitate comparisons of the Company's performance to prior periods. In its earnings press release dated July 31, 2012, Electronic Arts has provided a reconciliation of the most comparable GAAP financial measure to the historical non-GAAP measures.

Q1 FY13 Reconciliation



					Three Months	Ended June 30, 2012				
Net revenue	GAAP Results \$ 955	% of Revenue	Acquisition- related expenses \$ -	Amortization of debt discount	Change in deferred net revenue (packaged goods and digital content) (464)	Restructuring and other	Stock-based compensation	Income tax adjustments -	Non-GAAP Results \$ 491	% of Revenue
Cost of revenue	205	21.5%	(15)				(1)		189	38.5%
Gross profit	750	78.5%	15	-	(464)	-	1	-	302	61.5%
Operating expenses: Marketing and sales General and administrative Research and development Acquisition-related contingent consideration Amortization of intangibles Restructuring and other Total operating expenses	145 86 290 (20) 7 27 535	15.2% 9.0% 30.4% -2.1% 0.7% 2.8% 56.0%	20 (7)	: : : :	: : : :	(27)	(7) (9) (22) - - - (38)	: : : :	138 77 268 - - - 483	28.1% 15.7% 54.6% - - 98.4%
Operating income (loss)	215	22.5%	2	-	(464)	27	39	-	(181)	-36.9%
Interest and other expense, net	(5)	-0.5%		5						-
Income (loss) before provision for (benefit from) income taxes	210	22.0%	2	5	(464)	27	39	-	(181)	-36.9%
Provision for (benefit from) income taxes	9	1.0%	-	-			<u> </u>	(60)	(51)	-10.4%
Net income (loss)	<u>\$ 201</u>	21.0%	\$ 2	\$ 5	<u>\$ (464)</u>	<u>\$ 27</u>	\$ 39	\$ 60	<u>\$ (130)</u>	-26.5%
Earnings per share Basic Diluted	\$ 0.63 \$ 0.63						Loss per share Basic and diluted	d	\$ (0.41)	
Number of shares used in computation Basic Diluted	317 320						Number of shares Basic and diluted	used in computation	317	

Q1 FY12 Reconciliation



				TI	ree Months Ended Ju	une 30, 2011			
	GAAP Results	% of Revenue	Acquisition- related expenses	Change in deferred net revenue (packaged goods and digital content)	Restructuring and other	Stock-based compensation	Income tax adjustments	Non-GAAP Results	% of Revenue
Net revenue	\$ 999		\$ -	\$ 475	\$ -	\$ -	\$ -	\$ 524	
Cost of revenue	240	24.0%	(3)			(1)		236	45.0%
Gross profit	759	76.0%	3	(475)	-	1	-	288	55.0%
Operating expenses:									
Marketing and sales	140		-	-	-	(5)	-	135	25.8%
General and administrative	74		-	-	-	(9)	-	65	12.4%
Research and development	285		-	-	-	(23)	-	262	50.0%
Acquisition-related contingent consideration	2		(2)	-	-	-	-	-	-
Amortization of intangibles	13 18		(13)	-	(40)	-	-	-	-
Restructuring and other					(18)		-		-
Total operating expenses	532	53.3%	(15)		(18)	(37)		462	88.2%
Operating income (loss)	227	22.7%	18	(475)	18	38	-	(174)	-33.2%
Interest and other income, net	3	0.3%			-	-		3	0.6%
Income (loss) before provision for (benefit from) income taxes	230	23.0%	18	(475)	18	38	-	(171)	-32.6%
Provision for (benefit from) income taxes	9	0.9%			-	-	(57)	(48)	-9.1%
Net income (loss)	\$ 221	22.1%	<u>\$ 18</u>	<u>\$ (475)</u>	\$ 18	\$ 38	\$ 57	<u>\$ (123)</u>	-23.5%
Earnings per share Basic Diluted	\$ 0.67 \$ 0.66					Loss per share Basic and diluted		\$ (0.37)	
Number of shares used in computation Basic Diluted	331 337					Number of shares u Basic and diluted	sed in computation	331	

TTM Q1 FY13 Reconciliation



					Trailing Twe	elve Months Ended	I June 30, 2012				
	GAAP Results	% of Revenue	Acquisition- related expenses	Amortization of debt discount	Certain non- recurring litigation expenses	Change in deferred net revenue (packaged goods and digital content)	Restructuring and other	Stock-based compensation	Income tax adjustments	Non-GAAP Results	% of Revenue
Net revenue	\$ 4,099		\$ -	\$ -	\$ -	\$ 54	\$ -	\$ -	\$ -	\$ 4,153	
Cost of revenue	1,563	38.1%	(64)					(2)		1,497	36.0%
Gross profit	2,536	61.9%	64	-	-	54	-	2	-	2,656	64.0%
Operating expenses:											
Marketing and sales	858	20.9%	-	-	-	-	-	(28)	-	830	20.0%
General and administrative	387	9.5%	-	-	(27)	-	-	(36)	-	324	7.8%
Research and development	1,217	29.7%	-	-	-	-	-	(105)	=	1,112	26.8%
Acquisition-related contingent consideration	(11)	-0.3%	11	-	-	-	-	-	-	-	-
Amortization of intangibles	37	0.9%	(37)	-	-	-	(05)	-	-	-	-
Restructuring and other	25	0.6%					(25)				-
Total operating expenses	2,513	61.3%	(26)		(27)		(25)	(169)		2,266	54.6%
Operating income	23	0.6%	90	-	27	54	25	171	-	390	9.4%
Interest and other expense, net	(25)	-0.6%	-	19	-	-	-	-	-	(6)	-0.1%
·				<u>, </u>	<u> </u>						
Income (loss) before provision for (benefit from) income taxes	(2)	-	90	19	27	54	25	171	-	384	9.3%
Provision for (benefit from) income taxes	(58)	-1.4%							165	107	2.6%
Net income	<u>\$ 56</u>	1.4%	<u>\$ 90</u>	<u>\$ 19</u>	<u>\$ 27</u>	<u>\$ 54</u>	<u>\$ 25</u>	\$ 171	<u>\$ (165)</u>	<u>\$ 277</u>	6.7%
Earnings per share Diluted	\$ 0.18							Earnings per share Diluted		\$ 0.80	

TTM Q1 FY12 Reconciliation



	Trailing Twelve Months Ended June 30, 2011											
	GAAP Results	% of Revenue	Acquisition- related expenses	Change in deferred net revenue (packaged goods and digital content)	Loss on licensed intellectual property commitment (COGS)	Gain on strategic investments	Restructuring and other	Stock-based compensation	Income tax adjustments	Non-GAAP Results	% of Revenue	
Net revenue	\$ 3,773		\$ -	\$ 40	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,813		
Cost of revenue	1,517	40.2%	(12)		1			(2)		1,504	39.4%	
Gross profit	2,256	59.8%	12	40	(1)	-	-	2	-	2,309	60.6%	
Operating expenses:												
Marketing and sales	760	20.1%	-	-	-	-	-	(22)	-	738	19.4%	
General and administrative	301	8.0%	-	-	-	-	-	(37)	-	264	6.9%	
Research and development	1,163	30.8%	-	-	-	-	-	(104)	-	1,059	27.8%	
Acquisition-related contingent consideration	(17)	-0.5%	17	-	-	-	•	-	-	-	-	
Amortization of intangibles	55	1.5%	(55)	-	-	-	•	-	-	-	-	
Restructuring and other	177	4.7%					(177)				-	
Total operating expenses	2,439	64.6%	(38)			-	(177)	(163)	-	2,061	54.1%	
Operating income (loss)	(183)	-4.8%	50	40	(1)	-	177	165	-	248	6.5%	
Gain on strategic investments	28	0.7%	-	-	-	(28)	-	-	-	-	-	
Interest and other income, net	13	0.3%	-		-	-		<u> </u>	-	13	0.3%	
Income (loss) before provision for income taxes	(142)	-3.8%	50	40	(1)	(28)	177	165	-	261	6.8%	
Provision for income taxes	9	0.2%							64	73	1.9%	
Net income (loss)	<u>\$ (151)</u>	-4.0%	\$ 50	\$ 40	<u>\$ (1)</u>	\$ (28)	<u>\$ 177</u>	\$ 165	\$ (64)	<u>\$ 188</u>	4.9%	
Loss per share Diluted	\$ (0.47)							Earnings per share Diluted		\$ 0.57		

Q2 FY13 Guidance Reconciliation (EA



The following table provides a reconciliation of the non-GAAP financial measures regarding Electronic Arts' Q2 FY13 guidance to the nearest comparable GAAP financial measures. These are preliminary estimates and expectations based on current information as of July 31, 2012 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 herein. The reconciliation provided below reflects rounding and other approximations.

Change in

	GA/ Guida		Acquisition- related expenses and Amortization	Deferred Net Revenue (Packaged Goods and Digital Content)	Accretion	Restructuring	Stock-Based Compensation	Tax Adjustments	n-GAAP dance
Low end of Q2 guidance range									
Approximate Net Revenue		650		400					1,050
Approximate Gross Margin %		33%	2%	24%					59%
Approximate Operating Expense		650	(5)			(5)	(40)		600
Approximate Tax Expense (Benefit)		15						(7)	8
Net Income (Loss)		(456)	20	400	5	5	40	7	21
Earnings (Loss) Per Share	\$	(1.43)							\$ 0.07
Diluted shares (Basic for Loss)		319							322
High end of Q2 guidance range									
Net Revenue		700		400					1,100
Approximate Gross Margin %		33%	2%	24%					59%
Approximate Operating Expense		650	(5)			(5)	(40)		600
Approximate Tax Expense (Benefit)		15						(2)	13
Net Income (Loss)		(434)	20	400	5	5	40	2	38
Earnings (Loss) Per Share	\$ ((1.36)							\$ 0.12
Diluted shares (Basic for Loss)		319							322

FY13 Guidance Reconciliation



The following table provides a reconciliation of the non-GAAP financial measures regarding Electronic Arts' FY13 guidance to the nearest comparable GAAP financial measures. These are preliminary estimates and expectations based on current information as of July 31, 2012 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 herein. The reconciliation provided below reflects rounding and other approximations.

Change in

	GAAP Guidance	Acquisition- related expenses and Amortization	Change in Deferred Net Revenue (Packaged Goods and Digital Content)	Accretion	Restructuring	Stock-Based Compensation	Tax Adjustments	Non-G Guidar	
Low end of FY13 guidance range									
Approximate Net Revenue	3,900		200					4	l,100
Approximate Gross Margin %	61%	1%	2%						64%
Approximate Operating Expense	2,400	(5)			(35)	(160)		2	2,200
Approximate Tax Expense (Benefit)	50						81		131
Net Income (Loss)	(55)	60	200	20	35	160	(81)		339
Earnings (Loss) Per Share	\$ (0.17)							\$	1.05
Diluted shares (Basic for Loss)	320								323
High end of FY13 guidance range Approximate Net Revenue	4,050		200					2	1,250
Approximate Gross Margin %	61%	1%	2%						64%
Approximate Operating Expense	2,400	(5)	270		(35)	(160)			2,200
Approximate Tax Expense (Benefit)	50	(0)			(00)	(100)	101		151
Net Income (Loss)	15	60	200	20	35	160	(101)		389
Earnings (Loss) Per Share	\$ 0.05						(, ,	\$	1.20
Diluted shares (Basic for Loss)	323								323

Q1 FY13 EBITDA Reconciliation



The following table provides a reconciliation of the non-GAAP financial measures regarding Electronic Arts' Earnings Before Interest, Taxes, Depreciation, Amortization and Stock-based Compensation ("EBITDA") to the nearest comparable GAAP financial measures.

			Acquis		Cha Defe Re (Pa	Ionths End ange in rred Net venue ckaged ads and	ed June	30, 2012		
	GA		rela			igital		ucturing	 -Based	-GAAP
On another in a constitution (Issue)	Resi		expe			ntent)		other	 nsation	 sults
Operating income (loss)	\$	215	\$	2	\$	(464)	\$	27	\$ 39	\$ (181)
Adjustments:										
Stock-based compensation		39		-		-		-	(39)	_
Depreciation		28		-		-		-	-	28
Amortization of acquisition-related intangibles		22		(22)		<u> </u>		<u> </u>	 <u>-</u>	 <u>-</u>
Total adjustments		89	_	(22)		_		_	(39)	28
							<u> </u>	.	 	
EBITDA	\$	304	\$	(20)	\$	(464)	\$	27	\$ 	\$ <u>(153</u>)

Q1 FY12 EBITDA Reconciliation



The following table provides a reconciliation of the non-GAAP financial measures regarding Electronic Arts' EBITDA to the nearest comparable GAAP financial measures.

		AAP	rel	isition- lated	Three Months End Change in Deferred Net Revenue (Packaged Goods and Digital Content)		ded June 30 2011 Restructuring and other		Stock-Based compensation		Non-GAAP Results	
Operating income (loss)	\$	sults 227	**************************************	enses 18	\$	(475)	\$	18	\$	38	\$	(174)
Adjustments:												
Stock-based compensation		38		-		-		-		(38)		_
Depreciation		25		-		-		-		-		25
Amortization of acquisition-related intangibles		16		(16)		<u>-</u>						_
Total adjustments		79		(16)		<u>-</u>		<u>-</u>		(38)		25
EBITDA	<u>\$</u>	306	\$	2	\$	(475)	\$	18	\$		\$	(149)