

# Electronic Arts Inc. Q1 FY 2011 Results

August 3, 2010

#### **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 estimates relating to EA's fiscal year 2011 guidance information and fiscal year 2011 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 general health of the U.S. and global economy and the related impact on discretionary consumer spending; fluctuations in foreign exchange rates; consumer spending trends; 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 consumer demand for, and the availability of an adequate supply of console hardware units (including the Xbox 360® video game and entertainment system, the PlayStation®3 computer entertainment system and the Wii™); the Company's ability to predict consumer preferences among competing hardware platforms; the financial impact of the Playfish acquisition and potential future acquisitions by EA; the Company's ability to realize the anticipated benefits of acquisitions; the seasonal and cyclical nature of the interactive game segment; the Company's ability to attract and retain key personnel; changes in the Company's effective tax rates; the performance of strategic investments; the impact of certain accounting requirements, such as the Company's ability to estimate and recognize goodwill impairment charges and determine deferred tax valuation allowances; adoption of new accounting regulations and standards; potential regulation of the Company's products in key territories; developments in the law regarding protection of the Company's products; the Company's ability to secure licenses to valuable entertainment properties on favorable terms; the stability of the Company's key customers, and other factors described in the Company's Annual Report on Form 10-K for the fiscal year ended March 31, 2010.
- These forward-looking statements are valid as of August 3, 2010 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, 2010. 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, 2010.
- In addition, this presentation includes various third party estimates regarding the total available segment and other measures, which do not necessarily reflect the view of Electronic Arts. Further, Electronic Arts does not guarantee the accuracy or reliability of any such information or forecast.

## **Financial Summary**



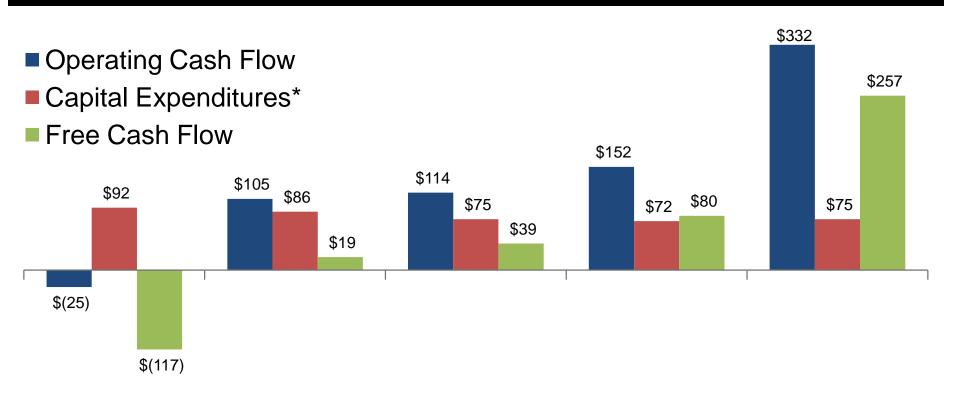
Q1	FY10	Q1	I FY11
GAAP	Non-GAAP	GAAP	Non-GAAP
\$644	\$816	\$815	\$539
		\$789	\$538
50.2%	61.2%	72.8%	59.6%
(\$0.72)	(\$0.02)	\$0.29	(\$0.24)
8,948		7,758	
20%		21%	
(\$328)		(\$148)	
(\$25)		\$332	
	GAAP \$644 50.2% (\$0.72) 8,948 20% (\$328)	\$644 \$816 50.2% 61.2% (\$0.72) (\$0.02) 8,948 20% (\$328)	GAAP       Non-GAAP       GAAP         \$644       \$816       \$815         \$789       \$72.8%         (\$0.72)       (\$0.02)       \$0.29         8,948       7,758         20%       21%         (\$328)       (\$148)

<sup>\*</sup> In \$millions except per share amounts and headcount.

## **Cash Flow and Cap Ex**



Trailing twelve months, in \$millions



Q110

Q210

Q310

Q410

Q111

## **Balance Sheet Highlights**



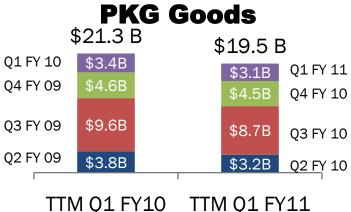
~\$5.25 per share in cash/marketable securities, no debt

	June 30, 2009	June 30, 2010
Total Cash, Short-Term Investments, and Marketable Securities	\$2,279 M	\$1,730 M
Debt		
Inventories	\$215 M	\$82 M
Sales Returns and Allowances (SRA) as a percentage of:		
Trailing six month non-GAAP revenue	13%	13%
Trailing nine month non-GAAP revenue	6%	7%

## **Segment Summary**

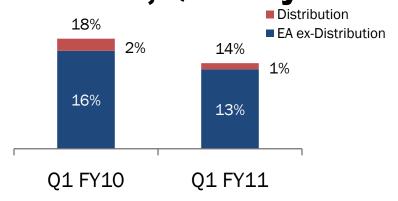








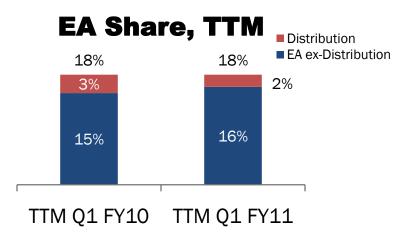
#### **EA Share, Quarterly**



#### **HD Console Software**



TTM Q1 FY10 TTM Q1 FY11



TTM: Digital Growth: 25-30%, Total Segment Growth 0-5%

## **Packaged Goods: Frontline**

Fewer, bigger, better titles













83 X360 85 Wii **75** 

## **Packaged Goods: Catalog**



Quality and multi-player modes drive sustained sales









88 X360 PS3 91 PS3 85 X360 PS3

## **Digital Overview**

Q1 FY11 non-GAAP digital revenues: \$188 million\*

#### Full-game and DLC growth

 Key titles driving growth: Battlefield: Bad Company 2, FIFA Ultimate Team, Dragon Age, Mass Effect 2 and FIFA Online 2

#### Mobile continues to grow year-over-year

iPad and iPhone growth offset declining JAVA/Brew revenue

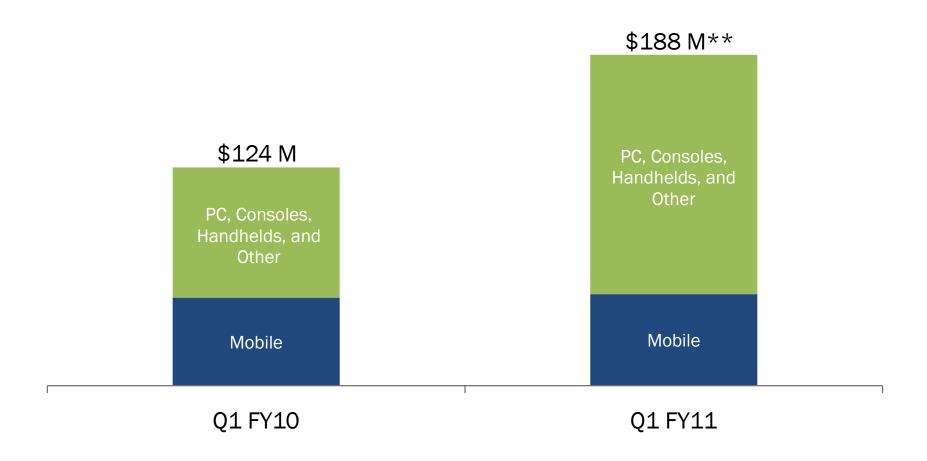
#### Growing registered users and MAU

- 67 million unique registered core game users
  - Titles driving user registrations: FIFA Ultimate Team, Battlefield: Bad Company 2
- 52 million Monthly Active Users (MAU) in Social Games
  - Titles driving MAU: Pet Society, Restaurant City, FIFA Superstars, and My Empire

## **Digital Platform Breakdown\***



Broad-based growth across business models and platforms



<sup>\*</sup>Revenue presented on a non-GAAP basis.

<sup>\*\*</sup>Q1 FY11 includes approximately \$20 million of digital revenue that the Company does not anticipate in future quarters.

## **Margin Structure**

#### **Trailing Twelve Months Results**



	Q1 F	Y10	Q1 F	-Y11
	GAAP	Non-GAAP	GAAP	Non-GAAP
Net revenue	\$4.052 B	\$4.293 B	\$3.825 B	\$3.882 B
Gross profit margin	46.9%	51.1%	53.8%	54.7%
Marketing and sales expense	17.9%	16.5%	18.1%	17.4%
General and administrative expense	7.7%	6.4%	8.6%	7.1%
Research and development expense	32.5%	27.7%	31.2%	27.7%
Operating margin	(24.1%)	0.5%	(9.0%)	2.5%
Net margin	(30.3%)	0.8%	(9.1%)	1.9%

Non-GAAP operating margin improves due to gross profit margin increase and cost controls, partially offset by lower revenue.

#### **Guidance**

#### Q1 FY11 Currency Assumptions



#### Exchange rates may remain volatile

#### Current guidance FX assumptions:

- \$1.29 USD/Euro
  - EPS is largely hedged to the Euro on a full year basis
- \$0.96 USD/Canadian Dollar
  - R&D costs increase if the Canadian Dollar strengthens v. US Dollar
- \$1.54 USD/British Pound Sterling
  - EPS decreases if the GBP weakens v. USD

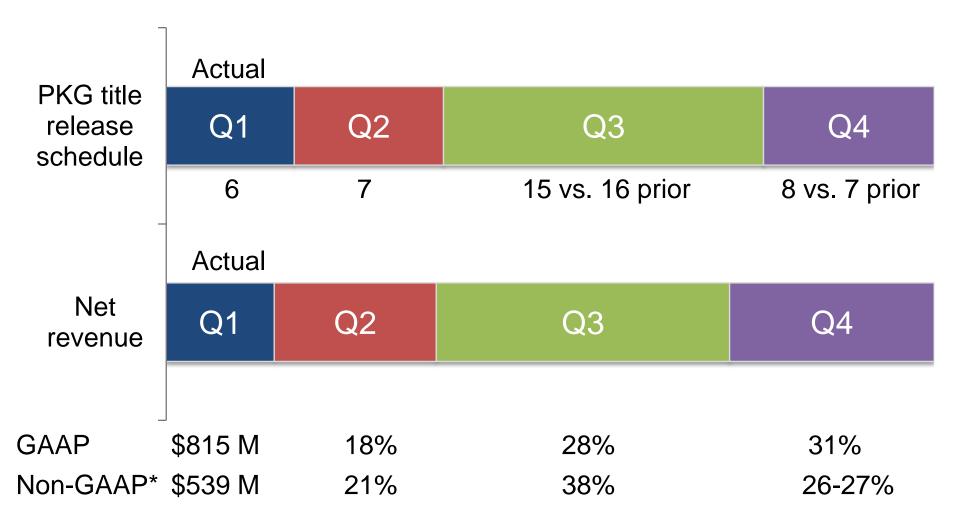
#### Using spot exchange rates as of July 30, 2010:

- Approximately \$0.01 benefit to full year non-GAAP EPS
- \$15 million to \$20 million benefit to non-GAAP net revenue

## **Guidance – Revenue Phasing**



FY11 title release plan and quarterly revenue phasing



## **Guidance – Full Year FY11 non-GAAP EPS guidance unchanged from prior quarter**



Fiscal year, ending March 31, 2011

GAAP	Non-GAAP
\$2.5 B - \$2.75 B	\$2.725 B - \$2.975 B
Approximately \$175 M	Approximately \$175 M
Approximately \$675 M	Approximately \$750 M
\$3.35 B - \$3.60 B	\$3.65 B - \$3.90 B
Approximately 56%	Approximately 60%
Approximately \$2.25 B	Approximately \$2.0 B
Approximately \$20 M	\$65 M - \$91 M
(\$330 M) - (\$232 M)	\$167 M - \$234 M
(\$1.00) - (\$0.70)	\$0.50 - \$0.70
Approximately 330 M	Approximately 334 M
\$250 M - \$300 M	
	\$2.5 B - \$2.75 B  Approximately \$175 M  Approximately \$675 M  \$3.35 B - \$3.60 B  Approximately 56%  Approximately \$2.25 B  Approximately \$2.0 M  (\$330 M) - (\$232 M)  (\$1.00) - (\$0.70)  Approximately 330 M

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#### **Guidance**

#### Fiscal Q2, ending September 30, 2010

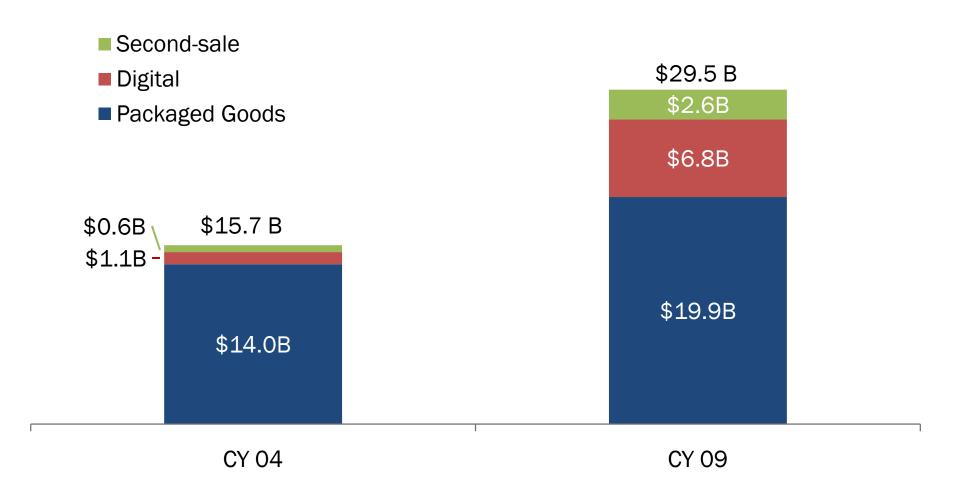


	GAAP	Non-GAAP
Net Revenue	\$600 M to \$650 M	\$775 M to \$825 M
Gross Profit Margin	Approximately 42%	Approximately 55%
Operating Expense	Approximately \$560 M	Approximately \$500 M
Tax Expense / (Benefit)	\$0 M to \$10 M	(\$20 M) to (\$13 M)
Net Loss	(\$295 M) to (\$262 M)	(\$50 M) to (\$34 M)
Loss Per Share	(\$0.90) to (\$0.80)	(\$0.15) to (\$0.10)
Basic Shares	Approximately 329 M	Approximately 329 M

### **Western World Games**



Strong growth including digital and second sale



Source: EA estimates.

## **Packaged Goods Segment**



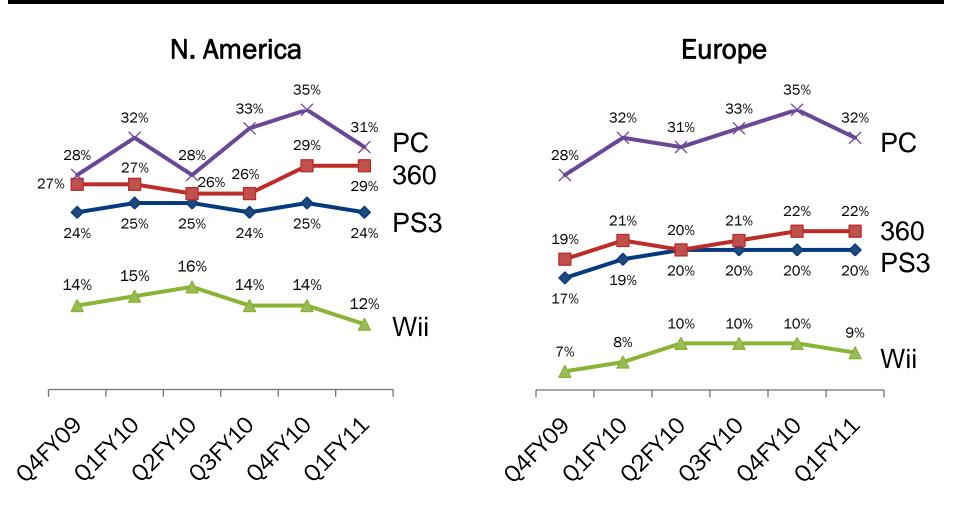
Strength in Europe and High Definition Consoles

Q1 EA Titles Rated 80 or Higher by Metacritic  2010 FIFA World Cup: South A Tiger Woods PGA TOUR 11 Skate 3					
EA Titles Selling Through Over 1 Million Units in Q1	2010 FIFA World C	Sup: South Africa			
	FIFA 10				
	Battlefield: Bad Company 2				
Q1 Packaged Goods Software, Year-Over-Year	Western World	EU			
Playstation 3	40%	50%			
Xbox 360	12%	29%			
HD Console	25%	40%			
Total Software	(7%)	0%			
Q1 EA Packaged Goods Segment Share	14%	15%			
	Including Music	Excluding Music			
N. America Packaged Goods CYTD	(9%)	(4%)			

## **Segment Share by Platform**



Selected Packaged Goods platforms, Trailing Twelve Months

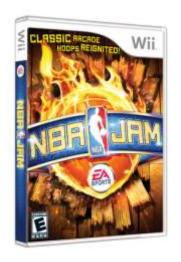


Source: EA estimates.

## Recognition for EA Titles at E3



Award winning titles position EA for segment share gains









**Best Sports Winner** 

Best Online Multi-player Nominee

Best RPG Winner

**Best Racing Winner** 

Won 4 Game Critics Award, more than any other publisher
Received 15 nominations, more than any other publisher
Medal of Honor, Dead Space 2, Crysis 2 & Bulletstorm all nominated



# Supplemental Financial Information

## **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
  - Change in deferred net revenue (packaged goods and digital content)
  - Loss on lease obligation (G&A) and facilities acquisition
  - Loss on licensed intellectual property commitment (COGS)
  - Losses (gains) 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 August 3, 2010, Electronic Arts has provided a reconciliation of the most comparable GAAP financial measure to the historical non-GAAP measures.

## **Q1 FY11 Reconciliation**



				T	hree Months Ende	ed June 30, 2010				
Net revenue  Cost of goods sold	GAAP Results \$ 815	% of Revenue 27.2%	Acquisition-related expenses - (3)	Change in Deferred Net Revenue (Packaged Goods and Digital Content) \$ (276)	Loss on Strategic Investments	Restructuring Charges	Stock-Based Compensation - (1)	Income Tax Adjustments	Non-GAAP Results \$ 539 218	% of Revenue 40.4%
Gross profit	593	72.8%	(3)	(276)			1		321	59.6%
Operating expenses: Marketing and sales General and administrative	127 74	15.6% 9.1%	- -		-	-	(4) (12)	- -	123 62	22.8% 11.5%
Research and development	275	33.7%	-	-	-	-	(30)	-	245	45.5%
Acquisition-related contingent consideration	2	0.3%	(2)	-	-	-	-	-	-	-
Amortization of intangibles	15	1.8%	(15)	-	-	-	-	-	-	-
Restructuring charges	2	0.3%				(2)				-
Total operating expenses	495	60.8%	(17)			(2)	(46)		430	79.8%
Operating income (loss)	98	12.0%	20	(276)	-	2	47	-	(109)	-20.2%
Loss on strategic investments Interest and other income (expense), net	(5)	-0.6% -		<u> </u>	5 		<u> </u>	<u> </u>		- -
Income (loss) before benefit from income taxes	93	11.4%	20	(276)	5	2	47	-	(109)	-20.2%
Benefit from income taxes	(3)	0.4%						(28)	(31)	5.7%
Net income (loss)	\$ 96	11.8%	\$ 20	<u>\$ (276)</u>	\$ 5	\$ 2	\$ 47	\$ 28	\$ (78)	-14.5%
Earnings per share Basic Diluted	\$ 0.29 \$ 0.29						Loss per share Basic and diluted	ı	\$ (0.24)	
Number of shares used in computation Basic Diluted	328 332						Number of shares us Basic and diluted	sed in computation	328	

### **Q1 FY10 Reconciliation**



				Т	nree Months Ende	d June 30, 2009				
	GAAP Results	% of Revenue	Acquisition- related expenses	Change in Deferred Net Revenue (Packaged Goods and Digital Content)	Loss on Strategic Investments	Restructuring Charges	Stock-Based Compensation	Income Tax Adjustments		% of Revenue
Net revenue	\$ 644		\$ -	\$ 172	\$ -	\$ -	\$ -	\$ -	\$ 816	
Cost of goods sold	321	49.8%	(3)				(1)		317	38.8%
Gross profit	323	50.2%	3	172	-	-	1	-	499	61.2%
Operating expenses: Marketing and sales General and administrative Research and development Amortization of intangibles Restructuring charges Total operating expenses  Operating loss  Loss on strategic investments	164 66 312 12 14 568 (245)	25.5% 10.2% 48.4% 1.9% 2.2% 88.2% -38.0%	(12) (12) (12)	172		(14) (14) (14)	(3) (5) (24) - - - (32)	: : : : :	161 61 288 - - 510 (11)	19.7% 7.5% 35.3% - - 62.5%
•			-	-	16	-	-	-	-	0.007
Interest and other income (expense), net	3	0.5%				<del></del>			3	0.3%
Loss before benefit from income taxes	(258)	-40.0%	15	172	16	14	33	-	(8)	-1.0%
Benefit from income taxes	(24)	3.7%						22	(2)	0.3%
Net loss	<u>\$ (234)</u>	-36.3%	<u>\$ 15</u>	<u>\$ 172</u>	<u>\$ 16</u>	<u>\$ 14</u>	\$ 33	<u>\$ (22)</u>	<u>\$ (6)</u>	-0.7%
Loss per share Basic and diluted	\$ (0.72)								\$ (0.02)	
Number of shares used in computation Basic and diluted	323								323	

#### TTM 6/30/10 Reconciliation



	Trailing twelve Months Ended June 30, 2010											
	GAAP Results	% of Revenue	Acquisition- related expenses	Change in Deferred Net Revenue (Packaged Goods and Digital Content)	Loss on Lease Obligation (G&A)	Loss on licensed intellectual property commitment (COGS)	Loss on Strategic Investments	Restructuring Charges	Stock-Based Compensation	Income Tax Adjustments	Non-GAAP Results	% of Revenue
Net revenue	\$ 3,825		\$ -	\$ 57	\$ -	\$ -	\$ -	\$ -	\$	\$ -	\$ 3,882	
Cost of goods sold	1,767	46.2%	(10)			3			(2)		1,758	45.3%
Gross profit	2,058	53.8%	(10)	57	-	(3)	-	-	2	-	2,124	54.7%
	53.8%										54.7%	
Operating expenses:												
Marketing and sales	693	18.1%	-	-	-	-	-	-	(17)	-	676	17.4%
General and administrative	328	8.6%	-	-	(14)	-	-	-	(40)	-	274	7.1%
Research and development	1,192	31.2%	-	-	-	-	-	-	(116)	-	1,076	27.7%
Acquisition-related contingent consideration	4	0.1%	(4)	-			-	-	-	-	-	-
Amortization of intangibles	56	1.5%	(56)	-	-	-	-		-	-	-	-
Restructuring charges	128	3.3%						(128)				-
Total operating expenses	2,401	62.8%	(60)		(14)			(128)	(173)		2,026	52.2%
Operating income (loss)	(343)	-9.0%	70	57	14	(3)	-	128	175	-	98	2.5%
Loss on strategic investments	(15)	-0.4%	_	_			15	_	_		_	_
Interest and other income (expense), net	3	0.1%	_	_	_	_	-	_	_	_	3	0.1%
increat and outer mounts (oxportes), not		0.170										0.770
Income (loss) before provison for (benefit from) income taxes	(355)	-9.3%	70	57	14	(3)	15	128	175		101	2.6%
Provision for (benefit from) income taxes	(8)	0.2%								36	28	-0.7%
Net income (loss)	\$ (347)	-9.1%	\$ 70	\$ 57	\$ 14	\$ (3)	<u>\$ 15</u>	\$ 128	\$ 175	\$ (36)	\$ 73	1.9%
Earnings (loss) per share Diluted	\$ (1.08)										\$ 0.22	

#### TTM 6/30/09 Reconciliation



	Trailing twelve Months Ended June 30, 2009											
Net revenue Cost of goods sold	GAAP Results \$ 4,052 2,152	% of Revenue 53.1%	Acquisition- related expenses \$ -	Change in Deferred Net Revenue (Packaged Goods and Digital Content) \$ 241	Loss on licensed intellectual property commitment (COGS)	Loss on Strategic Investments	Restructuring Charges	Stock-Based Compensation \$ - (2)	Income Tax Adjustments	Non-GAAP Results \$ 4,293 2,098	% of Revenue 48.9%	
Gross profit	1,900	46.9%	14	241	38			2		2,195	51.1%	
Cross prom	46.9%	40.070	1-7	2-71	00			-		51.1%	01.170	
Operating expenses: Marketing and sales General and administrative Research and development Acquired in-process technology Amortization of intangibles Certain abandoned acquisition-related costs Goodwill impairment Restructuring charges Total operating expenses	727 314 1,315 1 55 21 368 74 2,875	17.9% 7.7% 32.5% - 1.4% 0.6% 9.1% 1.8% 71.0%	(1) (55) (21) (368) ————————————————————————————————————	- - - - - -	- - - - - -	: : : : :	- - - - - (74)	(18) (42) (124) - - - - - (184)	- - - - - - - -	709 272 1,191 - - - - 2,172	16.5% 6.4% 27.7% - - - - - 50.6%	
Operating income (loss)	(975)	-24.1%	459	241	38	-	74	186	-	23	0.5%	
Loss on strategic investments Interest and other income (expense), net	(72) 22	-1.8% 0.6%	<u> </u>	<u>.                                    </u>	<u> </u>	72		<u> </u>	<u> </u>	22	- 0.5%	
Income (loss) before provison for income taxes	(1,025)	-25.3%	459	241	38	72	74	186	-	45	1.0%	
Provision for income taxes	202	-5.0%							(190)	12	-0.2%	
Net income (loss)	\$ (1,227)	-30.3%	\$ 459	\$ 241	\$ 38	\$ 72	\$ 74	\$ 186	\$ 190	\$ 33	0.8%	
Earnings (loss) per share												
Diluted	\$ (3.82)									\$ 0.11		

## Q2 FY11 Guidance Reconciliation (EA)



The following table provides a reconciliation of the non-GAAP financial measures regarding Electronic Arts' Q2 FY11 Guidance to the nearest comparable GAAP financial measures. These are preliminary estimates and expectations based on current information as of August 3, 2010 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.

	SAAP idance	Acquisition- related expenses	Change in Deferred Net Revenue (Packaged Goods and Digital Content)	Gain on Strategic Investments	Restructuring	Stock-Based Compensation	Tax Adjustments	Non-GAAP Guidance	_
Low end of Q2 guidance range									
Net Revenue	600		175					775	
Approximate Gross Margin %	42%	-0.5%	-13.0%					55%	, D
Approximate Operating Expense	560	(14)			(5)	(45)		500	
Tax Expense (Benefit)	10						(30)	(20	)
Net Loss	(295)	18	175	(28)	5	45	30	(50	)
Loss Per Share	\$ (0.90)							\$ (0.15	)
Diluted shares	329							329	
High end of Q2 guidance range									
Net Revenue	650		175					825	
Approximate Gross Margin %	42%	-0.5%	-12.5%					55%	, D
Approximate Operating Expense	560	(14)			(5)	(45)		500	
Tax Expense (Benefit)	-						(13)	(13	)
Net Loss	(262)	18	175	(28)	5	45	13	(34	)
Loss Per Share	\$ (0.80)							\$ (0.10	
Diluted shares	329							329	26

#### **FY11 Guidance Reconciliation**



The following table provides a reconciliation of the non-GAAP financial measures regarding Electronic Arts' FY11 Guidance to the nearest comparable GAAP financial measures. These are preliminary estimates and expectations based on current information as of August 3, 2010 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.

	GAAP Guidance	Acquisition- related expenses	Change in Deferred Net Revenue (Packaged Goods and Digital Content)	Gain on Strategic Investments	Restructuring	Stock-Based Compensation	Tax Adjustments	Non-GAAP Guidance
Low end of guidance range								
Net Revenue								
Publishing and Other	2,500		225					2,725
Distribution	175		-					175
Digital Total	3,350		<u>75</u>					750 3,650
Approximate Gross Margin %	56%	-0.5%	-3.5%					60%
•			-3.5%		(45)	(470)		
Approximate Operating Expense	2,250	(54)			(15)	(178)		2,000
Tax Expense	20	70	200	(00)	45	400	45	65
Net Income (Loss)	(330)	70	300	(23)	15	180	(45)	167
Earnings (Loss) Per Share	\$ (1.00)							\$ 0.50
Diluted shares	330							334
High end of guidance range								
Net Revenue								
Publishing and Other	2,750		225					2,975
Distribution	175 <u>675</u>		- - 7 <u>5</u>					175 750
Digital Total	3,600		300					3,900
Approximate Gross Margin %	56%	-0.5%	-3.5%					60%
Approximate Operating Expense	2,250	(54)			(10)	(178)		2,000
Tax Expense	20						71	91
Net Income (Loss)	(232)	70	300	(23)	10	180	(71)	234
Earnings (Loss) Per Share	\$ (0.70)							\$ 0.70
Diluted shares	330							334