



# Impact Report

## 2024



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# A Letter From Andrew Wilson, Our CEO

Connecting with growing global communities through new and innovative forms of entertainment fuels the passion and creativity of everyone at Electronic Arts (EA). With our games and experiences at the heart of community, fandom, and cultural celebration, we design bigger worlds, tell bolder stories, and build more welcoming online communities. It is through this commitment to fans that we strive to create worlds of play without limitations.

Rich backgrounds, experiences and perspectives across our global workforce are the foundation of a culture of learning and openness at EA. It is through this important lens that our people create stories and deliver amazing experiences that resonate with audiences around the world and make an impact in the communities where we live, work and play.

We believe the excitement, engagement, and connection of play is for everyone. Our living, growing franchises, like Apex Legends, The Sims, EA SPORTS FC, College Football and Madden NFL, reflect our commitment to inclusivity, community-driven play, and expanding authentic representation in our games. We are constantly challenging the status quo to shape the future of entertainment through programs like our accessibility patent

pledge. Making gaming more accessible and inspiring others in our industry to do the same is central to who we are, what we do, and how we show up for players and fans.

Delivering next-level entertainment at the intersection of technology, arts, and culture, inspires us to empower future inventors and artists with next-gen skills across many career paths. We invest resources and volunteer hours to support initiatives where we can make a difference – particularly in partnerships that focus on STEAM education.

A world of creativity, connection, and belonging for present and future generations depends upon sustainable practices today. We are on track to becoming carbon neutral by 2027, while expanding our renewable electricity use and engaging with organizations to protect and preserve our local ecosystems.

Our values as a global company continue to drive us to create a welcoming workplace, foster inclusive communities, invest in the next generation of innovators and artists, and progress our environmental initiatives.

I am inspired by the entertainment and impact we are helping deliver, as we continue to deepen this work across our communities.

Sincerely,

**ANDREW WILSON**

Chief Executive Officer and Board Chair



# FY24 Highlights

## Top-100

Sustainable Company  
from Barrons

## 100%

carbon neutral  
in North America and Europe

## 4

new patents added  
to our industry-leading  
accessibility patent pledge



## 5-Year

growth trajectory for  
underrepresented talent in executive  
(VP+) and Director-level roles

## \$5.6M

and 17,300+ volunteer hours  
invested in communities where  
we live, work and play

## 93%

renewable electricity  
attributable to our operations





## Our Opportunity, Mission, Strategy

As our industry continues to evolve, our business strategy is focused on entertaining massive online communities, telling blockbuster stories, and harnessing the power of community in and around our games. We also know that our employees, fans, and investors look to us to continue to lead with integrity, purpose, and sustainability. So, every day our values guide our efforts to create groundbreaking, blockbuster entertainment and deliver more live service content and deeper experiences than ever before to an expanding network of global players, making our ESG work at the heart of our always-on mission to lead the future of entertainment.

People the world over – particularly younger generations – are increasingly looking to us to deliver unparalleled spaces to play, create, connect and inspire one another; spaces in which they also feel welcome, safe and included. Creating games and experiences that appeal to our global audience begins with our longstanding commitment to promoting a culture of inclusivity where everyone can thrive. This work enables us to deliver cutting-edge products and services, with authentic experiences that resonate with our players and fans.

As our electronic artists create this blockbuster entertainment, they leverage our Positive Play initiatives, solutions that maximize positive experiences for players and minimize disruptive behavior. We continue to expand Electronic Art’s inclusive characters, rich stories, epic worlds, and unrivaled sports action. And we are progressing our accessibility efforts, so all communities can feel included as they play, watch, create, share, and connect.

The future of entertainment calls for a new generation of interactive innovators and storytellers, and our social impact investments and partnerships bridge opportunity gaps in STEAM education and strengthen communities. We also understand that creating a world where everyone can play requires safeguarding our planet and our climate, which is why we continue to scale our environmental programs and progress our commitments. We underpin these efforts with strong privacy, security and governance practices that facilitate value creation for all our stakeholders.



### Business Snapshot

**\$7.6B**

Total Net Revenue

**\$5.5B**

Live Services & Other Net Revenue

**\$4.71**

Diluted Earnings Per Share

**\$2.3B**

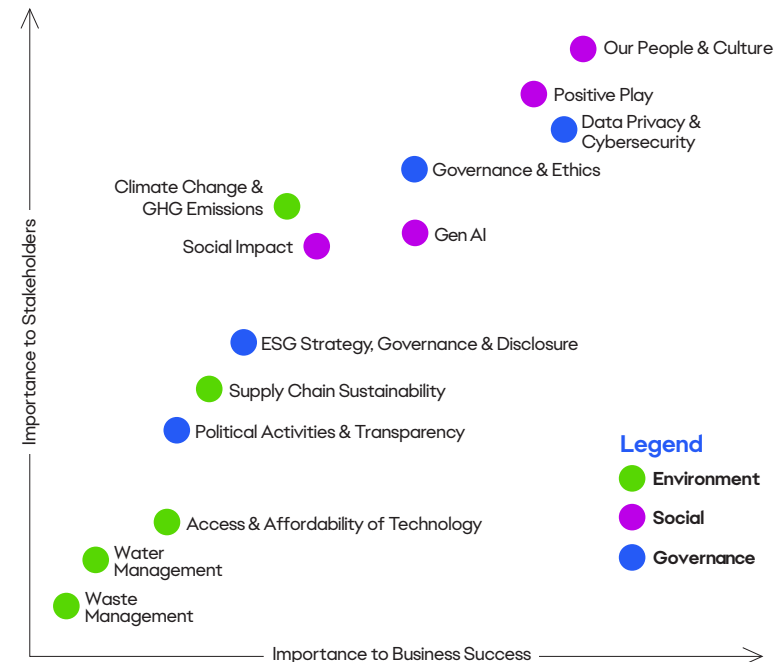
Operating Cash Flow



## ESG Materiality Map

Formal materiality assessments and ongoing engagement with our key stakeholders (for more detail see [p.40](#)) inform our ESG approach, topic prioritization, and communication of progress in our Impact Report.

We conducted our most recent materiality assessment in 2022 which included peer and industry benchmarking, reporting frameworks review, and stakeholder interviews. Since that time, we have continued to engage with our stakeholders and adjusted our materiality matrix to reflect topics that are important to them and to the success of our business. We will progress our understanding with a double materiality assessment in alignment with recent regulatory requirements.



## Recognition

We're proud to be recognized for our efforts to create an innovative and inclusive workplace, where our people can do amazing things for our players, communities and one another.

A few of our recognitions during FY24 include:

### World's Best Employers

### America's Best Midsize Employers

Forbes

### America's Most Trustworthy Companies

### America's Greatest Workplaces

### America's Greenest Companies

Newsweek

### Best Places to Work

(Full Circle - Canada, Maxis, Ripple Effect, and Cliffhanger - U.S.)

GamesIndustry.biz

### Top 100 Sustainability Companies

Barrons

### Equality 100 Award, Leader in LGBTQ+ Equality

Human Rights Campaign

### Best Places to Work for Disability Inclusion

Disability:IN

### Most Admired Companies

Fortune

01

# Our People & Culture

We strive to foster an inclusive, engaging workplace environment where our diverse and healthy teams create worlds, characters and stories that reflect and resonate with our global audiences.





# Our People

Our focus on our people and culture helps our teams create games and experiences that entertain our hundreds of millions of players around the world.

We have a longstanding commitment to foster healthy and inclusive teams at Electronic Arts. We believe that a global workforce with diversity of experiences, skills, ideas, backgrounds, generations, tenure and culture power our culture of learning and generate the ideas that create the immersive worlds, characters, stories and communities that resonate with our global audiences. We strive to bring our diverse workforce together in a work environment where creativity thrives, new perspectives are invited, and people feel valued.

To create a vibrant and inclusive workplace, our actions must reinforce our commitment. We continue to invest in people practices to attract, develop, and retain talented people who each play a part in inspiring the world to play. From how we bring talent into the company to how we help people grow their careers in interesting ways, we strive to ensure that we have fair and supportive practices that we can be proud of.



## Priorities

- 1** Embed inclusion in our people practices to enable all to thrive and do their best work.
- 2** Foster a healthy, and supportive culture that prioritizes engagement, listening, and action.
- 3** Support the development of our people and the growth of our business.

## Highlights

**83%**  
of employees report being happy working at Electronic Arts

Continued to achieve **base pay equity** on the basis of gender globally and race/ethnicity in the U.S.

**440k+ hours** of online learning including **425 hours** for leadership training

**5-Year growth trajectory** for underrepresented talent in executive (VP+) and Director-level roles

**Continued increases** in company-wide representation among women





## Workforce Representation

Our workforce has seen an increase in underrepresented talent over the last five years, including among our leadership.

In FY24, representation of women continued to progress within our total workforce and in people leadership and technical roles. Longer-term trends slowed among certain pockets of underrepresented talent as we continued to evolve our business to align investments with our global growth and build the workforce skills to lead the future of interactive entertainment. For example, to better serve our global communities, our workforce grew outside of the United States and in countries in which we are unable to gather information on race or ethnicity. We're focused on identifying and nurturing talent across all elements of diversity including genders, races and ethnicities as we build our workforce for the future. We will continue to evaluate and work to improve our practices and representation to create an environment where all talent can thrive and achieve their career aspirations.

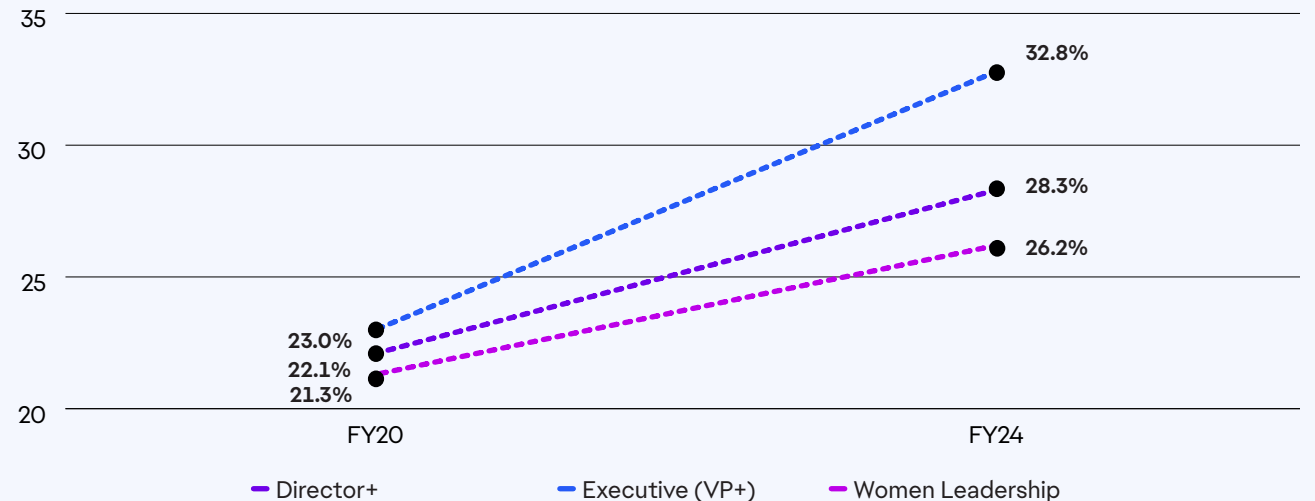
	Overall		People Leaders		Technical Roles	
	FY23	FY24	FY23	FY24	FY23	FY24
<b>Global<sup>1</sup></b>						
<b>Women</b>	26.5%	27.3%	25.8%	26.2%	20.6%	21.7%
<b>Men</b>	73.5%	72.7%	74.2%	73.8%	79.4%	78.3%
<b>U.S.<sup>2</sup></b>						
<b>White</b>	53.2%	53.1%	58.8%	58.9%	52.3%	51.7%
<b>Asian</b>	22.0%	22.3%	19.6%	20.0%	24.6%	25.5%
<b>Hispanic or Latinx</b>	9.2%	9.3%	6.4%	6.4%	8.1%	7.9%
<b>Black or African American</b>	4.0%	4.0%	4.0%	3.4%	3.5%	3.3%
<b>Two or More Races</b>	4.4%	3.8%	3.7%	3.6%	3.6%	3.4%
<b>American Indian or Alaska Native</b>	0.2%	0.2%	0.1%	0.1%	0.1%	0.1%
<b>Native Hawaiian or Other Pacific Islander</b>	0.3%	0.3%	0.2%	0.0%	0.2%	0.1%
<b>Undisclosed</b>	6.7%	7.0%	7.3%	7.5%	7.6%	8.0%

<sup>1</sup> Gender data included in this table represents global respondents who self-identified as women and men. We recognize all gender identities and support inclusive and equitable treatment for all.

<sup>2</sup> Based on self-identification; responses may not sum to 100%.

## Leadership Representation Growth<sup>3</sup>

Over the last five years, representation of women and historically underrepresented talent<sup>4</sup> by race/ethnicity in executive (VP+) and Director+ roles has grown at Electronic Arts. We believe this is a testament to our practices that foster a healthy and inclusive environment where all talent can be successful. Growth in representation at all levels facilitates a diversity of backgrounds, experiences and skills that allow us to make the immersive worlds, characters, stories and communities that resonate with our global audience. It also inspires mentorship, and allows all employees to envision themselves in these leadership roles.



<sup>3</sup> Above chart shows overall growth from FY20 to FY24. Actual growth may not be linear.

<sup>4</sup> Historically underrepresented talent includes Black or African American, Hispanic or Latinx.

## Embed Inclusion in our People Practices to Enable All to Thrive and Do Their Best Work

We embed inclusion in our practices throughout the employee lifecycle – from how we attract talent, to how we grow and retain people, to how we compensate and create a sense of belonging. We regularly review our people programs and practices with an aim to keep them free from bias.

### Hiring Practices

As the largest independent gaming company in the world, we are an employer of choice for our global talent pool. To create and maintain a diverse workforce with backgrounds, experiences, and skills that will enable us to execute our business strategy, we embed an equitable experience throughout our hiring process to fairly identify and assess candidates whose skills and experiences align with the needs of our business.

We aim to find and attract a diverse slate of candidates with diverse backgrounds and experiences, with a focus on including underrepresented talent in the pool of candidates from the beginning of our hiring process. We do so, in part, through inclusive language and broad requirements to attract individuals with a variety of experiences. We then leverage a consistent approach to ensure a fair assessment of all candidates and facilitate merit-based selection. For example, we provide hiring managers with an alignment guide at the beginning of the search to create guardrails that allow teams to select the most qualified candidates. Then we facilitate group discussions and critical thinking amongst the hiring team, each of which promote a fair and equitable candidate experience and encourage the hiring team to focus on well-reasoned and fact-based judgments.

### Emerging Talent

Investing in emerging talent provides the opportunity to help build a future workforce of electronic artists with the skills, experiences, and backgrounds to lead the next generation of entertainment. We believe that our investments today will help create a broader pool of talent which our business, and the industry, will benefit from in the future. We focus our initiatives on individuals that have graduated from a university, graduate school, boot camp or apprenticeship within the previous three years. Our programs are open to those just beginning their career as well as those pivoting from a different career, such as our Hiring our Heroes program where veterans are transitioning from the military profession into the corporate world.

We help to create exposure and pathways for our people, including underrepresented talent, into our industry. We do so through scholarships, mentorships and internships in partnership with Historically Black Colleges and Universities (HBCUs), Hispanic Serving Institutions (HSIs) and other organizations.

Our efforts are reflected in our results. In FY24, Electronic Arts hired nearly 150 new graduates and over 250 student interns, many of whom were hired as full-time employees.

### Partnerships for Academic Innovation and Research

In 2023, we launched Partnerships for Academia, Innovation, and Research (PAIR) to curate mutually beneficial partnerships with global academia and other institutions. The program connects Electronic Arts with select organizations to build a strong early career talent pipeline, and collaborate on research, innovation, and thought leadership. PAIR has initiated 16 engagements in 6 countries and expects to engage more than 200 talented students in 2024.







## Retaining Talent

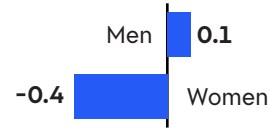
Once our creators, storytellers, technologists, and innovators are embedded in Electronic Arts, we aim to retain them. Our initiatives, from skill growth to cultural and benefit programs, are designed to create a place where our diverse teams feel they belong and can grow their careers. We know that an inclusive culture is key to retention. For example, our Employee Resource Groups (ERGs) play a crucial role in providing a sense of community, connection and allyship, and creating a culture of belonging. We also use tailored approaches, analysis, processes, and tools to assess attrition patterns, retain our employees, and support their career progression.

## Equitable Pay

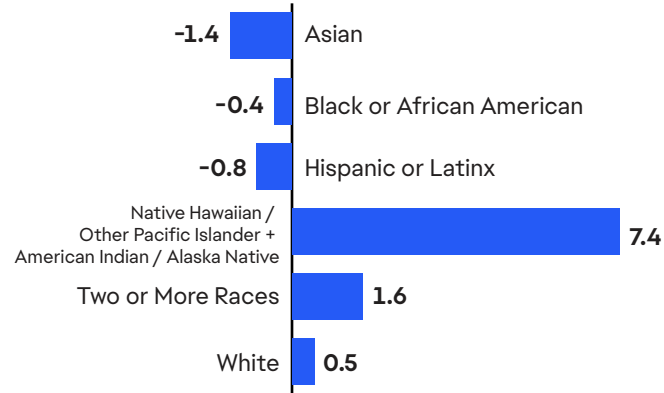
Building diverse teams and creating a healthy and inclusive culture includes a focus on compensating our employees fairly based on the work that they do. To us, pay equity means that our employees are paid equitably for their work, regardless of their gender, race/ethnicity or other characteristics not relevant to their role or performance. We analyze compensation and annually partner with an independent outside firm to review employees' pay. When we find compensation that deviates from what we would expect to see based on our practices, we take action, including adjusting base pay as appropriate. During FY24, our programs and processes have enabled us to maintain base pay equity globally based on gender and race/ethnicity in the United States.

## FY24 Voluntary Attrition<sup>1</sup>

### Global Attrition by Gender



### U.S. Attrition by Ethnicity



<sup>1</sup> The center line denotes average voluntary attrition at Electronic Arts during FY24. Percentage points on either side of the line show the difference from the average rate.





## Employee Resource Groups

Our Employee Resource Groups (ERGs) are open to all and help foster a culture of inclusion, belonging, and allyship at Electronic Arts. The ERG network has grown to over 60 chapters and has provided over 200 leadership opportunities for our people. All ERGs are supported with executive sponsorship and advisors.

ERGs focused their impact on professional development and social impact efforts in FY24. They worked together to create a variety of global and local events celebrating community, career development, connection and allyship. ERG sponsored events included an education series about doing business across cultures, executive coaching, and attendance to conferences among others.

### Celebrating Cultural Moments

To foster inclusion, belonging and allyship, we hosted global celebrations to recognize the heritage, contributions, and achievements of the global communities that reflect our workforce and our players. Commemorating moments that matter to our communities, we featured virtual fireside chats with thought leaders that attracted over 7,000 global attendees.

“BEAT! focuses on developing and retaining Black talent at EA through mentorship and professional development while fostering community and a sense of belonging. This holistic approach ensures a supportive culture that empowers diversity of thought and creativity through, people, technology, and practices.

**Nathaniel Mclean-Brown**  
Manager II, Global Audit and  
BEAT! Global Professional Development Lead

## Our ERGs

To foster a healthy and inclusive culture, membership in our ERGs is open to all.

	<b>ABLE</b> Accessibility group and allies
	<b>ASPIRE</b> Asian, Native Hawaiian, & Pacific Islander group and allies
	<b>BEAT!</b> African American & Black group and allies
	<b>MOSAIC</b> Multiculturalism group and allies
	<b>PRIDE</b> LGBTQ+ group and allies
	<b>SOMOS EA</b> Hispanic & Latinx group and allies
	<b>Women's Ultimate Team (WUT)</b> Women's group and allies



## Creating a Healthy and Supportive Culture that Prioritizes Engagement, Listening and Action

Our investments in policies, practices, people, and tools help create a healthy environment in which our people can do their best work.

### Results from Recent Internal Surveys<sup>1</sup>

**89%**  
felt recognized by their manager

**87%**  
agree their opinion matters to their team

**83%**  
are happy working at Electronic Arts

**84%**  
agree that Electronic Arts is committed to inclusion as a priority

<sup>1</sup> September 2023 Manager Survey and December 2023 Engagement Survey

### Engaging Our Employees Through Listening

We engage, listen, and respond to our employees throughout their journey with us. To facilitate open communication, we expect managers to hold quarterly performance conversations with employees. We also conduct semi-annual engagement and annual manager satisfaction surveys and use internal data to measure employee engagement, organizational health, and manager effectiveness. We promote meaningful conversations and productive feedback loops to ensure employee voices are heard and success is achieved by working together.

### Raise a Concern

Our culture of listening and action also shows up in our “Raise a Concern” experience. This is the process by which employees can safely raise workplace concerns – including those related to discrimination, harassment, and bullying. Through this program, we strive to foster a respectful workplace that supports our culture and build employee trust. We make it a point to widely share this resource, and the trust that employees can have in it, through our employee communications and through our senior executives during our Global Town Halls.

When looking into concerns, we reinforce with all involved that it is against Electronic Arts' policy for anyone to retaliate against someone who raises a legitimate concern or participates in an investigation.

We provide several channels through which employees can raise workplace concerns:

- An easily accessible online tool
- Managers
- People Experience partners
- Executives
- Via a dedicated phone number and email address

We review all concerns raised in good faith and take action to restore a healthy workplace environment. We take enforcement seriously and implement appropriate steps when behaviors are inconsistent with our values or policies. Since inception, we have seen consistency in the usage of Raise a Concern, indicating employee engagement, confidence and trust in the process.

### A Global and Connected Team

We are evolving to meet the needs of our globally distributed workforce, with dedicated tools and resources in place for our hybrid teams and when working virtually. Resources include opportunities for connection and networking through Slack interactions, newsletters, and virtual and live local meet-ups.



## Caring for Our People

Electronic Arts provides benefits and reward packages customized to local markets to support the physical, mental and financial well-being of our people. Benefits<sup>1</sup> offered may include:

### Physical Health

**Health Coverage:** Employees and their eligible dependents have access to medical plans and supplemental insurance options to support holistic health.

**Ergonomics Program:** Employees can have their workspace (at home or in the office) assessed to receive comfort solutions based on specific needs.

### Mental Well-being

**Mental Health Resources:** Provides employees and their eligible dependents with access to coaching, counseling, and other mental health resources. Our partners offer a global provider network of certified coaches and licensed therapists that supports over 30 languages.

**Bereavement Leave:** Employees may take up to 20 days of paid time off for the loss of a loved one.

**24/7 Counselor Phone Line:** Employees have access to 24/7 phone crisis support.

### Family Health

**Paid Vacation & Holidays:** We encourage employees to stay on the top of their game by planning holidays and taking much-deserved vacations.

**Parental and Caregiver Leaves:** New parents and caregivers receive paid leave with lengths that align with regional practices.

### Financial Well-being

**Bonus and Stock-Based Incentives:** Eligible employees may receive annual bonus and stock-based compensation.

**Retirement Contribution Match:** We provide matching contributions for employees contributing to certain retirement accounts.

**Equity Ownership:** 93% of our employees participate in our equity programs, including our Employee Stock Purchase Plan, which allows eligible employees to purchase Electronic Arts stock at a discount.

**Equity Vesting:** Upon death or qualifying disability, employee equity awards may vest to assist families in a time of need.



<sup>1</sup> Benefits are representative of our global offering and may vary by location and eligibility.

## Supporting the Development of our People and the Growth of our Business

Our talent development strategies are aligned with our mission to lead the future of interactive entertainment. Skill development and career growth are also important to our people, and we empower both employees and people managers to identify and pursue learning, whether related to specific technical skills, leadership, inclusion or other job-specific and general training. We maintain a proprietary learning management system, EA Learn, which provides online resources with leading industry vendors and proprietary learning materials.

### Career Development

In FY24, we enhanced our career development programs to better empower employees to drive their own career development journey at Electronic Arts. The program provides guidance and practical resources through workshops, online courses, educational workbooks and in-house created and curated learning resources for both employees and people managers – supporting a culture of creativity and innovation, curiosity, and continuous growth.

### Technical Training

To continue building the best games and experiences in the industry, we encourage the development of top technical skills. Focused onboarding and job-specific programs for technical roles help employees grow in their specific domains. Our people can also access online learning resources with leading industry vendors. We also support our game developers by creating bespoke learning materials on our Frostbite game engine. We're proud of our employees that participate in workshops and conferences, such as Game Play of the Future, Modes of the Future, Technical Innovation Summit, and our own Animation Conference.

### Skill-Building Resources

To help our talent learn, grow, and innovate, we scaled our skill development programs in FY24 and we continue to expand learning opportunities through our partnership with Udemy, an online learning platform.

In FY24, we launched a new Professional Skills Training program to help our people learn, grow and innovate. Examples from this program include:

- Power Packs offer articles, videos, online courses, practice activities and other resources to support individual development of specific skills identified by the employee or in development conversations with their manager.
- Group Workshops includes everything needed for a manager or employee to conduct a team workshop on a selected skill.

### AI Hub

Launched in FY24, our AI Hub offers training and education to enhance our employees' skills and understanding of generative artificial intelligence. With functional input from across the company, it also provides use cases and guidance on the use of genAI. The Hub is updated regularly as the technology evolves.



### Highlights

**440k+ hours**

logged by employees on online learning platforms

**45k+ hours**

on Udemy

**22k+**

Udemy course enrollments

**80%**

of hours spent on Udemy spent on technical modules



## Developing Leaders

Leadership is pivotal to creating an environment where people can do their best work and execute our strategy. At Electronic Arts, we expect our leaders to build high-performing teams and provide them with development tools to create a healthy, inclusive culture.

We support people leaders through our Leader League program, which offers multiple experiences on critical topics most relevant to each stage of our leaders' growth. Examples of specific topics include effective feedback, coaching, team advocacy, difficult conversations, and leading through change.

**Aspiring Leaders:** Emerging leaders are supported through programs to prepare for taking on a leadership role for the first time. We focus on changes they will experience and how to shift to a team-oriented mindset by which they contribute through others.

**Mid-Level Leaders:** More than 50% of our mid-level leaders engaged in interactive workshops, discussion, and practice sessions around feedback, coaching, and difficult conversations, preparing them to better set solid expectations and maintain a culture of accountability.

**Senior Leaders:** We aim to support our senior leaders through programs targeted toward their stage of development, such as our Next Level Leadership Experience program that explores the mindsets, capabilities and tools leaders need to execute, innovate and transform the future.

**Executive Leaders:** We invest in our executive leaders through tailored development experiences, including world-class executive educational courses, coaches, and assessments.

## Inclusion Training

We offer programs which share best practices for creating an inclusive culture. The programs were expanded in FY24, and nearly 90% of participants responded that they learned concrete actions to create a culture of belonging. We also offer courses on a variety of topics and access to platforms that foster understanding of the dimensions that impact inclusive collaboration.

Additional inclusive leadership training programs are offered for leaders. For our senior leadership, we provide a robust multi-month program focused on leading inclusively and fostering accountability. Almost 90% of global leaders have participated.

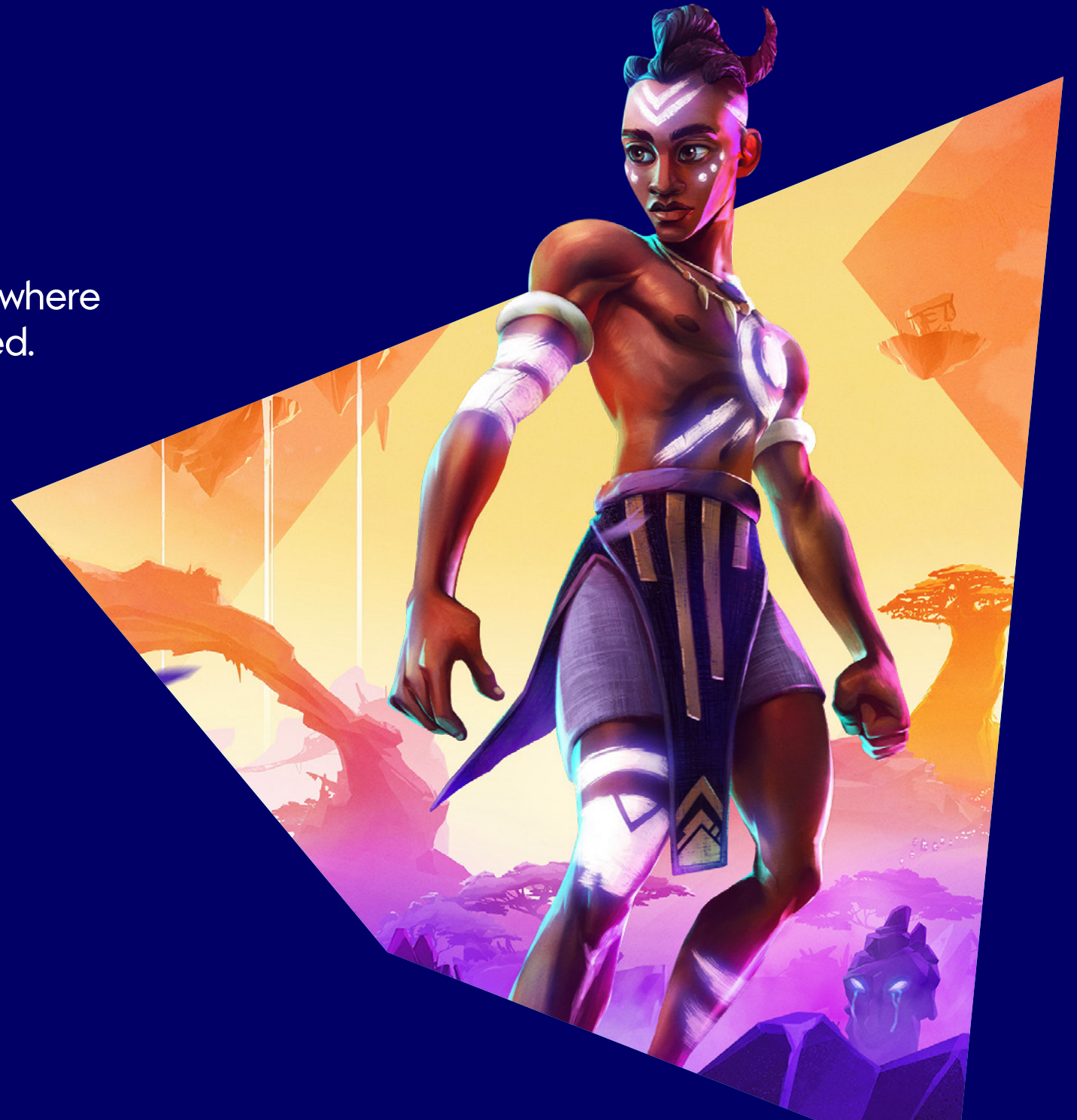




02

# Positive Play

We strive to create worlds and experiences where everyone can be welcome, safe and included.



## Inspiring the World to Play Together

As we advance our strategic priorities, we continue to scale our efforts that allow players to feel welcome, safe and included when they play, create and connect in those communities.

FY24 was a year of growth and focus. We prioritized strengthening our online safety resources, frameworks, and roadmap to support strategic initiatives to provide players with more opportunities to connect and create in and around our games. Organizationally, we united the teams responsible for setting policy and strategy for this work to drive efficiency, effectiveness and accountability. We continue to invest in teams and technology to accelerate the development of solutions that minimize disruptive behavior in our games and experiences. With less disruption, we can maximize a positive experience for our players.

We harness the power of our communities by creating stories, worlds and characters that authentically represent our diverse community of players and games that are accessible to all our players. Our FY24 progress continues our industry-leading efforts.

### Priorities

1

**Embed player safety into our development processes and foster respectful and inclusive communities.**

2

**Promote fair play so that everyone can compete in a level and secure environment.**

3

**Build inclusive and accessible experiences where all players can see themselves represented and participate.**





## Safety

We establish clear policies and communications and deploy technology and human oversight systems to encourage positive play and minimize disruptive behavior. In-game messages remind players of our standards. Where we find content or conduct that is disruptive, we remove it and take appropriate action.

## Moderation

We review player conduct and deploy tools, technology and reporting to find and remove it. To us, moderation means that we review player conduct and user-generated content against our Rules of Conduct and Positive Play Charter for what is allowed on our platform. We moderate proactively through tools, including filters, that block offensive or inappropriate content in real-time, while also considering game-specific context and intensity. And we have processes to react to player reports quickly and reliably.

## Text, Image, and Audio UGC

Our proactive measures include continuing to scale our enhanced text moderation tool, launched in 2023. This tool is featured in nearly all our games with user-generated capabilities. And we've recently progressed our efforts by introducing image moderation to help us detect and filter disruptive images, creative in-game assets and image experiences.

We are also excited to continue enhancing our capabilities by piloting audio moderation in Battlefield 2042. We are utilizing new technology that allows players to report inappropriate voice chat in-game so that our support teams can review and take appropriate action.

These detections help us address disruption and customize policies as needed.

## Player Reporting

Player reporting remains a critical tool in maintaining safe gaming spaces and allows us to investigate disruptive behavior quickly. Every Electronic Arts game launches with an option to report disruptive or inappropriate behavior in-game.

We use a combination of technology and human moderation to review player reports. More than half of content violations are for minor disruptive behaviors and received a warning, which our research and analytics show is effective in stopping the majority of disruptive behavior. If a warning doesn't deter the behavior, other appropriate action is taken, including suspensions or full bans.

To keep our games and experiences consistent with the goals of the European Union Digital Services Act, we enhanced our practices in 2024, including:

- [Providing information](#) about our content moderation and enforcement processes.
- Improving our [processes](#) for reporting inappropriate content.

## Integrating AI

We expect that AI will enhance our moderation capabilities, along with other technology and human moderation. For example, our current text filtering solution combines in-house technology with AI-enabled capabilities that increase accuracy to help our people assess nuanced communication and provide data-driven recommendations. We're continuously improving our safety solutions and will look to emerging technologies, including AI, to evaluate whether and where we can add value to the moderation experience.



## We invest in safety to meet player expectations<sup>1</sup>

**81%**

of players that engage in multiplayer games believe that creating safe online environments should be a priority for game makers.

## Players see game safety as a shared responsibility

that requires collaboration between them and the industry.

**96%**

of players demonstrate a willingness to help curb toxicity, making clear rules and reporting tools - combined with proactive filtering - an effective approach to disruptive behavior.

<sup>1</sup> [Unity Toxicity in Multiplayer Games Report 2023](#)

## Safety Partnerships

Cross-industry collaboration is vital in maintaining a safe and inclusive experience for our players. Electronic Arts partners with others in the industry to identify risks and solutions so that together, we can innovate and better serve our players.

We have long worked to empower players and parents with tools and information that allow them to make informed decisions about how they and their children play our games. Recently, we joined two new organizations which will provide us with more opportunity to collaborate and innovate with others in the video game and adjacent industries on online safety:

- [The Family Online Safety Institute](#) is a nonprofit that joins forces with companies in tech, social media and gaming to make the online world safer for kids and families.
- [Tech Coalition](#) is a global alliance of tech and online companies that work to fight child sexual abuse online.

## Player and Parental Tools

Our Player and Parental Tools empower players and parents to better understand and manage how they play and stay safe online.

When using our online services, players can chat and, in some cases, share other content with other players including friends. The first step in ensuring players and families have a positive and safe experience when playing, is understanding the tools available on game platforms. We provide information about [how to manage play and stay safe online](#).

## Positive Play Charter

Our priorities unite in our Positive Play Charter, a player-facing resource that provides guidelines to empower our players to help shape our community positively. We update the Charter regularly to give players a clear way to understand the rules we use to manage our communities.

“We really believe in the power of positive play and to us that means that if you are participating in our gaming community, we want you to feel safe and included.

EA created the Positive Player Award to recognize true sportspersonship within the esports community; an individual who demonstrates positive play, and hopefully inspires those around them to do the same.”

**Monica Dinsmore**

Senior Director, Esports & EA Ventures Brand

## Positive Player Award

In FY24, we expanded our Positive Player Award to include the Apex Legends Global Series, EA SPORTS FC Pro and the Madden Championship Series. Esports competitors and coaches are invited to nominate fellow competitors who consistently display outstanding sportspersonship by showing generous treatment of others, and act as honorable opponents during the tournament.

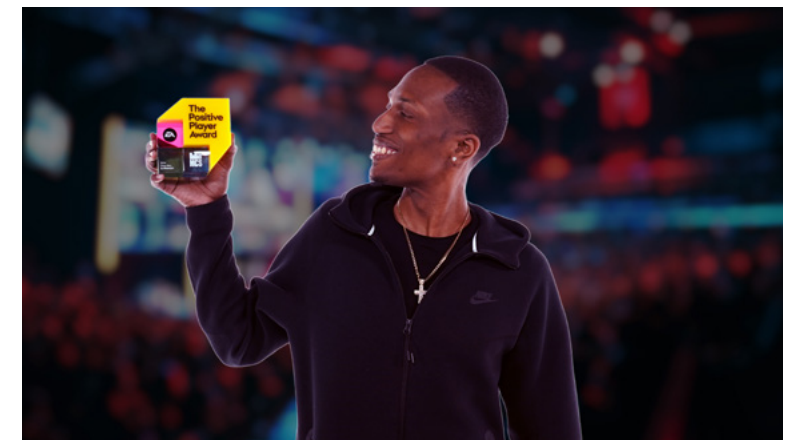
The most recent winner was recognized for creating a supportive atmosphere for Madden players and leveraging his platform to elevate others, including organizing weekly tournaments.

## Fairness

We want our games to be fair, and we invest in resources and technologies designed to maintain a level game environment and prevent or deter cheating, exploitation, and other unfair behavior. We encourage fair play with in-game messages that remind players of our standards and take appropriate action when we find unfair behavior.

## EA Anticheat

We are continually investing in our games to facilitate fair experiences for our players by targeting games and services where we see an elevated level of cheating behavior. EA Anticheat, launched in 2023, is our flagship product to help prevent, identify, and address cheating incidents. Since its launch, over 15 million PC players enjoyed fair play in over one billion PC gaming sessions. EA Anticheat has prevented over four million attempts to cheat in seven protected games. We plan to add more titles in FY25 in response to player enthusiasm over our technology.





## Inclusive Player Experiences

More people across the globe are playing games than ever before.

We design inclusive games with diverse stories, worlds and characters, and provide our players with options to play within these experiences and see themselves represented. We believe that authentic representation and inclusive game development practices opens our games and experiences to more people and grows our market. We strive to identify opportunities to diversify and expand our games, and are committed to building authentic characters and stories that resonate with our communities, all in service of helping our players feel welcome, safe and included.

We empower our development teams to design inclusively through:

- Training programs and workshops
- Research and data
- Industry-wide collaborations
- Partnerships with non-profit experts
- Development of best practices



### EA SPORTS FC

FC Ultimate Team integrated women's teams for the first time, driving high player engagement. In addition, EA SPORTS FC introduced Sapien skeleton technology to power more authentic representation of movement of women athletes.



### The Sims

The Sims 4 was [recognized](#) for work with cultural experts on authentic representation. A free Vitiligo skin feature was included in the "Growing Together" Expansion Pack, in part at the request of the game community. We were proud to partner with Winnie Harlow, a beauty entrepreneur and avid Sims player as a child, on this inclusion.



### Star Wars

Star Wars: Galaxy of Heroes added Captain Drogan, a character with a limb difference.

## Players value inclusive gaming experiences

**70%**

agree it is very important or important that games feature diverse characters and stories<sup>1</sup>

**~50%**

of players are more likely to play a game that has inclusive features<sup>2</sup>

**60+%**

find customizable characters more relatable<sup>2</sup>

**63+%**

of players from underrepresented groups identified inclusive storytelling as a top five feature<sup>2</sup>

<sup>1</sup> [Geena Davis Institute](#)

<sup>2</sup> Electronic Arts Internal Study

## Accessibility

To appeal to as many players as possible, our games and experiences must be accessible by design. Our accessibility improvements and programs help games and experiences reach the hundreds of millions of players worldwide with disabilities.

### Accessibility Patent Pledge

Electronic Arts' industry-leading [patent pledge](#) allows every developer and publisher royalty-free use of our accessibility-centered technology. Our goal is to encourage the industry to work together to make video games more inclusive by removing unintended barriers to access. In FY24, we added four new patents. We also launched a refreshed [Portal](#), which includes new and updated resource pages so players can continue to stay informed on game accessibility features.



### Star Wars: Jedi Survivor

The game's configurable game speed, navigation assists, simulation sickness toggles, and more earned recognition from the [PlayStation Blog](#) as a top 2023 title for Best Accessibility Features.

### Automated Player Control Takeover

This [technology](#), included in our Patent Pledge, auto-detects when a player stops interacting with a game and temporarily converts their player-controlled character to a personalized system-driven character.

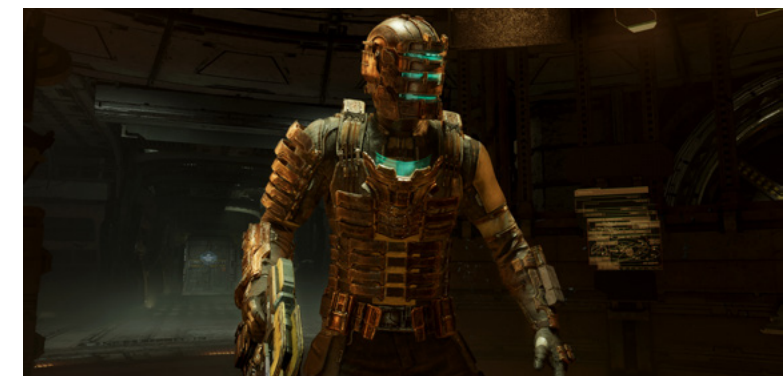
Our commitment to enhancing accessibility, both within Electronic Arts and the wider industry extends beyond our Accessibility Patent Pledge. We recently launched two new accessibility tools and open sourced both to the public:

#### IRIS

In FY24, we integrated IRIS into EA SPORTS FC 24, EA SPORTS Madden NFL 24, and others. IRIS is a user-friendly tool that automatically analyzes and identifies frames within videos that could potentially impact players who experience photosensitivity. The tool checks for flashing lights or rapidly changing spatial patterns. We intend to expand IRIS's use across additional games in FY25 and are excited about its wider use in the industry.

#### Fonttik

To meet accessibility criteria for text readability, Fonttik is a tool designed to check for font size and contrast ratio that we use in key games and experiences.



### Dead Space Remake

Dead Space's subtitle settings, input remapping capabilities, and control assists earned several awards, including the Game Accessibility award for Most Improved franchise and Best Mental Health Accessibility.



03

# Social Impact

We use the power of play to create access, opportunity, and drive positive impact in and beyond the game for the communities where we live, work, and play.







## We Play for a Better Tomorrow

We believe the future of entertainment should be rooted in access and opportunity.

Play is universal and by bringing people together in inclusive and inspiring ways, we can make a positive impact in and beyond our games in the communities where we live, work and play. We mobilize our levers for impact – people, products and philanthropy – to support our communities and partners around the world who are tackling complex challenges. Our goal is to deliver on the promise of play as a force for good and use Electronic Art’s platform and resources to advance our social impact, creating a more equitable and sustainable future.

In FY24, we sharpened our focus and aligned our community investments and partnerships with industry-relevant issues where Electronic Arts can best influence positive outcomes. As a creative company, we continued to focus our work on closing opportunity gaps in Science, Technology, Engineering, Arts, Math (STEAM) education. By investing in STEAM, we are helping to ensure that learners have the capabilities and experiences that enable them to contribute to their communities and reach their full potential.



### Highlights

**\$5.6 million**

in total charitable giving

**42%**

of charitable giving invested in STEAM education initiatives and partnerships

**17,300+ hours**

volunteered in our communities, a 48% year-over-year increase

**2,600+ orgs**

supported through employee giving and volunteering



# Play to Learn

We are committed to inspiring creativity and igniting a passion for STEAM education through play.

Together with our partners, we create high-impact experiences to empower students. With the world around us becoming more connected and complex, we believe STEAM learning can provide students with capabilities to explore their interests, move into new careers, and become creators and solution seekers. Combining play with learning brings STEAM to life through the essential creativity, communication, collaboration, and critical thinking skills students need today and for what's ahead.

In FY24, we invested about \$2.4 million in STEAM education partnerships that reached students through programs that mentored, taught game design, built community through coding clubs, delivered creative computing workshops, and developed curriculum for educators and students.

We're also working to create opportunities and pathways to our industry and STEAM careers by supporting scholarship and mentoring programs that provide students with STEAM experiences and knowledge for an ever-changing workforce.

“Electronic Arts support for the Digital Schoolhouse programme has enabled us to create exciting new opportunities using the power of play to reach more children than ever before. Through our partnership we have been able to inspire and engage children and educators from all backgrounds with technology and STEAM education using the power of video games. Together we are shifting the landscape on how effective careers education and inspirational creative computing can be delivered to schools across the UK.”

**Shahneila Saeed**  
Director, Digital Schoolhouse and Head of Education, Ukie

## John Madden Legacy Commitment to Education

We honored the legacy of John Madden with a 5-year commitment to support STEAM education among underrepresented youth. In FY24, the second year of grantmaking, our investments supported some of the leading STEAM education organizations in the United States, including College Track, Girls Who Code, Mission Bit, and StreetCode Academy. We're proud to support organizations that are committed to equipping students confronting systemic barriers with the tech skills, mentoring, and development support needed to succeed in college and beyond. In the 2023-24 academic year, the EA Madden Scholarship Program enabled 24 students at Historically Black Colleges and Universities with financial support, mentoring, career readiness support, and a unique experience at our Orlando, Florida studio.



Continuing our partnership with Girls Who Code, our investments in their Clubs program helped

students develop coding skills, build community, and create projects that solve real-world problems. In addition, we hosted 60 high school students for a two-week, virtual game design experience in summer 2023. The program covered the fundamentals of UX design, rapid prototyping, and playtesting and introduced students to tech career pathways through panels and mentoring sessions with Electronic Arts leaders and volunteers. As a result, over 90% of the cohort reported greater awareness of computer science careers and interest in pursuing a career in the games industry.



We co-created a free, interactive module with EVERFI to help

middle school students build core STEAM skills and explore careers. Students learn the game design process, reinforcing real-world application of key skills like problem-solving and working as a team to transform ideas. In FY24, our investment with EVERFI reached over 7,600 students across more than 130 schools in the United States and United Kingdom.



We partnered with Arts Umbrella on the EA Teen Animation Scholarship, a program for students to learn the

methods, techniques, and technologies used in animation and connect with experienced industry professionals. Guest Electronic Arts lecturers shared their knowledge and provided project mentorship. As a result of their experience, participants developed a strong portfolio project to propel them for postsecondary opportunities.



Through creative computing workshops, free

resources and innovative activities, our support of Ukie's Digital Schoolhouse program with school age children across the UK helps translate students' passion for games into practical opportunities, bridging the gap between education and the video games industry. In FY24, we expanded the Festival of Play summer events to bring learners closer to the tech used to make video games and inspire their interest in STEAM subjects.



## Creating Impact In and Beyond the Game

We connect players, fans, and employees to build support for important causes.

These are some examples of how we're using our games to help create a world where everyone can play and thrive.

- Employee-led teams at our Maxis, MOTIVE, and Capital Games Studios raised about \$120,000 through Extra Life charity streams for Children's Miracle Network. We're proud that our Maxis Studio is now one of the top fundraising team in the San Francisco Bay Area.
- We donated the value of prizes from a key Apex Legends event to The Trevor Project to support LGBTQ+ young people.
- Launched on World AIDS Day, EA SPORTS FC Mobile partnered with Apple and (RED) for the Games for (RED) campaign with proceeds of the (RED) Value Pack donated to the Global Fund to fight AIDS and to help fund critical health programs.

## Women Empowerment in Sports

In celebration of Super Bowl LVIII, EA SPORTS Madden and our partners hosted the second annual Field the Future event in Las Vegas. Over 400 students and guests participated in activities, including attending an all-female panel of leaders addressing women empowerment in football and gaming, and hands-on training with professional coaches and athletes at the EA SPORTS Madden Combine. The charity livestream portion of the event, received more than 10,000 views, and rallied the gaming community to celebrate girls and women in football.

## FC FUTURES: Changing Lives Through Football



In 2023, we launched EA SPORTS FC FUTURES, our initiative to meaningfully invest in community-level football on a global scale with the purpose of growing the game for all. And in its first year, we've opened access to more than 170,000 people across six continents through product innovation, community investment, and partner initiatives across the foundations of football.

Together with our partners, we're investing in the world's game and creating pathways of access, from the ground-up.

FC FUTURES isn't just about changing the game – it's about changing thousands of lives through football, inspiring youth, and uniting fans around the globe with the power of the world's game.

→ **Pitches:** Supported the creation and refurbishment of 11 pitches globally, from South London to Sydney, with more in the pipeline.

→ **Practices:** Developed and published a library of seven free-to-access practices, in partnership with UEFA, as resources for young players and coaches to utilize in training. These FC FUTURES ACADEMY practices are currently being integrated into 54 National Football Associations and their Coach Education Programmes.

→ **Playing Equipment:** Provided over 12,000 footballs to grassroots clubs, coaches and children as well as further items including boots, cones, bibs and more.

→ **Partnerships:** Partnered with organizations, brands and charities including UEFA Grassroots, the Premier League, LA LIGA and UNICEF, to deliver programs with a long-lasting impact.



## EA Gives Back

Everyone at Electronic Arts has the power to make a difference in the communities where we live, work, and play.

Our programs enable employees to volunteer in person and virtually, access matching gifts to bolster their personal giving, and support our network of charity and impact organization partners. We encourage everyone – across studios, business units and ERGs – to design and implement inclusive and accessible activations with our impact partners and provide meaningful opportunities to connect with their teams. We're proud that our employees champion our purpose, connect with players and fans, and actively serve their communities.

We empower our people to use their skills, time, and voices to pay it forward for the causes that matter most to them. For example, we annually provide each employee with:

- 8 hours of paid Volunteer Time Off per employee
- Up to \$2,000 of volunteer rewards for tracked time to donate
- Up to \$5,000 of Electronic Arts's matching gift donations and 2:1 matching during special campaigns



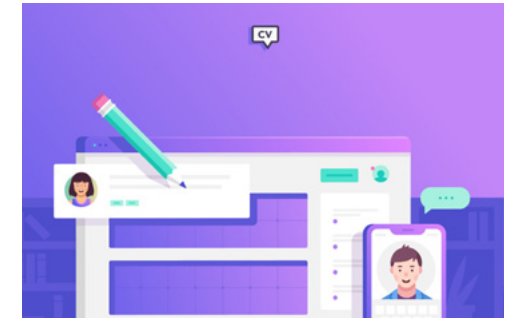
### Accessible Gaming

In honor of National Disability Employment Awareness Month, our Full Circle Studio hosted an assistive gaming device build-a-thon with the Neil Squire Society. Volunteers assembled custom joystick toppers, devices that enable a more accessible gaming experience for people with disabilities. The event was especially meaningful because it marked the 10,000<sup>th</sup> assistive technology device built by Neil Squire Society's Makers Making Change program.



### Season of Giving

During our global holiday campaign, 1,500 employees across 31 of our locations leveled up for more than 1,400 organizations around the world. From toy drives and games for charities to serving meals, supporting students, and packing kits of essential items for families, we contributed over 2,500 volunteer hours and over \$2.6M from employee giving and Electronic Arts matching donations back into the community.



### Career Advice for Students

Our employees are offering their expertise to fill a critical "guidance gap" and support the next generation of leaders in STEAM and beyond. In December 2023, we launched a new partnership with CareerVillage to help provide broader access to college and career readiness. We're excited that in the first four months since the launch, personalized career advice shared by Electronic Arts volunteers received over 40,000 views from learners worldwide on the CareerVillage.org platform.

## Employees make a positive impact through volunteering and giving

**110+%**

year-over-year increase in employee volunteering participation rate

**\$1.7M**

employee giving, a 22% year-over-year increase

**233**

employee give-back activations across 38 of our locations worldwide

**\$2.7M**

donated by Electronic Arts through our Matching Gift & Volunteer Rewards Program

04

# Environmental Sustainability

We are committed to addressing our climate change impact to safeguard the planet and preserve a world where everyone can play.





# Operating Sustainably

We integrate environmental sustainability across our operations to do our part to mitigate climate change and conserve natural resources. Across our global footprint, we are working to use energy and water more efficiently, leverage renewable resources and mitigate what we cannot eliminate. We are also working to scale engagement with our supply chain to facilitate progress towards our long-term goals.

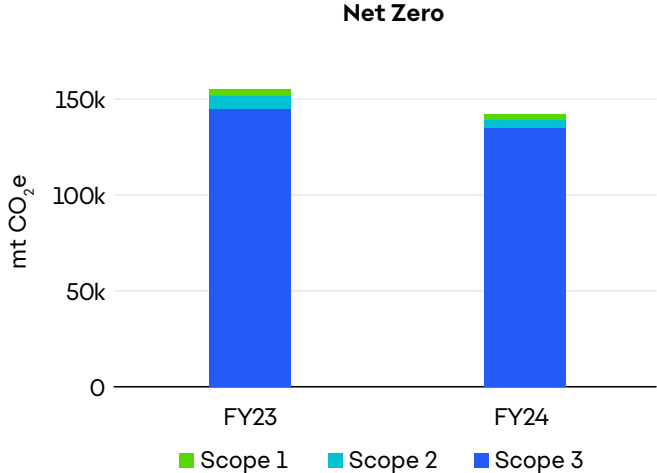
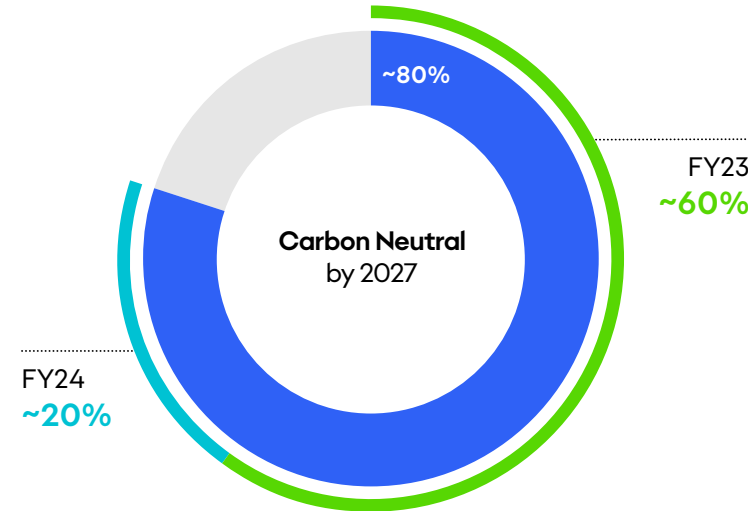
Our sustainability strategy is informed by our internal risk assessment processes and our stakeholder expectations. Each of these considerations has led us to prioritize climate change with a focus on:

## Priorities

- 1 Managing our climate change impact and setting emissions targets
- 2 Measuring and reporting our progress

## Progress on Our Climate Commitments

We are pleased to share progress toward our goal to be 100% carbon neutral by 2027 and progress on our net zero commitment.



## Highlights

**100%**  
carbon neutral for our North American and European operations<sup>1</sup>

**93%**  
renewable electricity attributable to our operations, increasing by 17% year-over-year<sup>2</sup>

**~7%**  
decrease year-over-year in carbon emissions<sup>3</sup>

**Scope 3**  
inventory expanded to measure all upstream categories

<sup>1</sup> Inclusive of facilities over which we have operational control, our Scope 1 and 2 emissions.  
<sup>2</sup> Inclusive of direct procurement and energy attribute certificates that follow regional guidelines and best practices.  
<sup>3</sup> Inclusive of Scope 1, Scope 2, and upstream Scope 3 emissions.



## Sustainability Governance

We maintain a robust governance structure to guide and execute our sustainability initiatives. Our EVP of Global Affairs and Chief Legal Officer (CLO) serves as the executive-level lead for environmental sustainability. Day-to-day management of our sustainability efforts is led by the Sustainability Team, who reports to the CLO. Execution of our sustainability initiatives requires support from across our business. The Sustainability Team partners with cross-functional business leaders, including from our Workplaces, Technology, Strategic Sourcing, and Finance Teams, to drive progress against our goals, identify and implement efficiency improvements, and build processes to comply with regulatory requirements.

Our Nominating and Governance Committee (NGC) ultimately oversees our programs, disclosures, and engagements related to sustainability. Our CLO and Sustainability Team review our strategy and process, key market and regulatory developments and stakeholder feedback with the NGC.

## Climate Risk

We completed a focused climate risk and opportunities assessment with independent third-party experts in FY23. While we have not identified a climate-related risk that we believe to be material to our financial statements, we are investing in resources and mechanisms that allow us to identify whether any risks and opportunities are accelerating and improve our emissions measurement. We maintain processes to manage the key climate-related risks that we identified.

For more information, please see our [TCFD report](#) on climate-related business risks and opportunities, which is aligned to the framework of the former Task Force on Climate-Related Financial Disclosure.

In addition to our focused assessment, potential risks from climate change are included in our annual Enterprise Risk Management (ERM) process, which is managed by our Internal Audit team. Any material risks from the ERM are reported to the Audit Committee. To date, no significant risks related to climate change have been identified through our ERM process.

## Key Climate-Related Risks

### Physical Risks

- Weather-related events including natural disasters such as hurricanes, flooding, and wildfires
- Chronic weather-related stressors including heatwaves, drought and sea level rise

### Transition Risks

- Reputational risk from increasing stakeholder expectations of how we address climate change
- Cost of compliance with evolving climate-related regulations
- Rising cost of energy
- Cost of market mechanisms used to achieve our climate commitments





# Managing Climate Change Impact

Addressing the effects of climate change is a global challenge that requires wide-scale collaboration. Our progress reflects our commitment to this collaborative effort. At Electronic Arts, we're focused on the emissions that we can control and continue to prioritize renewable energy and identifying carbon reduction opportunities while addressing residual emissions through credible carbon removal offsets.

We believe that for Electronic Arts and other organizations around the globe to progress toward net zero, the global supply of renewable energy and greenhouse gas mitigation technologies must improve. We believe this necessitates more cooperation and governmental policy and support. We continue to collaborate with business partners, industry experts, regulators, and renewable energy developers, as well as support greenhouse gas (GHG) removal technologies with our investments.

## Investing in Renewable Electricity

Electronic Arts actively invests in renewable electricity to power our operations. Our Redwood Shores headquarters is now powered by renewable electricity and in FY24, we increased the coverage of renewable electricity across our global footprint to 93%. Over 30% of our facilities directly leverage some renewable power, including on-site solar and geothermal power.

In FY24, we purchased energy attribute certificates (EACs) in North America and Europe to support progress towards our goals. We are exploring additive projects that will help to increase the global supply of renewable electricity that might not exist without our support.

Location	Quantity EACs	Type
USA	50,000	Green-e
Mexico	30	iREC
Spain	5,000	AIB GO
Poland	11,000	GO
UK	1,687	REGO

## Driving Energy Efficiency

We seek cost-effective opportunities to optimize energy use across our operations, including our offices and data centers. This includes implementing measures like upgraded HVAC systems with variable drives, LED and smart sensors for internal and external lighting, voltage harmonizers, energy savings insulation and new boilers to reduce natural gas consumption in our owned offices. We also include environmental performance in the selection criteria for new offices and data centers, including an emphasis on buildings that maintain green building certifications, such as LEED and BREEAM.

Our data center strategy plays a key role in our energy strategy. By transitioning to cloud-based data centers, we benefit from distributed computing that reduces our physical footprint, increases energy efficiency, enables more opportunities for renewable energy sources, and reduces the risk created by extreme weather events. We prioritize cloud and data center partners with climate commitments, renewable energy procurement strategies and sustainable cooling practices.

## Energy Efficiency of Our Games

We are excited to find ways for our players to engage with our games and experiences in more energy efficient ways. In FY24, we launched an innovative approach to regular game updates that uses the knowledge of the existing installed games to optimize certain patches we push to players. Our innovative approach and technology reduces the patch size by as much as 80%, which means it takes less time to download and players get back into the game more quickly by using fewer megawatt hours. All games on the EA App are now using this solution, which includes over two million downloads to date.

## Addressing Residual Carbon Emissions

While we make progress against our longer-term initiatives and scale our efficiency investments, we leverage high-quality carbon removal offset projects to address residual operational emissions. In FY24, we continued to support two verified projects aligned with net zero offsetting guidelines (see Page 47 for additional detail on carbon offsets).

Location	Quantity	Type
China	3,000 mt	Afforestation
Brazil	400 mt	Biochar

We expect to continue to explore decarbonization strategies and support high-quality projects that promote the development of GHG removal technologies and long-term carbon storage in FY25.



# Measuring and Reporting Our Progress

We are committed to the measurement and management of carbon emissions associated with our business. We continue to invest in our data collection processes to enhance the accuracy and completeness of our emissions inventory and prepare for climate disclosure regulations in relevant jurisdictions. These investments allowed us to measure and report all upstream Scope 3 categories in FY24.

## Carbon Neutral

The global reach of our operations and business leads us to invest in renewable energy projects worldwide. The below map represents the location of these worldwide projects that support progress against our carbon neutral commitment. Our Scope 1 and 2 emissions are primarily driven by the energy demands in our real estate portfolio and our co-located data centers. We're proud to implement and support projects around the globe – both at our facilities and in partnership with third parties – to mitigate our climate change impact.

Scope <sup>1</sup>	FY24	FY23
	mt CO <sub>2</sub> e	
Scope 1	3,397	3,875
Scope 2 (Market)	3,868	6,735
Scope 2 (Location)	19,252	19,570
<b>Total Operational Emissions<sup>2</sup> (Scope 1 + 2)</b>	<b>7,265</b>	<b>10,610</b>
Neutralization Adjustment <sup>3</sup>	3,280	3,000
<b>Net Residual Operational Emissions<sup>4</sup></b>	<b>3,985</b>	<b>7,610</b>
Scope 3 (Upstream)	134,678	142,972 <sup>5</sup>

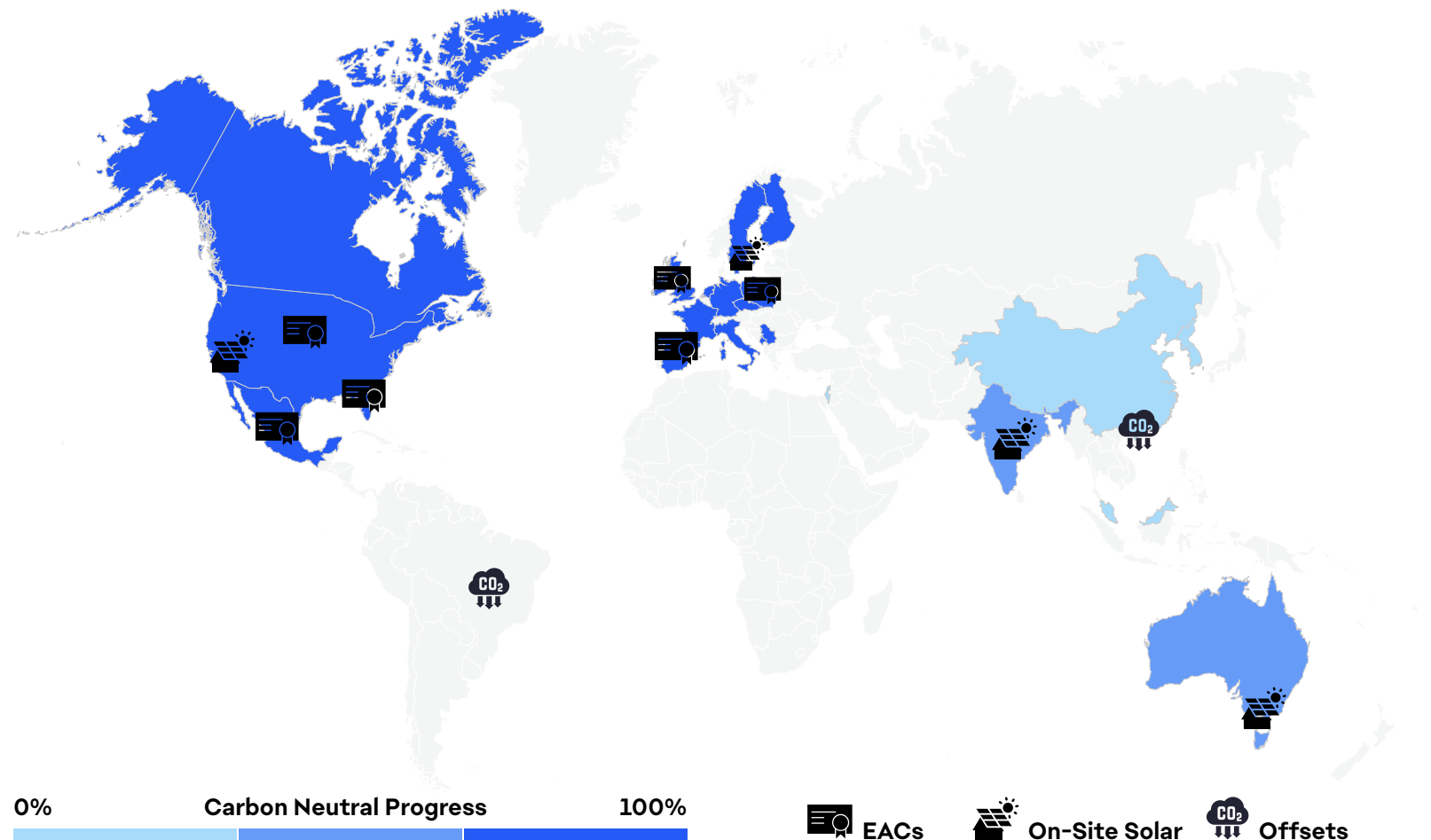
<sup>1</sup> Our methodology follows the World Resources Institute Greenhouse Gas Protocol accounting framework for calculating emissions.

<sup>2</sup> Under the operational control approach, we account for 100% of the emissions associated with operations over which Electronic Arts has control. Our Total Operational Emissions include market-mechanisms used to address Scope 2 emissions, such as EACs.

<sup>3</sup> Represents reductions due to carbon offsets used to address residual emissions not addressed through renewable energy.

<sup>4</sup> Emissions remaining after we account for both the purchase of EACs and carbon offsets. We use this number to measure our progress towards our carbon neutral goal.

<sup>5</sup> Adjusted to account for categories not measured or reported in FY23.

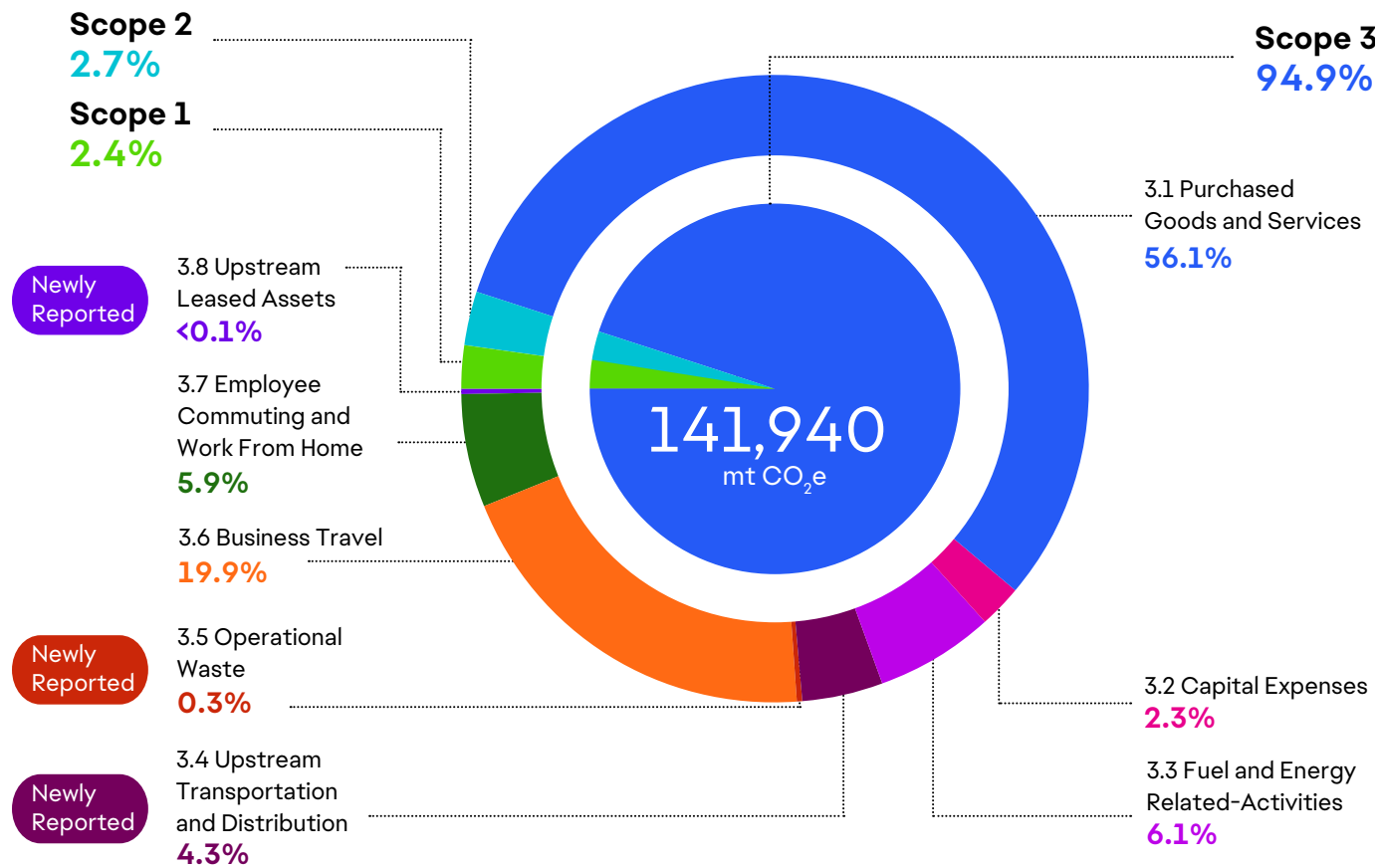






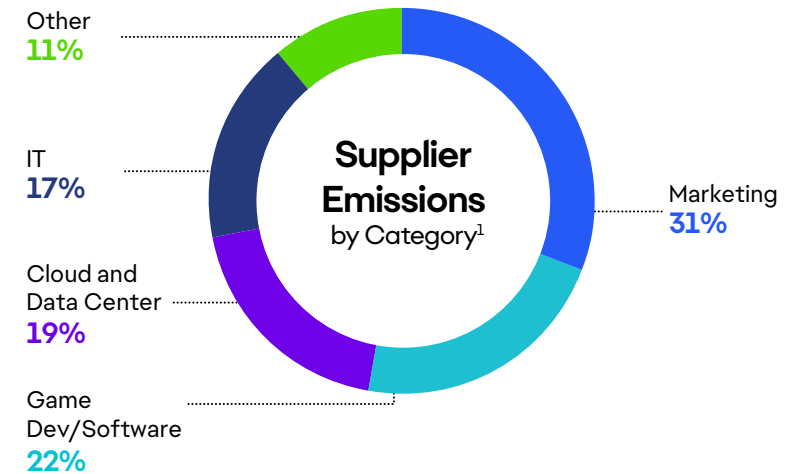
# Managing our Supply Chain Emissions

Our investments allowed us to report all upstream Scope 3 categories for FY24.



## Supply Chain Management

The majority of our Scope 3 emissions come from suppliers that the Greenhouse Gas Protocol defines as “Purchased Goods and Services” and “Capital Expenditures”. As related to our business, these supplier-related emissions are primarily derived from marketing partners, cloud and data center providers, game development, and IT activities and suppliers.



<sup>1</sup> Inclusive of suppliers in 3.1 Purchased Goods and Services and 3.2 Capital Expenses.

Engaging our suppliers is critical to achieving our long-term climate goals, and in FY24, we began efforts to engage certain key suppliers with respect to their climate commitments and emissions. Approximately 40% of our suppliers, by spend, have committed to net zero or comparable targets. Where feasible, we partner with suppliers who use renewable energy in their operations and continue to require that certain data center providers procure renewable energy.

## Conserving Water and Managing Waste

We strive for responsible management of resources by working to conserve water and reduce waste across our facilities. We continue to implement sustainable practices in our offices and data centers when possible.

### Water

Our facilities around the world use water conservation methods such as xeriscaping, recycled water for irrigation, turf installations, rain gardens and low flow toilets. For example, our Southam office added manual water saving controls to restrooms in FY24 to reduce water waste.

### Waste

Our end-of-life IT policy prioritizes donation and recycling of hardware whenever possible. In FY24, our donation efforts included providing computers to a children's hospital in Romania to create a game room for hospitalized children and upgrade PCs in doctor's offices; and the donation of vintage packaged games to the National Videogame Museum in Austin, TX that the museum used to create art displays about the history of video games and preserve physical copies of our games. Decommissioned hardware is mined for minerals, hazardous materials and reusable components before disposal in an environmentally responsible manner. In FY24, more than 37,000 pounds of hardware was repurposed or recycled.

## Environmental Compliance

We comply with all environmental laws and regulations in the regions in which we operate related to water quality and quantity permits and standards and regulations that apply to our facilities. We haven't had any significant environmental controversies resulting from our operations and haven't incurred any environmental fines, penalties or levies.

## Indoor Green Spaces



Green spaces in our offices located in Hyderabad, India (pictured above), Kirkland, Washington, and Madrid, Spain (pictured below), improve air quality and create a welcoming environment for employees. The design of our new Hyderabad office goes further by bringing nature indoors with plant walls across all five levels.



## Engaging Our Employees in Sustainability

Our Global Green Team fosters belonging and community around a common interest in sustainability, and in FY24 grew to over 1,000 members. Participants around the world help drive both internal and community-based environmental actions targeted at educating and driving a sustainable future for employees, players and our communities.

In FY24, the Green Team contributed more than 2,600 hours to cleaning beaches, restoring habitats, protecting biodiverse areas, hosting sustainability events and conducting e-waste drives in the communities in which we live and play.

## Invasive Plants vs. Frosties

[Frostbite Studios](#) team members developed an ongoing event series designed to educate and promote local ecology at our Burnaby, British Columbia office. By working to remove invasive plants and support native flora at the Discovery Place Conservation Area, a natural space adjacent to our campus, they are helping to preserve local wildlife and provide a green space for recreation and education. In addition to work in the field, employees were able to participate in globally live-streamed educational presentations in partnership with the Invasive Species Council of Metro Vancouver.

“Invasive Plants vs. Frosties is us really living our commitment to sustainability and green initiatives. It's about taking care of the planet and environment through education, awareness, and action. And we work for a company where things like this are possible.”

**Heather Nightingale**  
Production Coordinator



05

# Privacy and Security

We build strong privacy and security practices into our products, services and culture to foster strong relationships with our players and employees.





## Privacy

Electronic Arts embeds Privacy-by-Design in our policies, processes and operations.

Following globally recognized privacy tenets and best practices, we contemplate privacy throughout the lifecycle of our games, services, events and initiatives. The Global Privacy Program is under the oversight of our Chief Privacy Officer, who leads a cross-functional team in the review of all games, systems, or initiatives that process player or employee personal information.

Our players are increasingly conscious of how they want their data used and global regulations are becoming more prescriptive. In this environment, we work to create player-first privacy practices that identify potential risks and address potential concerns over the processing of personal information. Our Privacy Policy seeks to provide transparency regarding our data practices, and we look for ways to provide our players with controls over how their data is used. As always, we stand committed to our [Global Privacy Principles](#), which follow internationally accepted best practices for processing personal information.

We know that privacy and security are interconnected. We don't design functionalities or "back doors" into products or services that would allow entities, including governments, to circumvent security features or otherwise compromise the security of our products and services in ways that could

infringe on individual privacy rights. And the constant vigilance and safeguards enabled by our Security Team help protect against bad actors that attempt to access, use, destroy or make public personal information. We continue to invest in tools to detect suspicious activity in accounts, increase usage of two-factor authentication by players, and prevent mass account creation by disruptive players.

We go beyond internal security efforts and work with external researchers to identify and fix potential issues in our products. For example, we validate the information received through the [Coordinated Vulnerability Disclosure \(CVD\)](#) program to share relevant information among internal Electronic Arts stakeholders.

Our Chief Privacy Officer and Chief Information Security Officer coordinate our efforts and provide quarterly updates to our Audit Committee. The full Board has ultimate oversight of risks associated with privacy and security and receives updates at least annually on these risks and mitigation strategies.

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### Privacy-by-Design

Privacy by design means that the protection of individual privacy rights are considered throughout the development cycle and integrated into our product and service designs by default. It is a practice that's embedded in our policies, processes, and operations.

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## Global Privacy Principles

**Transparency:** We explain how we collect, use, or share personal information.

**Notice, Consent, and Choice:** We notify players and employees of our data practices, offer choices, and gain consent on personal data use.

**Data Privacy Rights:** We provide players and employees the right to access, update, correct, and request deletion of personal information.

**Security and Integrity:** We implement reasonable safeguards to protect personal information and information integrity.

**Accountability and Enforcement:** We provide reasonable ways to resolve complaints.

**Data Minimization and Purpose Limitation:** We strive to limit use of personal information to what's relevant or necessary.

Read more on our [Privacy Policy](#)

We also maintain controls to mitigate risks with partners that have access to personal information of our players or employees. For example, our Security Team performs a Security Risk Assessment on the processes and procedures of third parties that have access to player or employee personal information. Security risks are remediated, formally documented, and in some cases the business relationship may be ended or not pursued. We also maintain contractual arrangements with third-party data processors that address measures designed to protect our assets and data.

## IT Security Management

Our in-depth security management system (SMS) is designed to protect, detect and respond to security threats to Electronic Arts, our players and employees. We take a risk-based approach to addressing security threats that includes control layers across all aspects of our games, services and infrastructure. Our SMS is based on standardized security frameworks from recognized organizations such as the International Standards Organization, the National Institute of Standards and Technology, and the Center for Internet Security. We partner annually with an independent third party to assess the maturity of our practices and we create a heat map to help us prioritize our efforts and focus on our most significant risks. These maturity assessments and heat maps are reviewed with our Audit Committee.

Our Chief Information Security Officer oversees our security practices and procedures.

Our efforts include:

- Internal and external security risk assessments
- Adherence to a structured development lifecycle that incorporates security concerns
- Expert teams that continually test our defenses
- Technical controls designed to monitor and enforce compliance with security protocols

## Approach to Generative AI

We believe that Generative AI will accelerate how players experience the worlds and communities in, around, and beyond our games. In the near term, we believe that AI will create efficiencies for our development teams, growing their capabilities to deliver more and better content experiences to a growing global audience. We're incorporating AI when it can make us more efficient and to empower our developers working to deliver high quality games. We've already seen our development processes positively impacted by the advances in generative AI. For example, using generative AI, machine learning and large datasets, our EA SPORTS teams can now render a stadium in detail in six weeks vs. six months – bringing more authentic stadium environments into our experiences. And in our College Football game, we created more than 11,000 athlete likenesses in less than three months, leveraging the tools that we created.

In the medium term, we believe that generative AI tools can help us accelerate and expand how we make games and experiences. We believe that we can reach more players as a result of more authentic content, culturalization and more immersive experiences. And longer term, we anticipate that we have the opportunity to deliver these tools to our player base in a way that delivers the next generation of user-generated content. We are committed to moving forward responsibly and in the best interests of our players, employees and other stakeholders, contemplating the societal issues potentially associated with generative AI.

## Embedding Data Security

We have an extensive network of guidelines and playbooks to facilitate adherence to relevant security protocols throughout our operations. Examples of these include:

- **Global Information Security Policy:** defines information security practices and procedures aimed at protecting critical information and assets.
- **Personal Information Guide:** provides employees with guidelines when they are handling personal information of players, employees or partners and on what processes they need to follow with that information.
- **Confidential Information Guidelines:** defines categories of confidential information and provide guidelines on how to handle it.

All Electronic Arts employees as well as third-party contractors with access to sensitive information are required to complete mandatory annual security training. These trainings raise awareness of security practices and empower employees to protect information assets and infrastructure.

## Physical Security and Business Resilience

Our physical security and business resilience practices support the safety, security and business continuity initiatives by identifying, mitigating and responding to non-IT incidents. We maintain a 24x7 security operations center that monitors global events and responds in support of critical business functions. Several of our processes are maintained with reference to international standards. For example, our business continuity program refers to practices included in International Standards Organization (ISO) standards; our incident management process is based on the ICS (Incident Command System) standard; and our asset and personnel protection programs are managed with reference to the ASIS International physical security framework.





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# Governance

Strong governance practices are central to the way we do business. They're foundational to our ability to execute our business strategy and advance key impact initiatives.

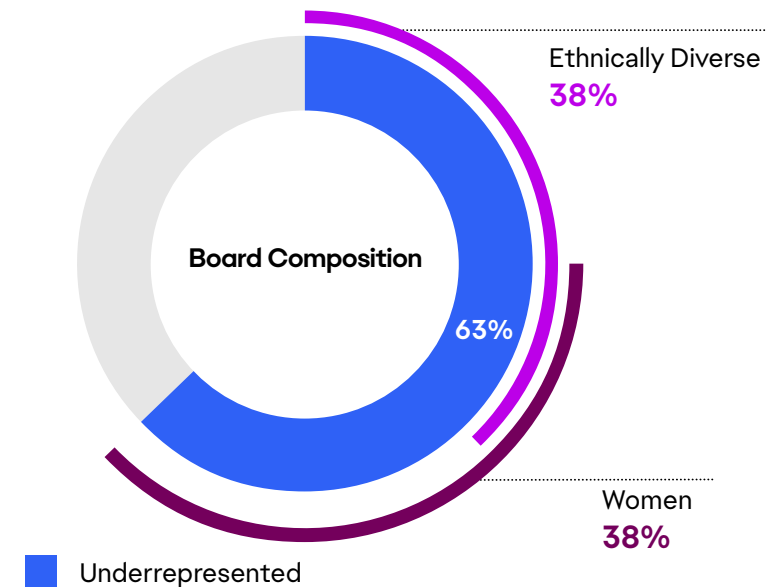




## Board of Directors

We believe that complementary and diverse perspectives created through business experience, tenure, gender, ethnicity, culture and other factors contribute to the Board’s effectiveness as a whole and drive stockholder value. The Board routinely assesses its composition and, when assessing potential new directors, considers the skills, background and experience of each candidate to evaluate their ability to contribute diverse perspectives to the Board and oversee our long-term strategy. The Board is committed to seeking highly qualified women and individuals from underrepresented communities to include in the pool of potential new directors.

Our directors bring unique perspectives and skills to support our business strategy, including financial expertise and experience in risk management, sports and entertainment, consumer businesses, digital commerce, corporate governance and ESG.



## Board Oversight

The Board of Directors oversees ESG matters directly and through its committees, informed by reports from our management team that are designed to provide visibility into our programs and practices. For more information on Board oversight of financial matters, please see our 2024 Proxy Statement.

### Overall ESG Performance

- The Nominating and Governance Committee reviews topics such as our overall ESG performance, disclosures and investor engagement at least twice annually and surfaces our progress to the Board. These updates include a review of market developments, frameworks, and stakeholder expectations.

### ESG-Related Risks

- The Audit Committee oversees our annual enterprise risk management process which identifies significant risks to our business, including ESG risks.

### Our People

- The Board reviews material human capital management programs, practices and strategies at least twice annually – including organizational health.
- The Nominating and Governance Committee also reviews our people and culture initiatives at least twice annually, focusing on our engagement metrics, representation, retention, and inclusive and equitable practices.
- At least annually, the Compensation Committee reviews our commitments to pay equity.

### Privacy and Cybersecurity

- The Board of Directors has ultimate risk management oversight of privacy and cybersecurity.
- The Audit Committee receives quarterly updates and reviews key priorities, industry events, key risks and steps taken to mitigate them.

### Generative AI

- The Board of Directors regularly oversees our use of generative AI within the context of larger updates on our strategy and development processes.

### Social Impact

- The Nominating and Governance Committee reviews our Social Impact efforts at least annually.

### Environmental Sustainability

- The Nominating and Governance Committee oversees our environmental sustainability efforts and progress at least annually.

### Political Activities

- The Nominating and Governance Committee oversees how we interact with the political process.



## Stakeholder Engagement

We engage our stakeholders to inform our ESG priorities. We maintain robust channels to engage our key stakeholders year-round through feedback mechanisms designed to help us understand the issues that matter most to them. In FY24, we directly engaged with ~50% of our stockholder base on ESG matters.



Investors	Employees	Players	Government	Communities
<b>Key Stakeholders</b>				
We act with transparency and listen to our stockholders	Our employees' voices actively help shape our culture	We seek to create worlds and experiences where everyone can be welcome, safe and included	We engage in policy discussions and political processes that matter to our business and customers	We partner with nonprofits and other charitable organizations to make a difference
<b>Examples of Engagement Methods</b>				
One-on-one calls and meetings, conferences, and event participation	Twice-annual engagement surveys, quarterly town halls with the executive team, ERG participation and regular manager 1:1s	Consumer research and surveys, social media interactions, events, our worldwide fan care team	Trade association memberships, advocacy efforts	Social Impact partnerships, campaigns, employee giving and volunteering



## Ethics and Compliance

We are committed to following applicable laws and regulations in the countries in which we do business. Our Chief Legal Officer oversees our compliance programs.

### Code of Conduct

Our Global Code of Conduct guides us in our daily interactions with each other, our players, our business partners and other third parties. The [Global Code of Conduct](#) (the Code) applies to everyone who works at Electronic Arts, at every level, in every location around the world. Our Board of Directors must also follow the Code. Those who work on our behalf, including contractors, are expected to uphold our high standards and follow the Code when conducting business with, or on behalf of Electronic Arts.

New hires are expected to review the Code prior to beginning employment, and all employees must acknowledge that they've followed and will continue to follow it annually. Employees complete training on the Code every two years.

### Selected Key Policies

Building from our Global Code of Conduct, we maintain a set of policies that guide employees to act ethically and with integrity. This policy structure facilitates our foundational governance efforts.

#### Respectful Workplace

We seek to provide a workplace culture that promotes dignity and respect and an environment free of bullying, harassment and discrimination. All employees must complete regular training with respect to our principles for maintaining a respectful workplace. Employees and third parties are encouraged to raise concerns about ethics or policy violations through our Raise a Concern program.

#### Human Rights

We're committed to promoting and protecting human rights at Electronic Arts and throughout our value chain, including:

- Non-Discrimination and Harassment
- Environment, Health and Safety
- Prevention of Human Trafficking and Forced Labor
- Occupational Health and Safety
- Fair Wage and Working Hours

Our [Global Human Rights Statement](#) applies wherever we do business, and aligns with many of the common principles reflected in the United Nations Global Compact and the Universal Declaration of Human Rights and applies wherever we do business.

### Conflict of Interest

We strive to avoid actual conflicts of interest and the appearance of a conflict, so that personal interests do not interfere with obligations to be loyal to Electronic Arts and act in its best interests. This policy offers guidance in managing actual and potential conflicts of interest, such as outside work projects, meals, entertainment and gifts. Employees are required to disclose potential or actual conflicts of interest in our Global Conflict of Interest Online Tool, which is monitored by our Legal team.

### Antitrust and Competition

Playing fairly includes competing fairly. We compete vigorously with fairness and integrity. We follow antitrust and competition laws in all our business dealings around the world which preserve the free-market system.



## Anti-Corruption and Anti-Bribery

We conduct business with integrity and set standards for our employees to follow the anti-bribery and anti-corruption laws everywhere we do business. We do not give or accept anything of value to obtain preferential treatment or to influence an official action. Our practices and procedures are designed to promote compliance with all applicable anti-corruption laws and regulations where we operate, including the US Foreign Corrupt Practices Act and the UK Bribery Act.

All Vice Presidents and above are required to complete online anti-corruption training. Other select employees must complete this training based on the nature of their interactions with third parties, their roles, or the seniority of their positions. Employees in jurisdictions with a heightened risk of corruption may also receive training.

Violations of our [Anti-Corruption Policy](#) can be reported through the Electronic Arts Reporting Line or our Raise a Concern program or through other internal employee reporting mechanisms. Subject matter experts also engage as needed with employees on potential corruption-related matters.

We may require a written questionnaire or due diligence review prior to starting or renewing a business relationship above certain monetary thresholds with individuals or businesses in countries that pose a heightened risk of corruption, as determined by the Corruption Perceptions Index. On a case-by-case basis, we also perform due diligence and/or require written questionnaires before starting or renewing a business relationship below our internal thresholds or in lower-risk jurisdictions.

## Ethical Marketing

We're committed to marketing that's truthful, accurate and doesn't mislead consumers. We clearly label our advertising and require that third-party partners, such as social media influencers and influential game streamers, label their content to identify partnerships with Electronic Arts. We are responsible stewards of player data in adherence with our [Global Privacy Principles](#).

## Political Advocacy

Electronic Arts strives to help policymakers understand our products and business. We engage in policy discussions and political processes when they matter to our business and customers. We don't make direct political contributions to individual candidates, parties, committees, or IRS Section 527 entities or engage in activities intended to influence the outcome of campaigns or ballot measures. [Our Political Activities Statement](#) details more about our engagement in the political process.

## Supplier Diversity

Our commitment to inclusivity extends to our supply chain. As part of our commitment, we aim to attract proposals from minority-owned businesses at the beginning of our RFP processes. We strive to surface a wide range of potential partners to our decision-makers, so they can consider suppliers with a diversity of backgrounds and experiences. Spending with minority-owned businesses increased by more than 10% year-over-year.





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# Appendices

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## Software and IT Services: Sustainability Accounting Standard

Topic	Accounting Metric	Category	Unit Of Measure	Code	Electronic Arts Data Response	Reference
Environmental Footprint of Hardware Infrastructure	1. Total energy consumed 2. Percentage grid electricity 3. Percentage renewable	Quantitative	Gigajoules (GJ), Percentage (%)	TC-SI-130a.1	1. 349,126 GJ, which represents 100% of our offices and Scope 2 data centers. 2. 84% of the energy used in our offices and Scope 2 data centers is grid purchased. 3. 78% of the energy used in our offices and Scope 2 data centers is renewable. Many of our Scope 3 data center partners currently include renewables in their energy use portfolio and have achieved or set a carbon neutral goal.	Supplemental Sustainability Data on page 47
	1. Total water withdrawn 2. Total water consumed, percentage of each in regions with high or extremely high baseline water stress	Quantitative	Thousand Cubic Meters (TCM), Percentage (%)	C-SI-130a.2	1. 215.54 TCM 2. Electronic Arts consumes 47.75 TCM of water in high or extremely high water stress areas, which is approximately 22% of our total global water consumption. Regionally, this consists of approximately 17% of North America's consumption (23.73 TCM), approximately 21% of Europe's consumption (12.79 TCM), and approximately 67% of consumption in the Asia-Pacific region (11.23 TCM).	Supplemental Sustainability Data on page 47
	Discussion of the integration of environmental considerations into strategic planning for data center needs	Discussion and Analysis	N/A	TC-SI-130a.3	Please see the Environmental Sustainability section of our Impact Report.	Data Center Strategy on page 30 <a href="#">TCFD Report</a>



Topic	Accounting Metric	Category	Unit Of Measure	Code	Electronic Arts Data Response	Reference
<b>Data Privacy and Freedom of Expression</b>	Description of policies and practices relating to behavioral advertising and user privacy	Discussion and Analysis	N/A	TC-SI-220a.1	Please see our Privacy and Cookie Policy and the Governance section of our Impact Report.	Ethical Marketing on page 42 <a href="#">Privacy and Cookie Policy</a>
	Number of users whose information is used for secondary purposes	Quantitative	Number	TC-SI-220a.2	Our Privacy and Cookie Policy details our specific standards and actions.	<a href="#">Privacy and Cookie Policy</a>
	Total amount of monetary losses as a result of legal proceedings associated with user privacy	Quantitative	Reporting Currency	TC-SI-220a.3	Please see our SEC filings for any material legal proceedings.	<a href="#">Annual Report 10-K</a>
	1. Number of law enforcement requests for user information 2. Number of users whose information was requested 3. Percentage resulting in disclosure	Quantitative	Number, Percentage (%)	TC-SI-220a.4	In the ordinary course of our business, we receive an immaterial number of law enforcement requests which we process, and respond to, with reference to pre-established guidelines, and in compliance with law. In FY24, we received requests with respect to fewer than 100 accounts. Our guidelines led us to respond to fewer than one-quarter of these requests.	<a href="#">Privacy and Cookie Policy</a>
	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	Discussion and Analysis	N/A	TC-SI-220a.5	Core products and services that we offer directly to players are not subject to government-required monitoring, blocking, content-filtering or censoring in any country, except that in the ordinary course of business we comply with laws related to online safety that require us to remove unlawful or harmful conduct.	<a href="#">Annual Report 10-K</a>
<b>Data Security</b>	1. Number of data breaches 2. Percentage involving personally identifiable information (PII) 3. Number of users affected	Quantitative	Number, Percentage (%)	TC-SI-230a.1	Please see the Privacy and Security section of our Impact Report. Please also see the “Cybersecurity” section of our 10-K, filed with the SEC.	<a href="#">Annual Report 10-K</a>



Topic	Accounting Metric	Category	Unit Of Measure	Code	Electronic Arts Data Response	Reference
<b>Data Security</b>	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Discussion and Analysis	N/A	TC-SI-230a.2	Please see the Privacy and Security section of our Impact Report. Please also see the “Cybersecurity” section of our 10-K, filed with the SEC.	Privacy and Security on pages 34-37 <a href="#">Annual Report 10-K</a>
<b>Recruiting and Managing a Global, Diverse, and Skilled Workforce</b>	Percentage of employees that are: 1. Foreign nationals 2. Located offshore	Quantitative	Percentage (%)	TC-SI-330a.1	We employ talent from all over the globe. Together, we’re building a culture where we can all do our best work and play together. In FY24, we employed 13,670 RTE. Approximately 66% of employees are located outside the US.	<a href="#">Annual Report 10-K</a>
	Employee engagement as a percentage	Quantitative	Percentage (%)	TC-SI-330a.2	Please see Our People and Culture section of our Impact Report.	Engaging Our Employees through Listening on page 12
	Percentage of gender and racial/ethnic group representation for: 1. Management 2. Technical staff 3. All other employees	Quantitative	Percentage (%)	TC-SI-330a.3	Please see Our People and Culture section of our Impact Report.	Workforce Representation on page 8
<b>Intellectual Property Protection and Competitive Behavior</b>	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations	Quantitative	Reporting Currency	TC-SI-520a.1	Zero. Material legal proceedings are disclosed in our SEC filings.	<a href="#">Annual Report 10-K</a>
<b>Managing Systemic Risks from Technology Disruptions</b>	Number of: 1. Performance issues 2. Service disruptions 3. Total customer downtime	Quantitative	Number, Days	TC-SI-550a.1	During FY24, we did not experience service disruptions to our games and services that were material to our financial statements.	<a href="#">Annual Report 10-K</a>
	Description of business continuity risks related to disruptions of operations	Discussion and Analysis	N/A	TC-SI-550a.2	Please see our SEC filings for a discussion of material risks related to this subject matter.	<a href="#">Annual Report 10-K</a> <a href="#">TCFD Report</a>



## FY24 Supplemental Sustainability Data

	North America	EMEA	Asia-Pacific	Globally
<b>Number of Countries with Operations</b>	3	12	6	21
<b>Office Space [Sq M]</b>	197,200	82,700	63,400	343,300
<b>Operational Emissions (mt CO2e)<sup>1</sup></b>	2,877	403	3,985	7,265
<b>Percent of Carbon Neutral Operations (%)</b>	100	99	6	80
<b>Operational Electricity (MWh)</b>	53,580	22,124	6,108	81,812
<b>Renewable Electricity (%)<sup>2</sup></b>	100	99	6	93
<b>Operational Energy (MWh)<sup>3</sup></b>	66,411	23,938	6,630	96,979
<b>Renewable Energy (%)<sup>2</sup></b>	81	92	5	78
<b>Emissions Intensity (mt CO2e/\$M)<sup>4</sup></b>	0.381	0.053	0.527	0.961
<b>Operational Water (million gallons)</b>	36.5	16	4.4	56.9
<b>Water Consumed in High Water Stress Regions (%)<sup>5</sup></b>	17	21	67	22

<sup>1</sup> Operational Emissions before accounting for carbon offsets.

<sup>2</sup> Inclusive of acquisition of EACs.

<sup>3</sup> Operational Energy includes Scope 1 and 2 energy sources.

<sup>4</sup> Emissions intensity includes Scope 1 and 2 emissions per million dollars of revenue.

<sup>5</sup> As defined by the WRI Aqueduct Risk Atlas.

### Carbon Offsets

Project Name	Location	Registry & Verification	ID	Project Type	Protocol	Entity
Miaoling Afforestation Project	Guizhou Province, China	Verra VCS Certified	2378	Afforestation Removal Offset	CCB V3	Anthesis LLC
Aperam BioEnergia	Minas Gerais, Brazil	Puro.Earth	175613	Biochar C03000000 Removal Offset	Puro.Earth General Rules V3.0	ACT Commodities Inc.



## United Nations Sustainable Development Goals (SDGs)

The SDGs are a collection of objectives designed to serve as a “shared blueprint for peace and prosperity for people and the planet, now and into the future.” Through the efforts detailed in this Impact Report, Electronic Arts is committed to contributing to a more sustainable future. The following include actions and initiatives that contribute to SDGs where we can have the most impact.

### Quality Education

- Programs to drive exposure to career opportunities within communities of underrepresented talent.
- Our internship program which in FY24 engaged over 150 student interns and nearly 250 new graduates, many of whom were hired as full time employees.
- Investing in STEAM education through partnership, programs, and financial support, approximately \$2.4 million through programs that mentored, taught game design, built community through coding clubs, delivered creative computing workshops, and developed curriculum for educators and students.
- In FY24, employees utilized over 45,000 hours through more than 22,000 Udemmy course enrollments. Nearly 80% of engagement was spent on technical modules.



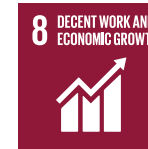
### Gender Equality

- Continued achievement of base pay equity on the basis of gender globally and race/ethnicity in the U.S.
- 38% representation of women on our Board of Directors.
- Continued growth in representation of women within our total workforce and in people leadership and technical roles.
- 5-year growth trajectory for underrepresented talent in executive (VP+) and Director+ roles.
- Promoting gender inclusion in our games and experiences including the integration of women’s teams in FC Ultimate Team for the first time.



### Decent Work and Economic Growth

- Benefits and awards packages that support physical, mental and financial well-being.
- Valuing an inclusive culture where our people can do their best work.
- Human Rights and Respectful Workplace policies.
- A culture of listening and action, including the process by which employees can safely raise workplace concerns.
- Professional growth resources including career development, technical training, skills learning (including our AI Hub), and leadership training.



### Reduced Inequalities

- 5-year growth trajectory for underrepresented talent in executive (VP+) and Director+ roles.
- Talent attraction practices that find and attract candidates with a variety of backgrounds and experiences, with deliberate focus on including underrepresented talent in the pool of candidates at the beginning of our hiring process.
- Inclusion training programs which share best practices for creating an inclusive culture.
- ERGs that foster inclusion, belonging and allyship.
- Continued achievement of base pay equity on the basis of gender globally and race/ethnicity in the U.S.
- Transparency on human capital metrics including workforce representation aligned with SASB and EEO-1 reporting standards.
- Our EA SPORTS FC FUTURES initiative to meaningfully invest in community-level football on a global scale.



### Climate Action

- Our commitments to become carbon neutral by 2027 and a net zero enterprise in alignment with the Paris Agreement.
- Increases in the percent of electricity attributable to our operations from renewable sources year over year.
- Achieving carbon neutrality for our North American and European operations (Scope 1 and Scope 2).
- ~7% year-over-year decrease in aggregate Scope 1, Scope 2, and upstream Scope 3 emissions.
- Transparent reporting through our TCFD Report and the CDP climate questionnaire.
- Our Global Green Team employee group, which has over 1,000 employees.
- Increased transparency into our emissions and progress, including the expansion of our Scope 3 inventory to measure all upstream categories; and increased visibility into the geographic location of renewable energy projects leveraged to progress towards our goals.





## About This Report

Electronic Arts Inc. (the “Company”) published this report to provide an overview of our environmental, social and governmental (“ESG”) efforts and commitments.

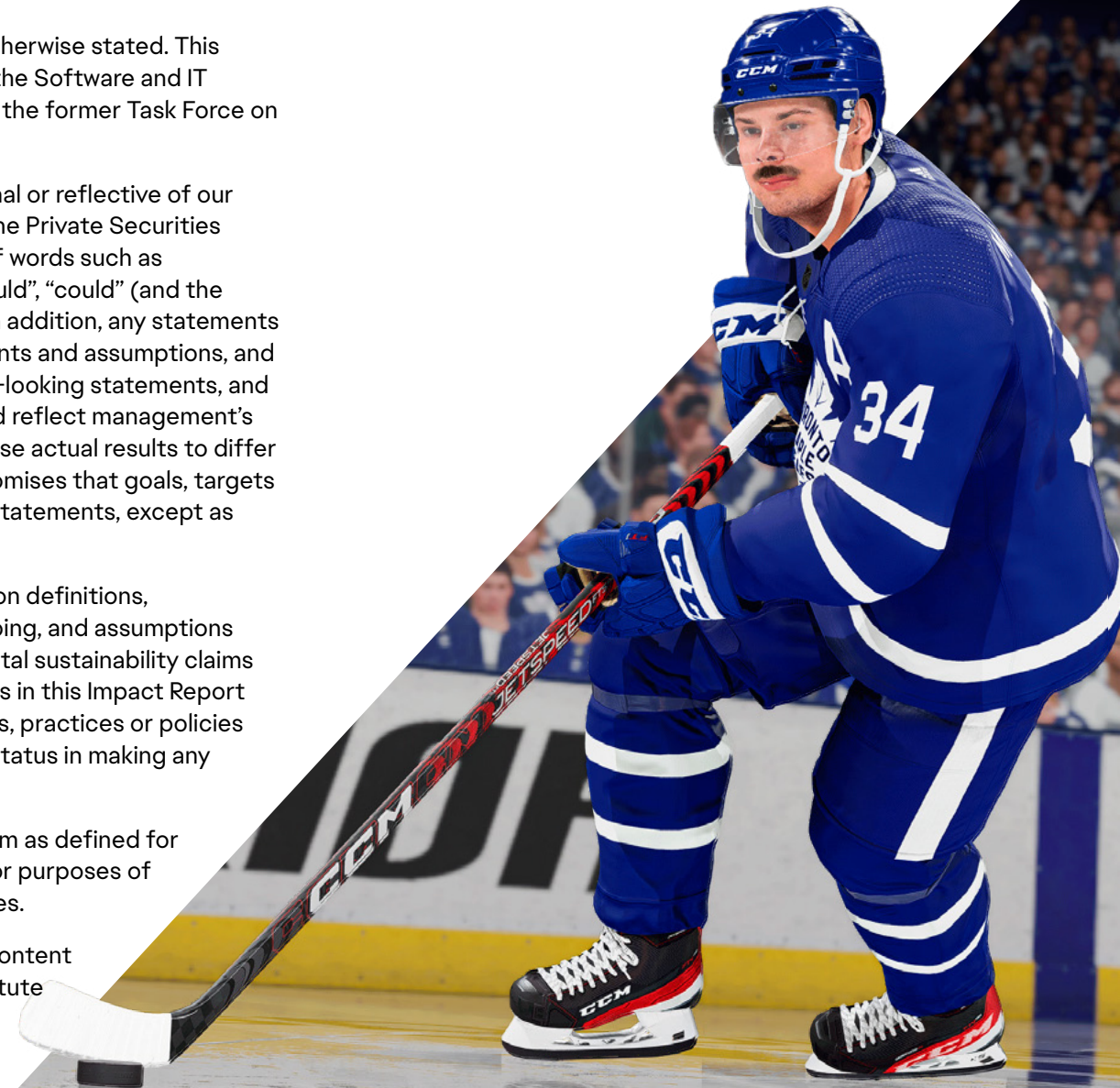
The data contained in this report is for the reporting year of April 1, 2023 through March 31, 2024 unless otherwise stated. This report was created with reference to the Sustainability Accounting Standards Board (SASB) Standard for the Software and IT Services industry within the Technology and Communications sector and the recommended framework of the former Task Force on Climate Related Financial Disclosure.

This document and the materials or websites cross-referenced may contain statements that are aspirational or reflective of our views about our future performance that constitute “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are generally identified through the inclusion of words such as “anticipate”, “believe”, “expect”, “intend”, “estimate”, “plan”, “predict”, “seek”, “goal”, “will”, “may”, “likely”, “should”, “could” (and the negative of any of these terms), “future”, and similar expressions to identify forward-looking statements. In addition, any statements that refer to projections about our future performance, goals and targets, trends, initiatives, uncertain events and assumptions, and other characterizations of future events or circumstances are forward-looking statements. These forward-looking statements, and the materials or websites cross-referenced are aspirational, are not guarantees of future performance, and reflect management’s current expectations. Forward-looking statements inherently involve risks and uncertainties that could cause actual results to differ materially from those predicted in such statements. Forward-looking statements are not guarantees or promises that goals, targets or aspirations will be met. The Company undertakes no obligation to update any forward-looking or other statements, except as required by law.

Historical, current, and forward-looking ESG-related statements and data in this document may be based on definitions, regulations, laws, standards, practices, methodologies, controls and processes that are evolving or developing, and assumptions and claims that are subject to change in the future. For example, global regulations concerning environmental sustainability claims of carbon neutrality and net zero are evolving and may conflict. The methods we use to support statements in this Impact Report may not align with future global requirements in all countries in which we do business. None of the programs, practices or policies referenced in this report requires or allows any Company employee to consider any individual’s protected status in making any employment-related decision.

In the context of this report, the term “material” is distinct from, and should not be confused with, such term as defined for SEC reporting purposes. The information included in this document and any issues identified as material for purposes of this document may not be considered material for Securities and Exchange Commission reporting purposes.

Website references and hyperlinks throughout this document are provided for convenience only, and the content on the referenced third-party websites is not incorporated by reference into this report, nor does it constitute a part of this report. The Company assumes no liability for the content contained on any referenced third-party websites.







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