



Electronic Arts Inc. Q1 FY 2020 Results

July 30, 2019

Safe Harbor Statement



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

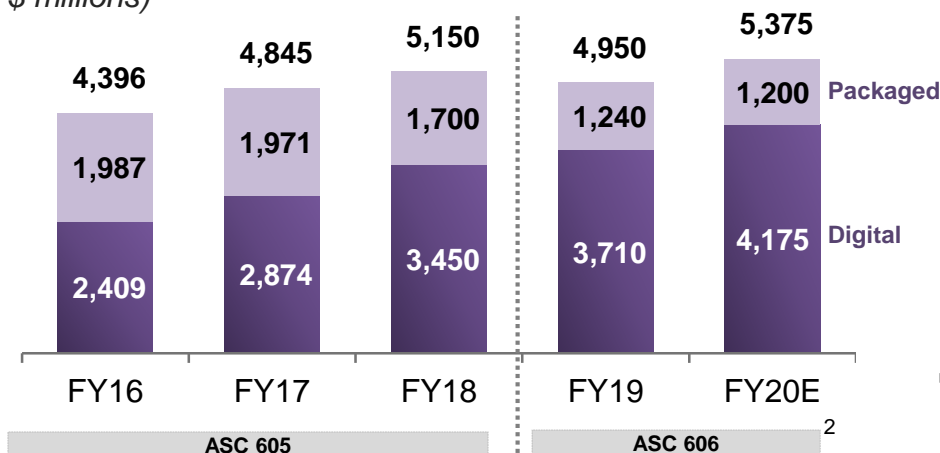
- Some statements set forth in this document, including the information relating to EA's fiscal year 2020 guidance and title slate, contain forward-looking statements that are subject to change. Statements including words such as "anticipate," "believe," "expect," "intend," "estimate," "plan," "predict," "seek," "goal," "will," "may," "likely," "should," "could" (and the negative of any of these terms), "future" and similar expressions also identify forward-looking statements. These forward-looking statements are not guarantees of future performance and reflect management's current expectations. Our actual results could differ materially from those discussed in the forward-looking statements. Some of the factors which could cause the Company's results to differ materially from its expectations include the following: sales of the Company's products and services; the Company's ability to develop and support digital products and services, including managing online security and privacy; outages of our products, services, or technological infrastructure; the Company's ability to manage expenses; the competition in the interactive entertainment industry; governmental regulations; the effectiveness of the Company's sales and marketing programs; timely development and release of the Company's products and services; the Company's ability to realize the anticipated benefits of acquisitions; the consumer demand for, and the availability of an adequate supply of console hardware units; the Company's ability to predict consumer preferences among competing platforms; the Company's ability to develop; implement new technology; foreign currency exchange rate fluctuations; general economic conditions; changes to our tax rates or tax laws and other factors described in Part I, Item 1A of Electronic Arts' latest Annual Report on Form 10-K under the heading "Risk Factors", as well as in other documents we have filed with the Securities and Exchange Commission.
- These forward-looking statements are valid as of July 30, 2019 only. We assume no obligation to revise or update any forward-looking statement for any reason, except as required by law.
- The preliminary financial results set forth in this document are estimates based on information currently available to Electronic Arts. While Electronic Arts believes these estimates are meaningful, they could differ from the actual amounts that Electronic Arts ultimately reports in its Quarterly Report on Form 10-Q for the fiscal quarter ended June 30, 2019. Electronic Arts assumes no obligation and does not intend to update these estimates prior to such filing.

EA Growth Trends

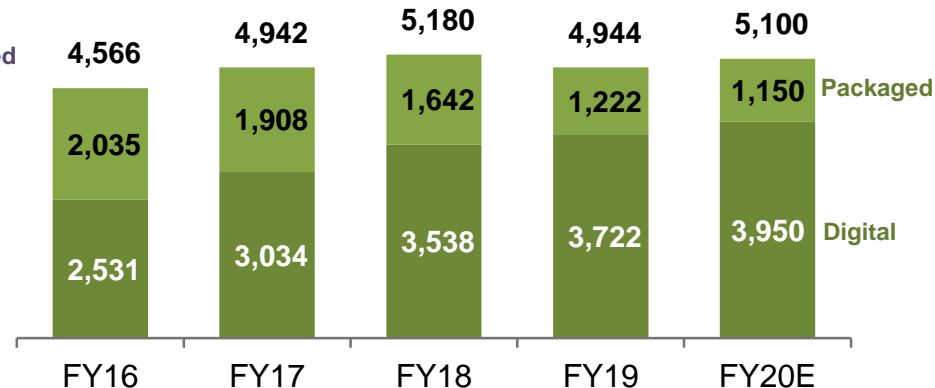


(in \$ millions)

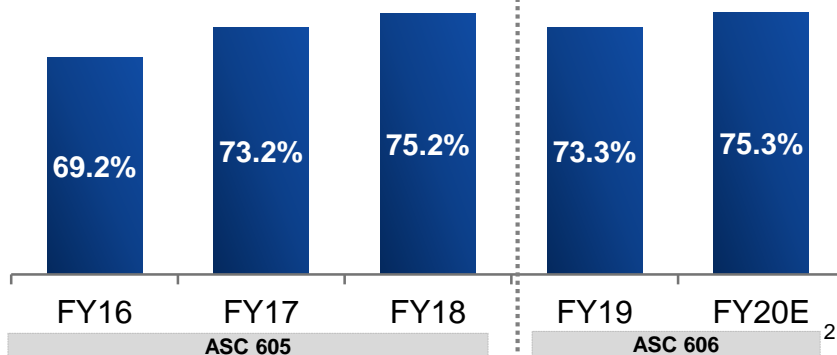
Net Revenue¹



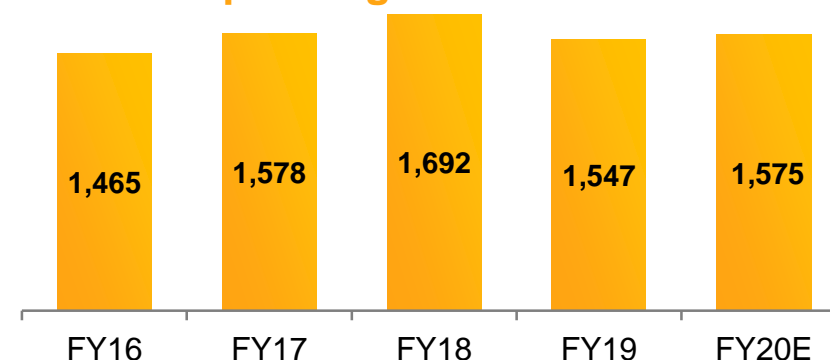
Net Bookings³



Gross Profit¹



Operating Cash Flow¹



1. Net revenue, gross profit and operating cash flow are presented on a GAAP basis.

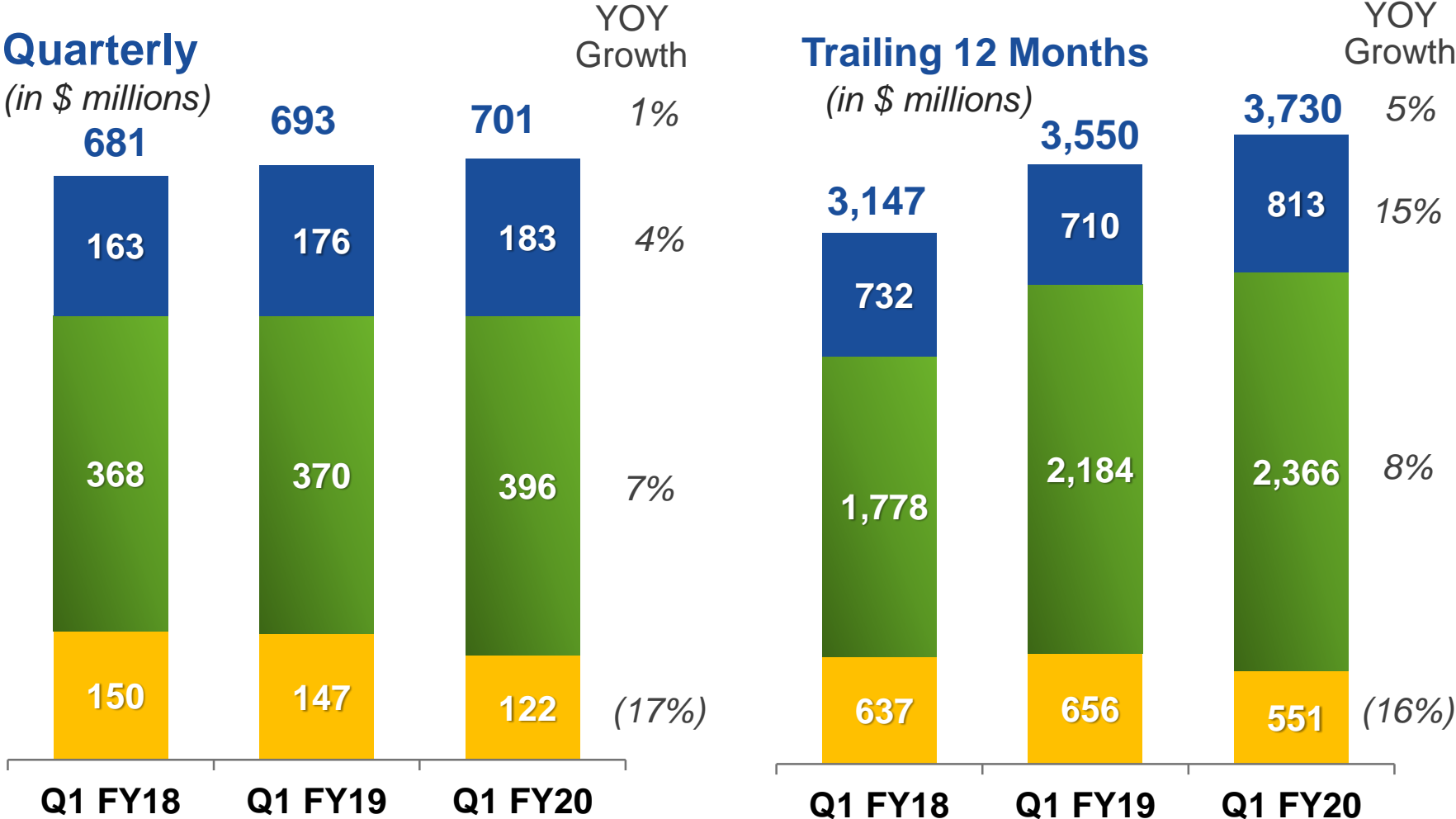
2. EA adopted FASB ASU 2014-09 (Topic 606), Revenue from Contracts with Customers on April 1, 2018. For more information about the adoption of Topic 606 please refer to the Investor Accounting FAQ on our IR website and our SEC filings. Financial data from prior periods has not been restated.

3. Net bookings is an operating metric that EA defines as the net amount of products and services sold digitally or sold-in physically in the period. Net bookings is calculated by adding total net revenue to the change in deferred net revenue for online-enabled games and mobile platform fees. A calculation of net bookings can be found in the "Net Bookings" tab of the Financial Model provided on our IR website.

EA Digital Net Bookings by Platform



■ PC & Other
 ■ Console
 ■ Mobile



EA Digital Net Bookings by Composition

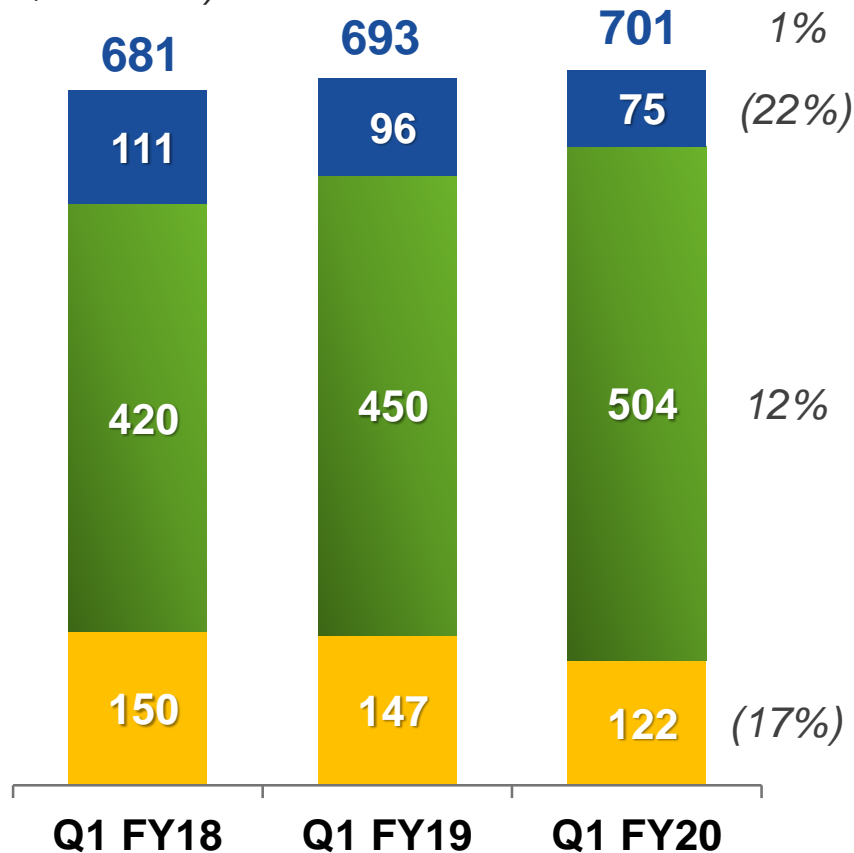


■ Full Game Downloads
 ■ Live Services
 ■ Mobile

Quarterly

(in \$ millions)

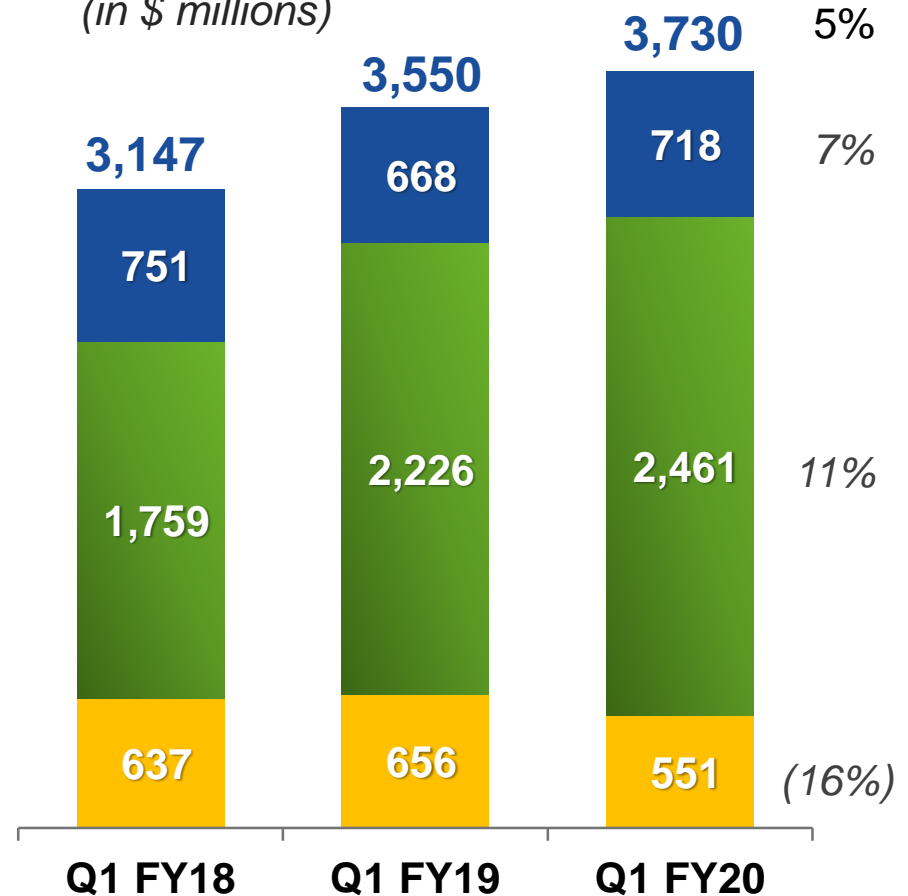
YOY Growth



Trailing 12 Months

(in \$ millions)

YOY Growth



FY20 Announced Console/PC Titles



Launch	Title	Platform(s)	
Q1			
Q2	FIFA 20	Console	PC
	Madden NFL 20	Console	PC
	NHL 20	Console	
	Sea of Solitude	Console	PC
Q3	NBA Live 20	Console	
	Need for Speed	Console	PC
	Plants vs. Zombies	Console	PC
	Star Wars Jedi: Fallen Order	Console	PC
Q4			

Note: Represents publicly announced titles only. Titles above are shown in alphabetical order. All launch dates are subject to change.

Select Live Services and Mobile



Console/PC

Mobile

Active Q1 FY20

EA SPORTS NBA LIVE 19
ULTIMATE TEAM

BATTLEFIELD V

EA access

STAR WARS
OLD REPUBLIC

pogo

EA SPORTS FIFA 19
ULTIMATE TEAM

FIFA OFFICIAL LICENSED PRODUCT

EA SPORTS FIFA ONLINE 4

EA SPORTS MADDEN NFL 19
ULTIMATE TEAM

EA SPORTS UFC
ULTIMATE TEAM

STAR WARS
BATTLEFRONT II

EA ANTHEM

EA SPORTS HOCKEY
ULTIMATE TEAM

Origin access PREMIER

The SIMS 4

BEJEWELED STARS

FIFA

MADDEN NFL

NBA LIVE PHIL

NEED FOR SPEED

PLANTS VS ZOMBIES 2

REAL RACING

SCRABBLE

SIMCITY

FreePlay

THE SIMPSONS

STAR WARS

TETRIS BLITZ

FY20 Guidance



The following table provides guidance for EA's FY20 financial performance. These preliminary estimates and expectations are based on current information as of July 30, 2019 and are subject to business and economic risks and uncertainties that could cause actual events or actual future results to differ materially from expectations set forth herein. In addition, while EA no longer provides expectations on non-GAAP financial performance measures, the following outlook for GAAP-based financial data and a long-term tax rate of 18% are used internally by EA to adjust our GAAP expectations to assess EA's operating results and plan for future periods.

For more information about the nature of the GAAP-based financial data, please refer to EA's Form 10-K for the fiscal year ended March 31, 2019.

	Twelve Months Ending March 31, 2020				
	GAAP-Based Financial Data				
	GAAP Guidance	Acquisition- related expenses	Change in deferred net revenue (online- enabled games)	Mobile platform fees	Stock-based compensation
<i>(in \$ millions)</i>					
Digital net revenue	4,175	-	(75)	(150)	-
Packaged goods & other net revenue	1,200	-	(50)	-	-
Total net revenue	5,375	-	(125)	(150)	-
Cost of revenue	1,327	(12)	-	(150)	(2)
Operating expense	2,746	(23)	-	-	(353)
Income before provision for (benefit from) income taxes	1,361	35	(125)	-	355
Net income	2,795*				
Number of shares used in computation:					
Diluted shares	303				

*Includes expected tax benefit of \$1.700 billion related to the internal transfer of some of EA's intellectual property rights to its Swiss subsidiary, where EA's international business is headquartered.

Q2 FY20 Guidance



The following table provides guidance for EA's Q2 FY20 financial performance. These preliminary estimates and expectations are based on current information as of July 30, 2019 and are subject to business and economic risks and uncertainties that could cause actual events or actual future results to differ materially from expectations set forth herein. In addition, while EA no longer provides expectations on non-GAAP financial performance measures, the following outlook for GAAP-based financial data and a long-term tax rate of 18% are used internally by EA to adjust our GAAP expectations to assess EA's operating results and plan for future periods.

For more information about the nature of the GAAP-based financial data, please refer to EA's Form 10-Q for the fiscal year ended March 31, 2019.

Three Months Ending September 30, 2019

GAAP-Based Financial Data

	<u>GAAP Guidance</u>	<u>Acquisition- related expenses</u>	<u>Change in deferred net revenue (online- enabled games)</u>	<u>Mobile platform fees</u>	<u>Stock-based compensation</u>
(in \$ millions)					
Total net revenue	1,315	-	(50)	(35)	-
Cost of revenue	407	(2)	-	(35)	(1)
Operating expense	679	(5)	-	-	(89)
Income before provision for (benefit from) income taxes	243	7	(50)	-	90
Net income	776*				
Number of shares used in computation:					
Diluted shares	298				

*Includes expected tax benefit of \$620 million related to the internal transfer of some of EA's intellectual property rights to its Swiss subsidiary, where EA's international business is headquartered.

Guidance – Phasing



FY20 Quarterly Net Revenue and Net Bookings

	Q1A	Q2E	Q3E	Q4E	FY20E
GAAP Net Revenue %	22%	24%	29%	24%	100%
GAAP Net Revenue \$M	\$1,209	\$1,315	\$1,540	\$1,311	\$5,375
Change in deferred net revenue \$M	(\$427)	(\$50)	\$460	(\$108)	(\$125)
Mobile Platform fee \$M	(\$39)	(\$35)	(\$40)	(\$36)	(\$150)
Net Bookings %	15%	24%	38%	23%	100%

Currency Assumptions



- **Current FX assumptions¹:**

	USD/	FY19 Q1A	FY20 Q1A	FY20 Q2-4E
Net Bookings	EUR	1.21	1.12	1.14
	GBP	1.38	1.29	1.27
Operating Expenses	CAD	1.29	1.34	1.31
	SEK	8.54	9.44	9.26

- **Rule of thumb**

- If the U.S. dollar strengthens 10% against the Euro and British pound sterling:
 - With hedging, total net bookings decrease 2.1%
 - Total cost of revenue and operating expenses decrease 1.6%
- If the U.S. dollar strengthens 10% against the Canadian dollar and Swedish krona:
 - Total net bookings decrease 0.4%
 - With hedging, total cost of revenue and operating expenses decrease 0.7%

Note: Our financial guidance includes the forecasted impact of the FX cash flow hedging program.

¹ For FY19 Q1A and FY20 Q1A, FX rates are a simple average of EA's actual monthly P&L rates. For FY20 Q2-4E, the same FX rates are used for all forecast periods.

These forward-looking statements are valid as of July 30, 2019 only. Electronic Arts assumes no obligation to update these forward-looking statements.



Cash Flow Selected Data

(in \$ millions)		Actuals			
		Q1 2020	Q1 2019	Q1 TTM 2020	Q1 TTM 2019
Cash Flow Data					
Investing Cash Flow		(950)	(103)	(678)	807
Financing Cash Flow		(385)	(388)	(1,250)	(816)
Operating Cash Flow	A	158	120	1,585	1,636
Capital Expenditures	B	45	32	132	106
Free Cash Flow	A - B	113	88	1,453	1,530