Stockholder Outreach

Summer 2022

Electronic Arts

Key Topics of Investor Interest

- **Stockholder Proposal on Severance Pay.** Limiting cash and equity severance to 2.99x salary and bonus is not market standard, and could put us at a competitive disadvantage by limiting our ability to attract executive talent in an increasingly competitive labor market *(see page 3)*

- **Enhanced Executive Compensation Program in Response to Stockholders.** Made significant enhancements to our executive pay program following last year's annual meeting, which build upon prior changes that were in effect for recently-closed FY22 *(see pages 4-5)*

- **Board Refreshment and Commitment to Stockholder Rights.** Including a proposal at the 2022 Annual Meeting to lower the special meeting rights threshold from 25% to 15%, as well as enhancements to our Lead Director responsibilities and a rotation of leadership of our Board's Committees *(see page 6)*

- **Committed to Positive Impact.** Increased DE&I disclosure, including EEO-1 and a commitment to disclose quantitative representation goals. Scaled our environmental sustainability efforts, committing to measure Scope 1 and 2 GHG emissions, as well as building tools to capture significant sources of Scope 3 emissions *(see page 7)*

Our Severance Pay Practices

The stockholder proposal on severance pay is not in the best interests of EA or our stockholders

- Would require a binding stockholder vote on cash and equity severance benefits exceeding 2.99 times salary and bonus
- Could place us at a severe competitive disadvantage by limiting our ability to retain and attract highly qualified executives
- Stockholders have a voice on executive compensation matters through our annual say-on-pay vote and robust, year-round stockholder engagement program

EA's current cash severance benefits are below the proposed 2.99x cap and are only payable in limited circumstances

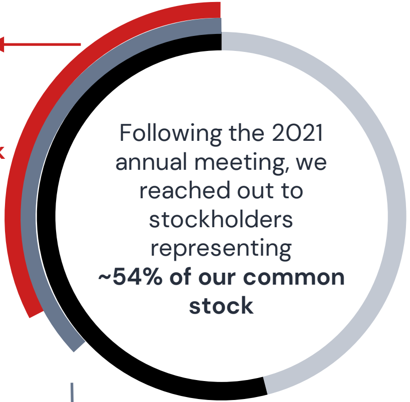
- Double-trigger cash severance limited to 2x salary plus target bonus for our CEO, and 1.5x for other named executive officers
- No excise tax gross ups, consulting fees, additional equity grants or special retirement provisions under our change-in-control severance plan

Our Board of Directors recommends a vote AGAINST the stockholder proposal on severance pay

Responsiveness to Stockholder Feedback

Robust Stockholder Engagement Program

Directors led calls with stockholders representing **~32% of our common stock**



We engaged with stockholders representing **~35% of our common stock**

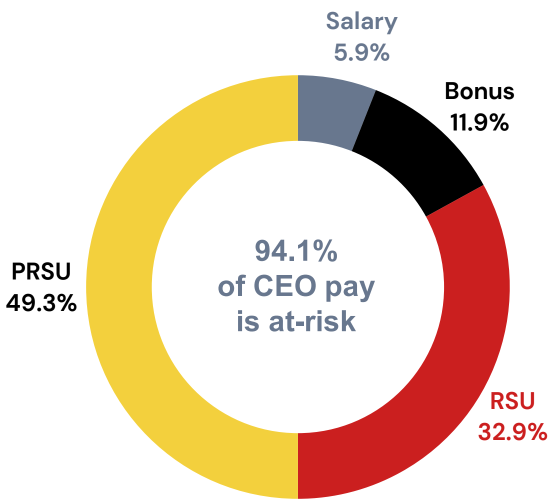
Substantial Compensation Program Enhancements

Actions Taken Based on Feedback	
Quantum of Pay	• Reiterated commitment to not grant special equity awards to NEOs through at least the end of fiscal year 2026; confirmed it applies to enhanced annual equity awards • CEO's FY22 equity award was 40% lower than target value of his FY21 equity award, and no increase to target value for FY23
FY23 Annual Performance Cash Bonus	• Increased financial performance weighting of company bonus pool funding formula to 70% for our CEO and 60% for our CFO and COO • Implemented enterprise-level scorecard for strategic and operating objectives to show attainment relative to target • ESG goals relating to Human Capital Management included in FY23 enterprise-level scorecard weighted at 20%
PRSUs	• Effective FY23, increased portion of performance-based equity for CFO and COO to 60% PRSUs, consistent with CEO's equity mix
FY23 Peer Group	• Reviewed peer group to ensure appropriately scaled, removed companies with outsized market capitalizations

Executive Compensation Structure

	Element	Characteristics
Annual	Base Salary	• Fixed cash component
Annual	Performance Cash Bonus	• Financial performance comprises 50-70% of bonus funding based on non-GAAP net revenue and diluted EPS • Remainder based on company strategic objectives, plus individual performance modifier • Increased the financial performance weighting to 70% for our CEO, and to 60% for our CFO and COO (NEW) • Added enterprise-level scorecard, measuring business performance on six metrics including ESG goals (NEW)
Long-Term	Performance-Based RSUs	• Based on net bookings and operating income performance on an annual basis, combined with three-year measurement of relative TSR vs. Nasdaq-100 • Three-year cliff-vesting for all metrics • Above-median performance required for target payout under relative TSR component • Eliminated relative TSR lookback feature for FY22 PSRUs • Increased PRSU weightings for CFO and COO to be 60% of annual equity award, consistent with CEO award mix (NEW)
Long-Term	RSU	• 35-month vesting schedule

FY22 CEO Target Pay Mix



Electronic Arts

Strong and Responsive Governance

Recent Shareholder Rights Enhancements

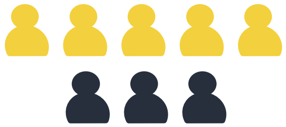
- ✓ Proposal at 2022 Annual Meeting to lower the special meeting rights threshold from 25% to 15%
- ✓ Implemented a 25% right to act by written consent
- ✓ Reduced the number of permitted outside boards for our non-executive directors to four boards (including EA)
- ✓ Enhanced formal responsibilities of Lead Independent Director role

Recent Board & Committee Diversity and Refreshment

- ✓ Added two highly qualified, skilled, and diverse members to our Board in 2021 who strengthen the Board's financial expertise, corporate governance, digital commerce, and risk management skillsets
- ✓ Refreshed all three Board committees; Appointed Talbott Roche as Chair of the Compensation Committee

Board Nominee Diversity

- ✓ 5 directors (63%) female and/or from underrepresented communities[1,2]



Balanced Tenure

- ✓ Average tenure of 7 years

1. Three Female Nominees (Talbott Roche, Heidi Ueberroth & Rachel Gonzalez); One African American (Kofi Bruce); Two Hispanic/Latino (Luis Ubiñas & Rachel Gonzalez).
2. Leonard Coleman is retiring at the 2022 Annual Meeting.

Environmental and Social Practices

Increased DE&I Transparency and Commitments

- Voluntarily disclosed **EEO-1 diversity data**
- Committed to publishing:
  - **Quantitative representation goals** before the end of fiscal 2023
  - **Voluntary attrition data by gender and race/ethnicity** in our 2022 Impact Report
  - **Hiring and promotion data** when significant to understand progress towards our representation goals

Continued Commitment to Pay Equity

- Maintained **base pay equity on the basis of gender globally and on the basis of race/ethnicity in the United States**
- Expanded **pay equity analysis to include annual bonus and equity compensation**, working to **eliminate bias across our elements of pay**

Created Positive Impact in Our Community

- Created the John Madden Legacy Commitment to education, **committing $2.5M to support STEAM education**
- Launched the EA Madden Scholarship, **donating an additional $2.5M to support students at 12 historically black colleges and universities**

Scaled our Environmental Sustainability Efforts

- Integrating sustainability across our business, focusing on:
  - **Measuring and managing** our Scope 1, 2 and 3 emissions
  - **Understanding risks** to our business associated with climate change.
- Committed to use **fiscal year 2023 as our baseline year to measure Scope 1 and 2 GHG emissions**
- Committed to **conduct a TCFD risks and opportunities analysis** with public reporting expected before the end of fiscal 2023
- Investing in people, tools and systems to **capture significant sources of Scope 3 emissions**

2022 Annual Meeting

We value your support on our 2022 ballot items

✓ **Election of Directors**
Highly-qualified Board focused on creating value for stockholders while creating positive impact in our workplaces and the world around us

✓ **Advisory Vote to Approve Named Executive Officer Compensation**
Responsive to stockholder feedback; made substantial changes to executive compensation program that enhance our pay-for-performance philosophy, further align the interests of our executives with stockholders, and advance our objectives to attract and retain critical leaders in an exceptionally competitive landscape for executive talent

✓ **Ratification of the Appointment of KPMG LLP, Independent Public Registered Accounting Firm**

✓ **Approval of our Amended 2019 Equity Incentive Plan**

✓ **Amend our Certificate of Incorporation to Reduce the Threshold for Stockholders to Call Special Meetings from 25% to 15%**

✗ **Stockholder Proposal on Termination Pay**
The stockholder proposal is not in the best interests of stockholders because it could place us at a severe competitive disadvantage by limiting our ability to retain and attract highly qualified executives

Thank You