



# EA Announces Deal to Acquire Glu Mobile Inc.

February 8, 2021

# Disclaimer

This communication may contain statements, other than statements of current or historical fact, that constitute “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. In some cases, you can identify forward-looking statements by terminology such as “anticipate,” “believe,” “expect,” “intend,” “estimate,” “project,” “forecast,” “plan,” “predict,” “seek,” “goal,” “will,” “may,” “likely,” “should,” “could,” and similar expressions or expressions of the negative of these terms. 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. Various risks and uncertainties could cause actual results to differ materially from such expectations, including those risks and uncertainties described in EA’s filings with the Securities and Exchange Commission (“SEC”), including EA’s Annual Report on Form 10-K for the fiscal year ended March 31, 2020, and in Glu’s filings with the SEC, including Glu’s Annual Report on Form 10-K for the fiscal year ended December 31, 2019. These forward-looking statements are current as of the date hereof. Neither EA nor Glu assumes any obligation to revise or update any forward-looking statement for any reason, except as required by law.

In connection with the proposed merger, Glu intends to file with the SEC a proxy statement regarding the proposed transaction and mail or otherwise provide a proxy statement and a proxy card to each stockholder entitled to vote at the special meeting relating to the proposed merger. This document is not a substitute for the proxy statement or any other document that EA or Glu may file with the SEC. INVESTORS AND SECURITY HOLDERS ARE URGED TO READ THE PROXY STATEMENT AND ANY OTHER RELEVANT DOCUMENTS THAT MAY BE FILED WITH THE SEC, AS WELL AS ANY AMENDMENTS OR SUPPLEMENTS TO THESE DOCUMENTS, CAREFULLY AND IN THEIR ENTIRETY IF AND WHEN THEY BECOME AVAILABLE BECAUSE THEY CONTAIN OR WILL CONTAIN IMPORTANT INFORMATION ABOUT THE PROPOSED TRANSACTION. Investors and security holders will be able to obtain free copies of the proxy statement (if and when available) and other documents containing important information about EA, Glu and the proposed transaction, once such documents are filed with the SEC through the website maintained by the SEC at <http://www.sec.gov>. Copies of the documents filed with the SEC by EA will be available free of charge on EA’s website at [ir.ea.com](http://ir.ea.com) or by contacting EA’s Investor Relations department at [ir@ea.com](mailto:ir@ea.com). Copies of the documents filed with the SEC by Glu will be available free of charge on Glu’s website at [www.glu.com/investors](http://www.glu.com/investors) or by contacting Bob Jones / Taylor Krafchik, Ellipsis at [IR@glu.com](mailto:IR@glu.com).

EA and Glu and certain of their respective directors and executive officers and other members of management and employees may be deemed to be participants in the solicitation of proxies in respect of the proposed merger. You can find information about the directors and executive officers of EA in its proxy statement for its 2020 annual meeting of stockholders, which was filed with the SEC on June 19, 2020, and EA’s Annual Report on Form 10-K for the fiscal year ended March 31, 2020, which was filed with the SEC on May 20, 2020, and on its website at [ir.ea.com](http://ir.ea.com). You can find information about the directors and executive officers of Glu in its proxy statement for its 2020 annual general meeting of stockholders, which was filed with the SEC on April 28, 2020, and Glu Annual Report on Form 10-K for the fiscal year ended December 31, 2019, which was filed with the SEC on February 28, 2020, and on its website at [www.glu.com/investors](http://www.glu.com/investors). Additional information regarding the interests of such potential participants will be included in the proxy statement and other relevant documents filed with the SEC if and when they become available. Investors should read the proxy statement carefully when it becomes available before making any voting or investment decisions. You may obtain free copies of these documents from EA or Glu using the sources indicated above.

# Transaction Summary

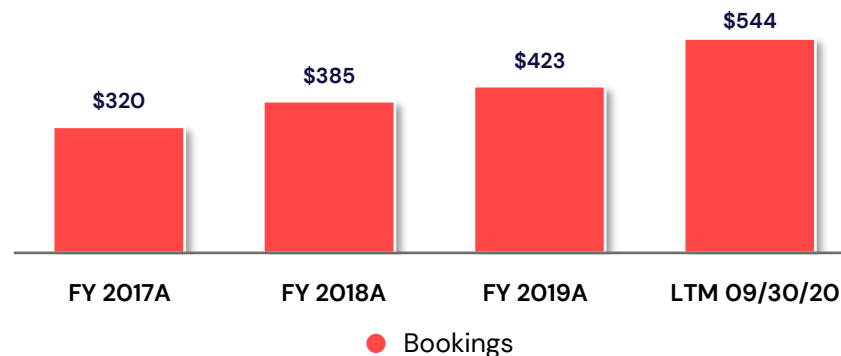
- Electronic Arts Inc. (“EA”) has entered into a definitive agreement to acquire Glu Mobile Inc. (“Glu Mobile”)
- Headquartered in San Francisco, CA, with a nearly 20-year track record of creating and publishing successful mobile games, Glu Mobile offers a diverse portfolio of top grossing and award-winning original and licensed IP titles
- Glu Mobile stockholders will receive all-cash consideration of \$12.50 per share:
  - Implied transaction enterprise value of \$2.1 billion<sup>1</sup>
  - 36% premium to Glu Mobile share price of \$9.19 on February 5, 2021<sup>2</sup>
- The acquisition is to be financed with EA’s cash on hand
- The acquisition is expected to grow EA net bookings and be accretive to underlying profitability
- Transaction expected to close in calendar Q2 of 2021, subject to Glu Mobile stockholder and regulatory approvals

# Glu Mobile at a Glance

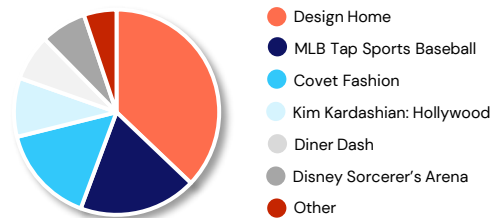
## Company Overview

- Founded in 2001 and headquartered in San Francisco, CA (NASDAQ: GLUU)
- Employs nearly 800 game studio, development, central services and publishing people across five locations in the U.S., Canada and India
- Operates diverse portfolio of some of the most successful and recognizable mobile games across genres including Design Home, Covet Fashion and MLB Tap Sports Baseball
- Deep bench of creative talent who will continue as leaders within EA's organization
- Proven track record in growing both bookings and underlying profitability

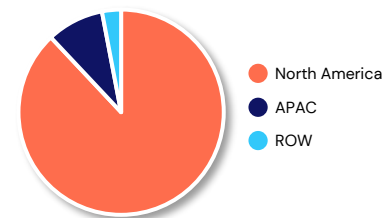
## Financial Profile (\$mm)



### Bookings by Title<sup>1</sup>



### Bookings by Geography<sup>1</sup>



# Strategic Rationale

## Accelerates growth

- Creates combined organization with 15+ ongoing live services across multiple genres
- Reaches global audience of over 100 million combined players every month
- Glu adds over 500 best-in-class developers with mobile-first focus
- Contribution from existing franchises almost doubles EA's mobile bookings

## Creates value

- Addition of expertise in casual sports and lifestyle genres presents opportunity for new titles based on EA IP
- MLB Tap Sports Baseball offers successful template for EA SPORTS mobile titles
- Can leverage EA licensing expertise to bring Tap Baseball to new geographies
- Network effects provide opportunities to cross-promote both within mobile, and to and from console/PC across EA's 430 million strong player network
- Glu's diverse player base complements EA's console/PC portfolio

# Combined Market Leading Portfolio

## Glu core franchises

Design Home



Interior design

Covet Fashion



Fashion

MLB Tap Sports



Mobile baseball

Kim Kardashian



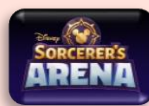
Simulation

Diner DASH Adventures



Classic casual

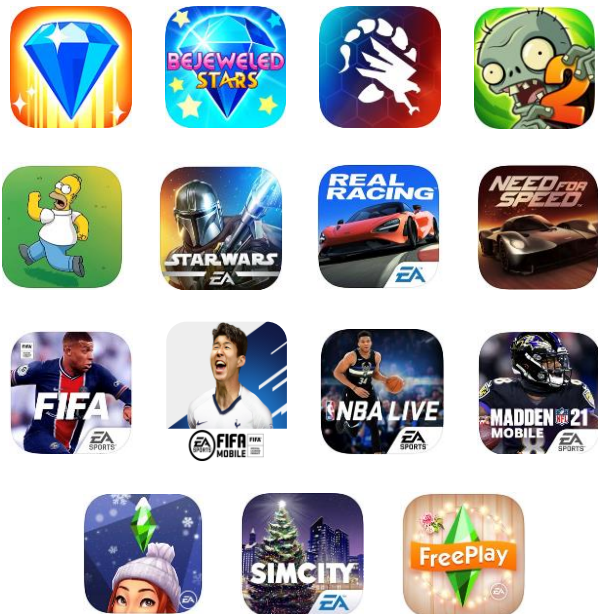
Disney Sorcerer's Arena



Turn-based RPG

**\$544mm** LTM bookings<sup>1</sup>

## EA diversified mobile business



**\$779mm** LTM bookings<sup>2</sup>

Source: Company filings

<sup>1</sup> Last Twelve Months as of 9/30/20

<sup>2</sup> Last Twelve Months as of 12/31/20