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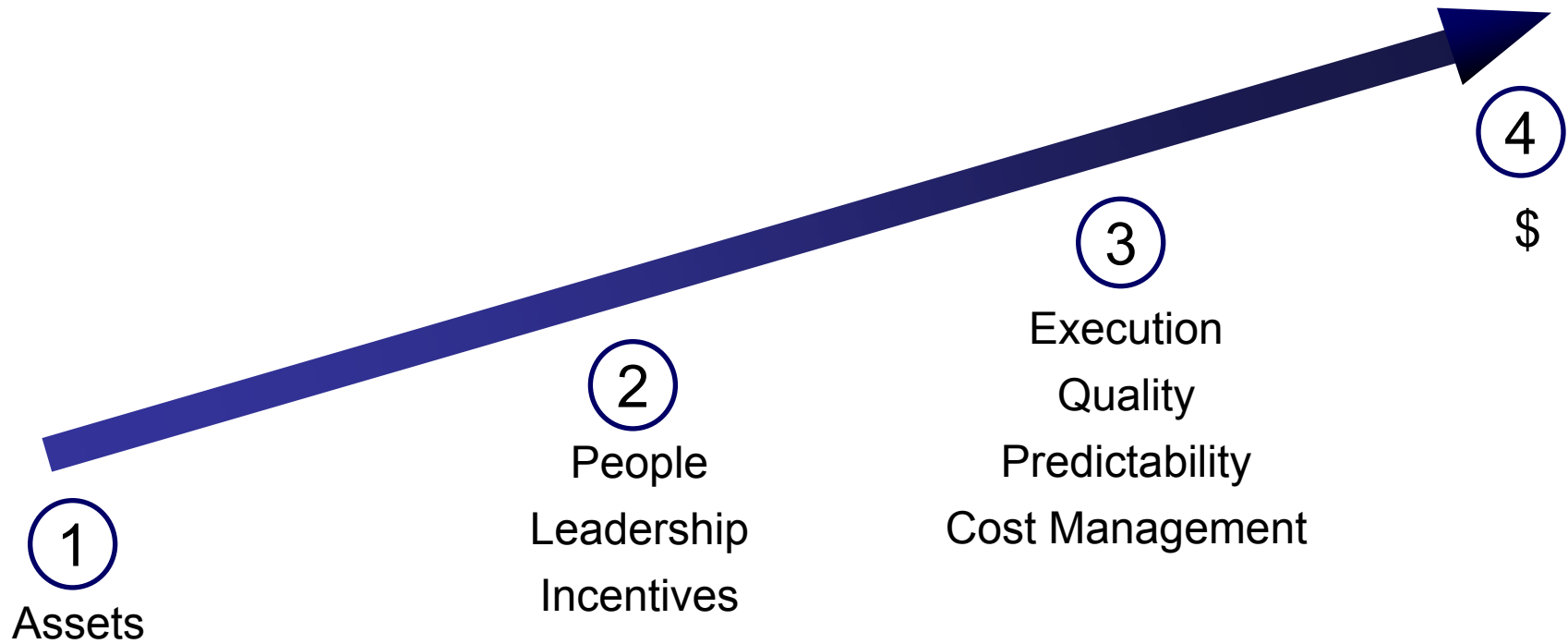
**John Riccitiello**  
Chief Executive Officer



# Safe Harbor Statement

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*Some statements contained in this presentation contain forward-looking statements that involve risks and uncertainties. Statements including words such as "anticipate", "believe" or "expect" and statements in the future tense are forward-looking statements. These forward-looking statements are subject to business and economic risks and actual events or actual future results could differ materially from those set forth in the forward-looking statements due to such risks and uncertainties. Some of the factors which could cause our results to differ materially from our expectations include the following: competition in the interactive entertainment industry; the timely release and availability of an adequate supply of hardware units; our ability to predict consumer preferences among competing hardware platforms; consumer spending trends; the seasonal and cyclical nature of the interactive game segment; timely development and release of our products; our ability to manage expenses during fiscal year 2008; our ability to secure licenses to valuable entertainment properties on favorable terms; our ability to attract and retain key personnel; changes in our effective tax rates; adoption of new accounting regulations and standards; potential regulation of our products in key territories; developments in the law regarding protection of our products; fluctuations in foreign exchange rates; and other factors described in our annual report on Form 10-K for the year ended March 31, 2007 and Form 10-Q for the quarter ended December 31, 2007. We do not intend to update these forward-looking statements, which speak as of the date of this presentation.*



It's All About the Games

# Why Do I Believe?

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## People

Talent  
Label Structure  
Cost Orientation  
Incentives

## Games – Fiscal 2009

Boom Blox	Need for Speed
Dead Space	Madden NFL
Dragon Age	FIFA
Face Breaker	NCAA Football
Littlest Pet Shop	NBA Live
Mercenaries 2	MySims
Mirror's Edge	Battlefield
Monopoly	Tiger Woods PGA
Nerf	NHL
Saboteur	Lord of the Rings
SimAnimals	NASCAR
SPORE	UEFA Soccer
Tiberium	
Warhammer	

## Strategy

Strategy  
Label-led Innovation  
Digital Opportunities  
& Strength  
Asia Focus  
Cost Management  
Balance Sheet

Right People / Right Games / Right Strategy

# Agenda

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The Industry

EA Today

Three-Year Goals – Broad Strategy

Q&A

# Our Message

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The Interactive Entertainment **Industry is Changing & Growing Rapidly**

No One has **EA's Underlying Strengths**

We have a **Grasp on Today's Execution Challenges**

We Have a Plan to **Drive Revenue and Profitability**

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## The Industry



# Consumer Trends

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## This Cycle – Six Main Growth Drivers

- 1) Hardware & Software Driving **New & Better Experiences**
- 2) **Interactive is Winning Consumers' Time**
- 3) **Demographics Will Continue to Broaden** – Casual Exploding
- 4) **Games Are Becoming Big Social Networks** – Stickier
- 5) **User-Generated Content** is Very Important
- 6) **Business Model Proliferation**

More Drivers This Cycle

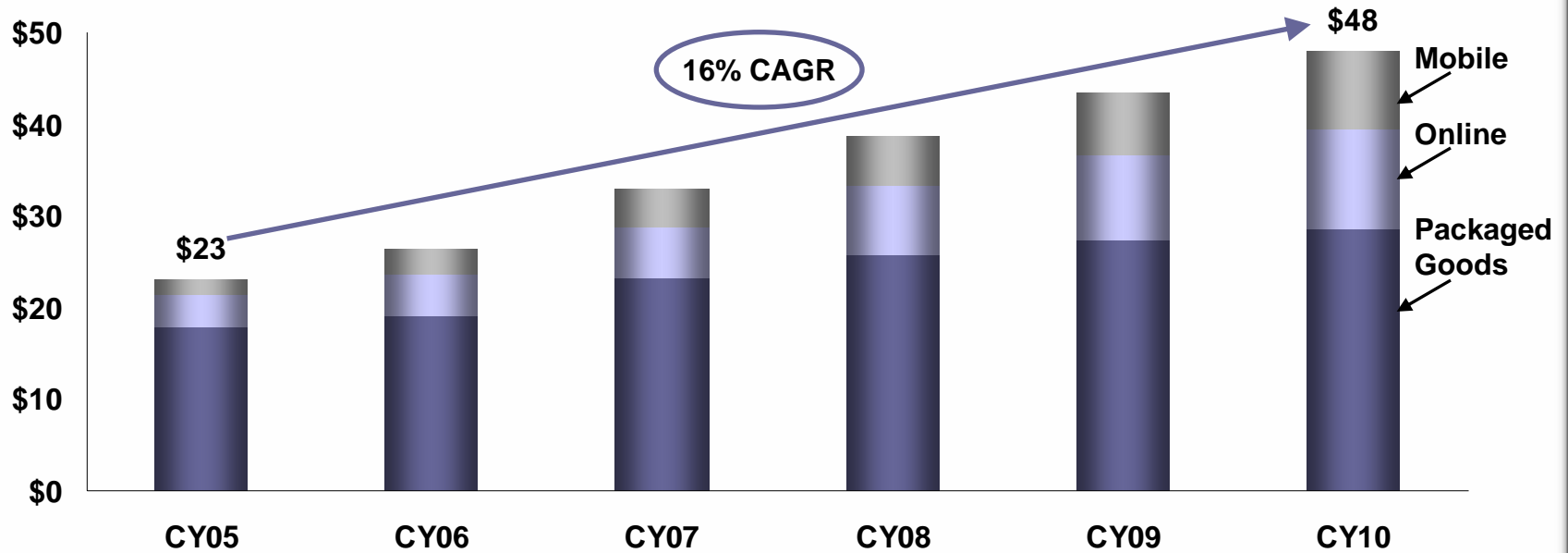


# Transforming Industry

## Current Cycle – by Segment

### Global Retail Software Sales

(USD in Billions)



	CY05	CY10
PG	\$17.9	\$28.7
Online	\$3.4	\$10.9
Mobile	\$1.8	\$8.4
<b>Total</b>	<b>\$23.1</b>	<b>\$48.0</b>

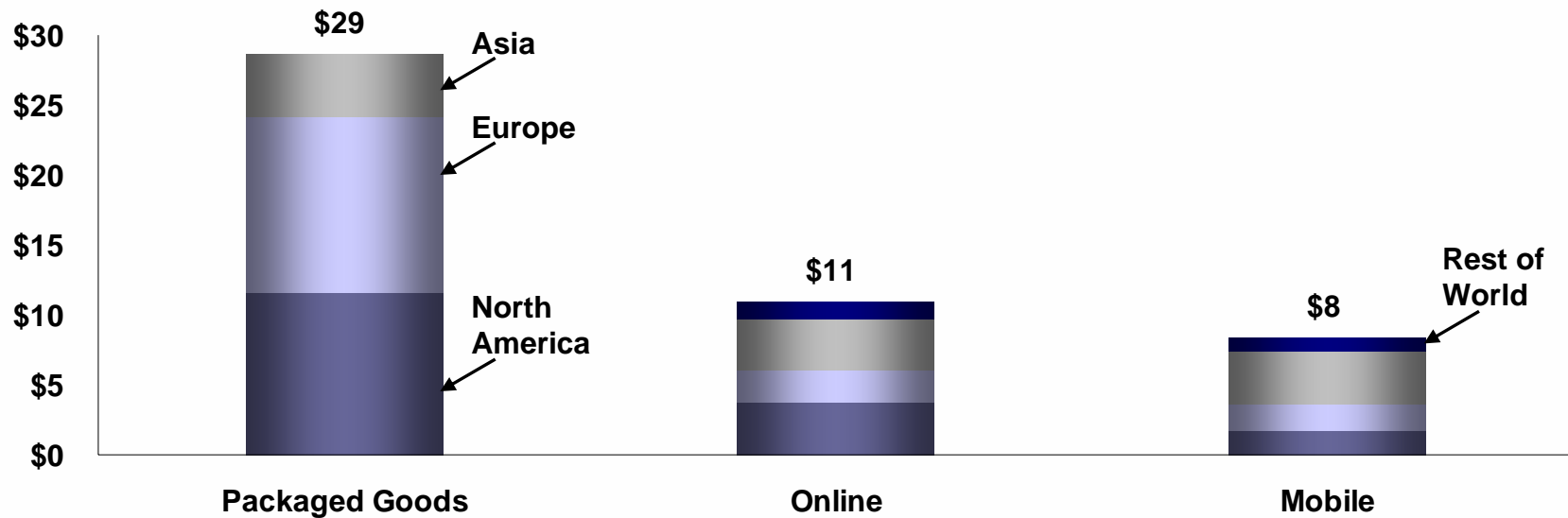
Industry Doubles – Becomes Less Cyclical

# Transforming Industry

## Current Cycle – by Region

### Global Retail Software Sales – CY 2010

(USD in Billions)



Packaged Goods Still Significant - Digital Growth High

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Electronic Arts



# Assessment

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## Strengths / Opportunities

### Strengths

IP Portfolio

Creative Talent

Direct Publishing

Pogo

Mobile

### Opportunities

Segment Shares










Quality

Costs / Productivity

Digital Scale

# Intellectual Property

## Top Selling Franchises – North America & Europe – 2005 to 2007

Top Selling Franchises - Calendar 2005 to 2007								
		 						
Top 10	4	1	0	1	1	2	0	0
11-20	0	3	1	0	0	2	1	0
21-30	5	1	1	0	0	1	0	0
31-40	3	1	1	1	1	0	0	1
41-50	1	0	1	1	0	1	2	2
<b>Total</b>	<b>13</b>	<b>6</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>6</b>	<b>3</b>	<b>3</b>

Strongest Portfolio

Sources: North America - NPD Trst; Europe - UK Chart-track, France Gfk, Germany MCC & EA estimates.

# Intellectual Property

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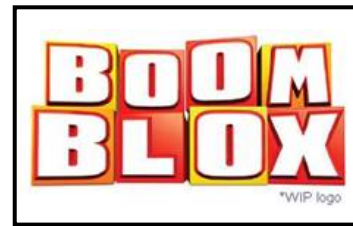
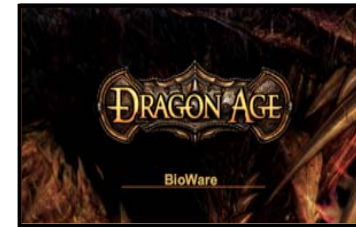
EA Top Franchises – 2005 to 2007



13 of Top 50 Franchises Over Last Three Years

# Fiscal 2009 Slate

## Pipeline of New IP



Lots of New IP

# Best Creative Talent

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## Worldwide Studios

Studio	Titles
EAC (Canada)	FIFA, NBA Live, NHL, March Madness, Fight Night, PlayGround
Tiburon	Madden, NCAA Football, Tiger Woods, NASCAR
Black Box	Need for Speed, SKATE
EA Redwood Shores	The Sims, MySims, Godfather, Simpsons, Dead Space
Maxis	SPORE
EA Montreal	Army of 2, Boogie
EALA (Los Angeles)	Tiberium, Command & Conquer, Medal of Honor, Smarty Pants
Bright Light	Harry Potter
Criterion	Burnout, Black
The Sims	The Sims, MySims
BioWare	Mass Effect, Dragon Age, KOTOR, New MMO
Pandemic	Mercenaries 2, Saboteur, Lord of the Rings
Mythic	Warhammer
Digital Illusions	Battlefield, Mirror's Edge
EA Salt Lake	Hasbro Games
Phenomic	Unannounced Title

Best Creative



# Global Publishing Organization

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## Worldwide Publishing Offices

### Locations

Australia	Korea
Austria	Mexico
Belgium	Netherlands
Brazil	New Zealand
China	North America
Czech Republic	Norway
Denmark	Poland
Finland	Portugal
France	Russia
Germany	Singapore
Greece	South Africa
Hong Kong	Spain
Hungary	Sweden
India	Switzerland
Italy	Taiwan
Ireland	Thailand
Japan	United Kingdom

Most Direct Sales Organization of any Third Party – Sell More Units

Global Launches – 17 Languages on Hits / Day & Date Ship

Fastest Time-to-Market

Aggressive Marketing – Retail, Media, Non-Traditional

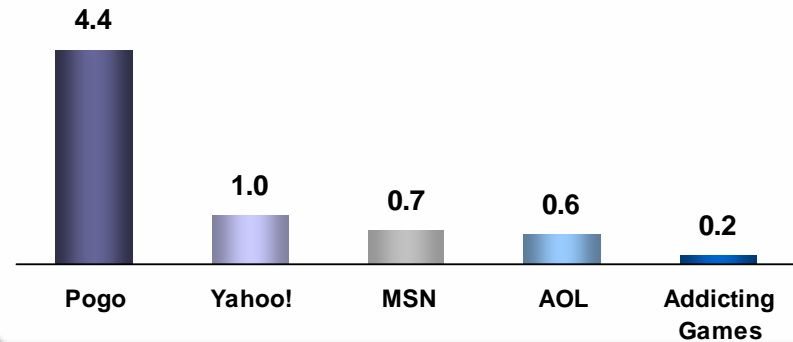
Most Direct Publisher – 80%+ of Revenue Direct

# Pogo



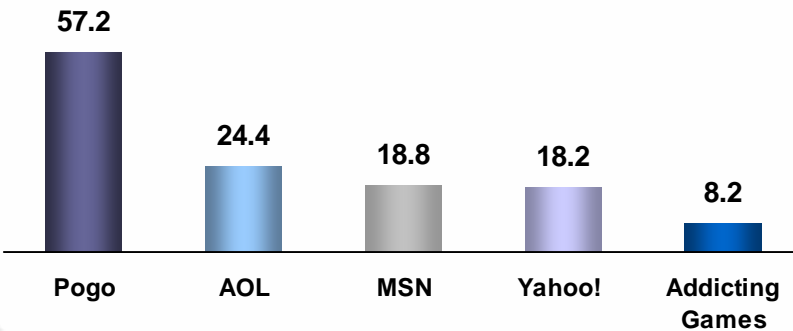
## Time Spent

(Monthly Minutes in Billions)



## 'Stickiness'

(Average Minutes Spent per Day)



## Pogo

- #1 US Gaming Site in Time Spent -- 57 Average Minutes of Usage Per Day
- #2 in Unique Visitors -- 11 Million Monthly

## Club Pogo

- 1.6 Million Paying Subscribers
- 75% Female
- Average 14 hours Per Player Per Week
- 85% Annual Subscribers
- \$31 of Gems Purchased per Buyer

## International

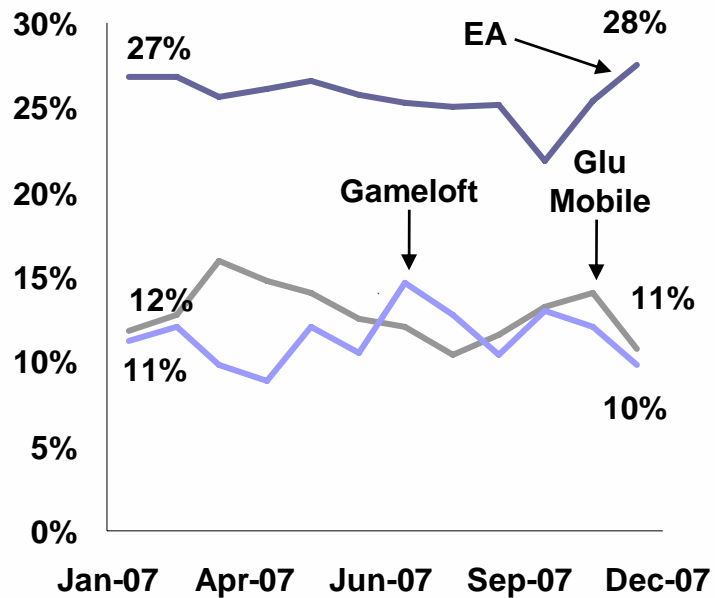
- Live in the UK, Germany & France

Leader - \$95 Million in Revenue in Calendar 2007

# Mobile



## North America Share – Calendar 2007



## Top North America Titles – Calendar 2007

Rank	Title	Publisher
1	Tetris	EA Mobile
2	Bejeweled	EA Mobile
3	Ms. PAC-MAN	Namco
4	Zuma	Glu Mobile
5	PAC-MAN	Namco
6	Tetris Mania	EA Mobile
7	Monopoly Here & Now	Glu Mobile
8	Midnight Pool	Gameloft
9	Diner Dash	Glu Mobile
10	The Sims 2	EA Mobile

## Top UK Titles – December 2007

Rank	Title	Publisher
1	Catchphrase	Gameloft
2	Tetris	EA Mobile
3	Monopoly: Here and Now	Glu Mobile
4	Who Wants To Be A Millionaire?	Glu Mobile
5	Deal or No Deal	Gameloft
6	Pac-Man	Namco Mobile
7	Brain Genius	Glu Mobile
8	Championship Manager 2008	Eidos Mobile
9	Sonic The Hedgehog: Part One	Glu Mobile
10	The Sims 2	EA Mobile

Leader - \$158 Million in Revenue in Calendar 2007

# Assessment

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## Strengths / Opportunities

### Strengths

IP Portfolio

Creative Talent

Direct Publishing

Pogo

Mobile

### Opportunities

Segment Shares

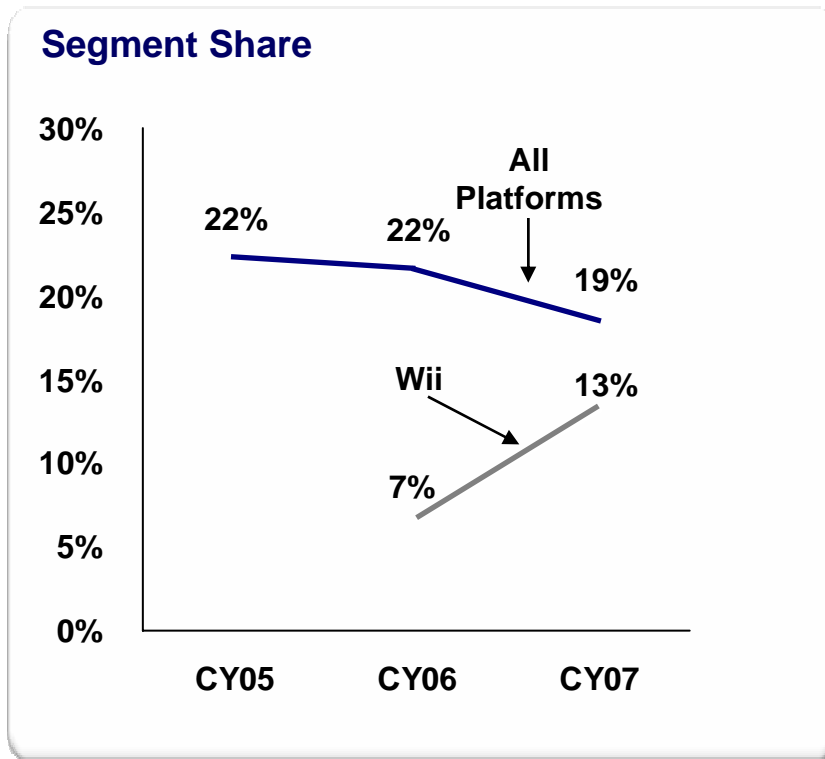
Quality

Costs / Productivity

Digital Scale

# Segment Share

## Packaged Goods – North America and Europe



Transition Challenges

Quality / Ship Date Predictability

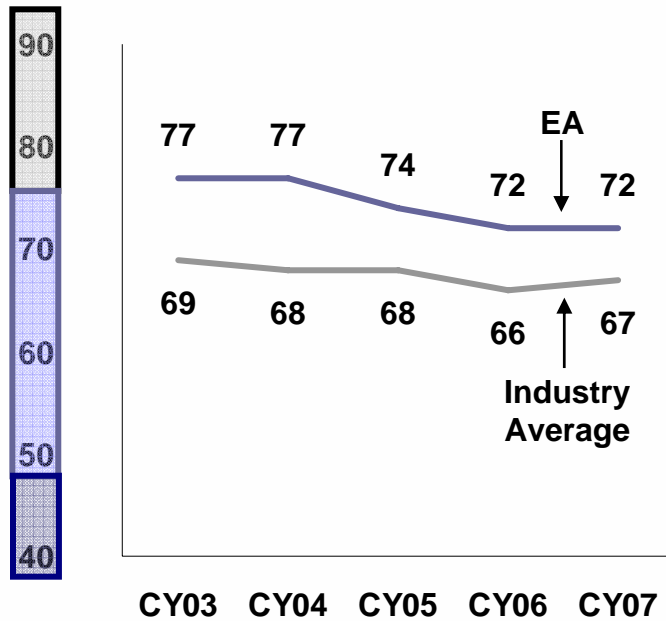
Recent Nintendo Strength

Straight Forward

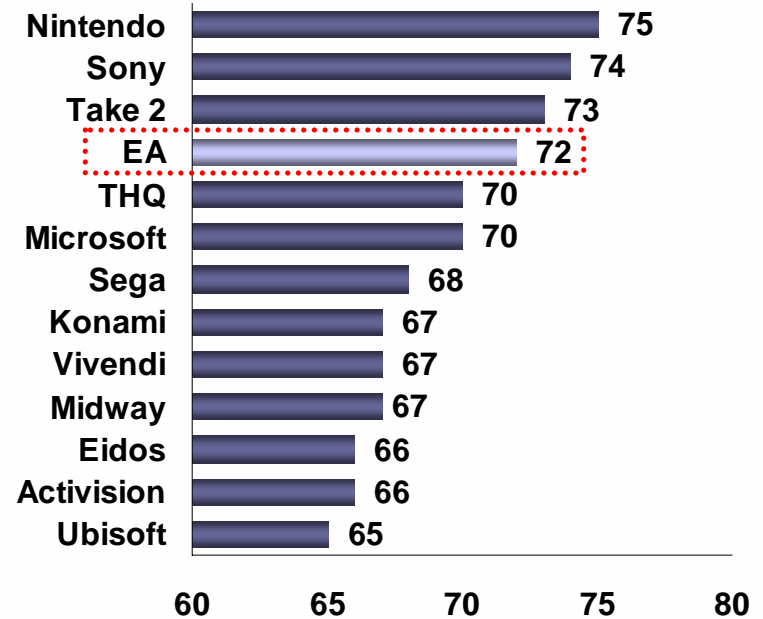
# Quality

## Metacritic Rating Trends

### Five Year Metacritic Trend



### Calendar 2007 Publishing Metacritic

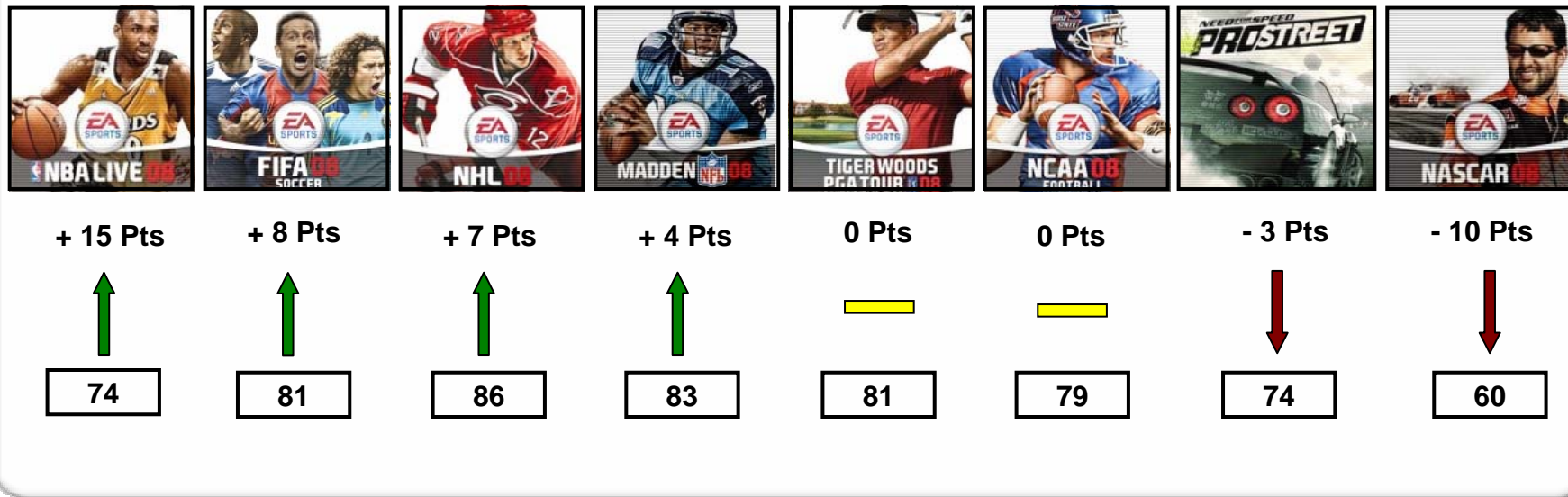


Metacritic Down Five Points / Still A Leader

# Quality Improvement

## Sequels – 360 & PS3 Quality

### Fiscal 2008 Metacritic Scores – Key Titles



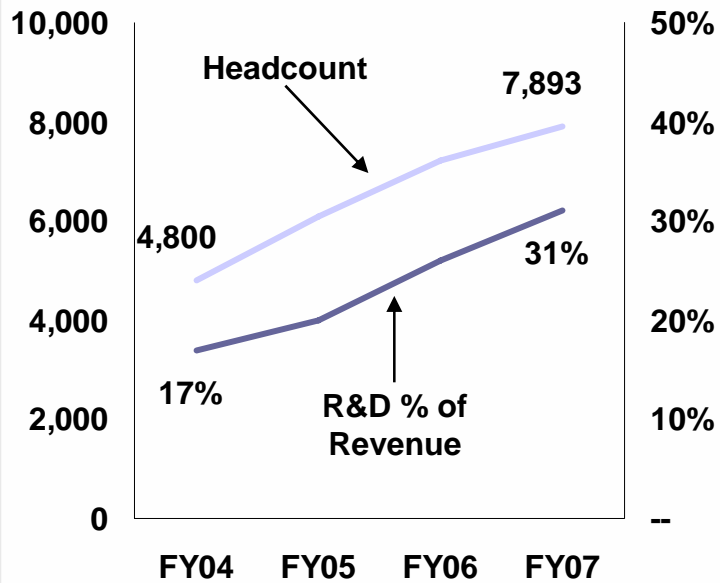
Turning the Corner on Quality

Source: Metacritic.com as of January 2007.  
Note: Metacritic ratings reflect average scores for PS3 and Xbox 360 SKUs.

# R&D Costs

## Costs Up & Productivity Down

Headcount & R&D as % of Revenue



Headcount Growth – 3,000+ in Three Years

Majority of Headcount in High Cost Locations

R&D as a Percentage of Revenue – 31 Percent

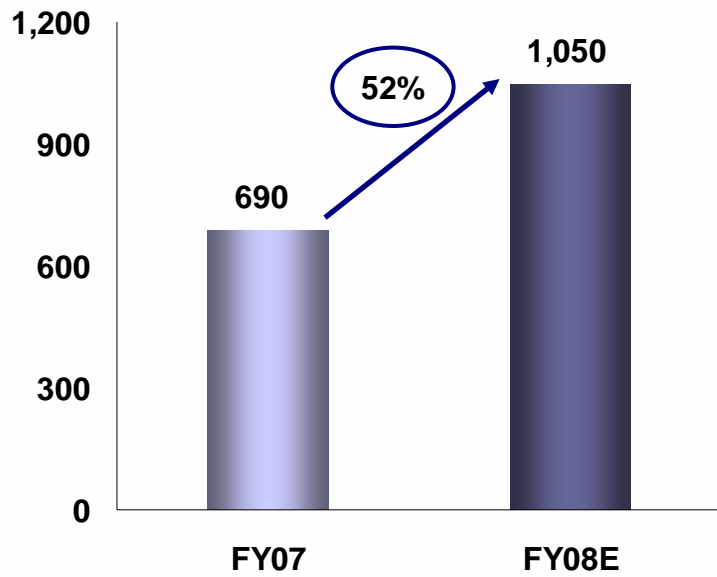
Cost Outpaced Revenue Growth



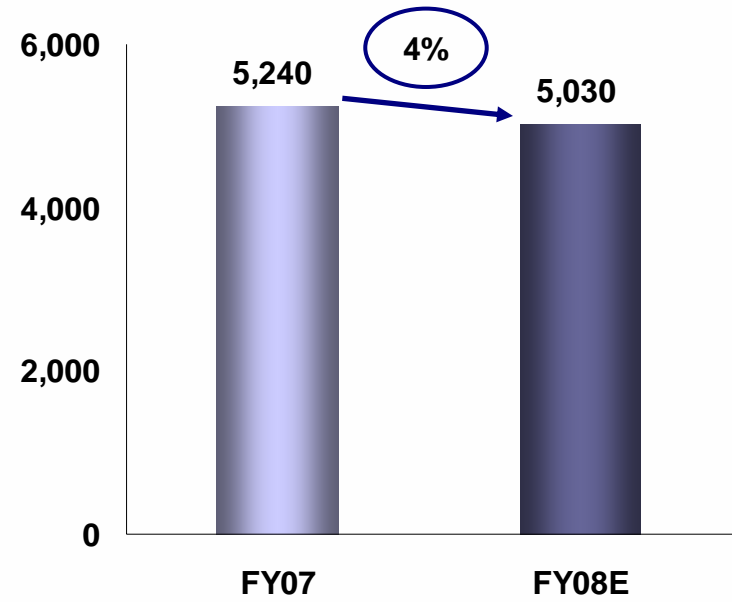
# R&D Costs

## R&D Headcount

Low Cost Locations\*



High Cost Locations



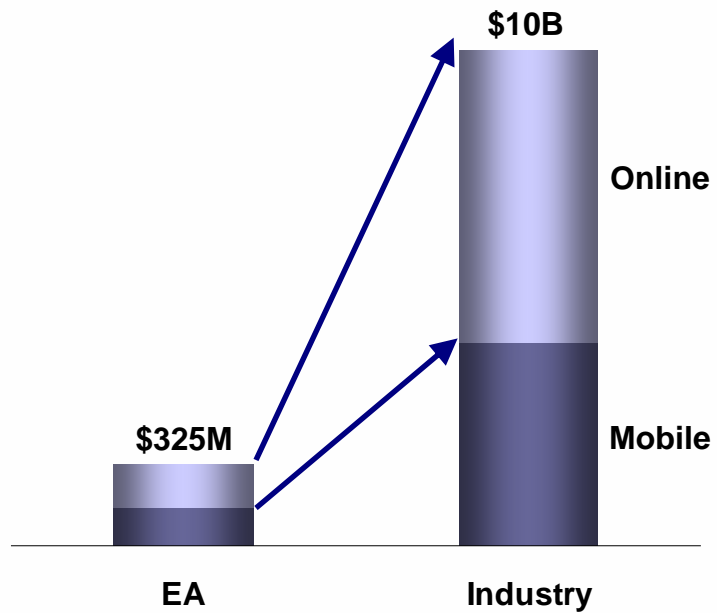
Making Progress

\* Low-cost locations include Shanghai, India, Romania, Montreal and Spain.

# Digital Scale

## A Massive Opportunity

EA vs. Digital Segment – Calendar 2007



### Strong Base

- Pogo
- Wireless
- Started in Asia
- IP

Huge Upside With Execution

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## Three-Year Goals



# Priorities & Goals

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## Priorities

Increase Segment Shares

Drive Costs & Productivity

Expand Digital Revenue

Smart M&A

## Fiscal 2011 Goals

Revenue > \$6 Billion

Operating Income > \$1.5 Billion

Core Metacritic > 80

Digital Revenue – 15% of Total

Clear Priorities & Goals

# How Do We Get There?

**Question # 1: How Do We Increase Segment Shares & Achieve Target of \$6 Billion in Revenue?**

## 1) Product & Marketing Innovation: Drive Major IP Into Top 20 Chart Positions

Madden	Burnout	Battlefield	Mirror's Edge	SPORE
Need for Speed	FIFA	Rock Band	Saboteur	
The Sims	NCAA	Dead Space	Mercenaries 2	

## 2) Platform Focus: Increase Nintendo Shares by 5+ Share Points

MySims	SPORE	Harry Potter	SKATE
The Sims	Hasbro	Boom Blox	EA SPORTS

## 3) Increase Segment Shares in Three Under-Represented Categories

Action / Adventure - Pandemic  
Family – Hasbro / MySims  
RPG – BioWare

## 4) Continue To Drive EA Partners

MTV / Harmonix  
Valve  
More to Come...

It's the Products...

# How Do We Get There?

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## Question # 2: How Do We Drive Costs to Improve Margins?

### 1) Label Structure → Studio Cost Centers → Four Label Profit Centers

- Innovative Games
- Strong Marketing
- Cost Orientation

### 2) Drive Outsourcing & Offshoring

Example: Offshoring R&D Headcount

- 12% in FY07 → 17% in FY08 → 20%+ in FY11

### 3) Scale Infrastructure

- IT
  - CDS / QA
  - Corporate
  - Publishing Overhead
- } 300 - 500 Basis Points

### 4) New Label Incentive Plan – Effective April 1, 2008

Profit Focus = P&L Leverage

# How Do We Get There?

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## Question # 3: How Do We Expand Digital Revenues?

### 1) Online: Direct-to-Consumer

- Pogo Expansion
- Warhammer / Austin MMO
- Mid-Session Games – East & West
- Packaged Goods – Digital Content (SPORE)
- Asia
- Advertising

### 2) Mobile

- International Expansion
- The right games / platforms
- Direct-to-Consumer

High Margin & Less Cyclical

# How Do We Get There?

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## Question # 4: What Are Our M&A Priorities?

### 1) IP & Studio Talent : Strategic & Accretive

- Publishers, Developers
- Revenue & Cost Synergies
- Push IP More Global / Cross-Platform

### 2) Asia, Digital, IP: Strategic

- Margin Expansion / New Business Models
- Leverage EA's IP

A Part of Our Growth Strategy



# Key Metrics

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## Our Focus – FY11 Targets

Key Metrics	Fiscal 2011
Revenue	> \$6 Billion
Operating Income	> \$1.5 Billion
Quality Scores On Core Titles	> 80
Digital as % of Total Revenue	~ 15%

Clear & Measurable Targets

# Our Message

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The Interactive Entertainment **Industry is Changing & Growing Rapidly**

No One has **EA's Underlying Strengths**

We have a **Grasp on Today's Execution Challenges**

We Have a Plan to **Drive Revenue and Profitability**

Fiscal 2011 Goal: > \$6 Billion in Revenue; > \$1.5 Billion in Operating Income

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**John Riccitiello**  
Chief Executive Officer

