

ELECTRONIC ARTS INC.  
Form 4  
November 07, 2016

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**MOORE PETER R.**

(Last) (First) (Middle)  
**209 REDWOOD SHORES PARKWAY**  
(Street)

**REDWOOD CITY, CA 94065**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**ELECTRONIC ARTS INC. [EA]**

3. Date of Earliest Transaction (Month/Day/Year)  
**11/03/2016**

4. If Amendment, Date Original Filed (Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
**EVP & Chief Comp. Officer**

6. Individual or Joint/Group Filing (Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount (A) or (D) Price   |  |   |
| Common Stock                    | 11/03/2016                           |  | S                              |   | 4,506 (1) \$ 79.9834 (2) 77,227   | D  |   |
| Common Stock                    | 11/03/2016                           |  | S                              |   | 3,466 (1) \$ 80.7698 (3) 73,761   | D  |   |
| Common Stock                    | 11/03/2016                           |  | S                              |   | 2,028 (1) \$ 81.6677 (4) 71,733   | D  |   |
| Common Stock                    | 11/03/2016                           |  | M                              |   | 20,799 A \$ 35.7 92,532   | D  |   |

Edgar Filing: ELECTRONIC ARTS INC. - Form 4

|              |            |   |        |   |                   |        |   |
|--------------|------------|---|--------|---|-------------------|--------|---|
| Common Stock | 11/03/2016 | S | 20,699 | D | \$ 81.4428<br>(5) | 71,833 | D |
| Common Stock | 11/03/2016 | S | 100    | D | \$ 82.01          | 71,733 | D |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Security (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Non-Qualified Stock Option (right to buy)  | \$ 35.7  | 11/03/2016                           |  | M                              | 20,799  | (6) 06/16/2024   | Common Stock  | 20,799                        |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                           |       |
|--|---------------|-----------|---------------------------|-------|
|  | Director      | 10% Owner | Officer                   | Other |
| MOORE PETER R.<br>209 REDWOOD SHORES PARKWAY<br>REDWOOD CITY, CA 94065 |               |           | EVP & Chief Comp. Officer |       |

## Signatures

By: Deborah Berenjfoorosh, Attorney-in-Fact For: Peter R. Moore  
Date: 11/07/2016

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) This sale was effected pursuant to a 10b5-1 trading plan established by Mr. Moore on May 26, 2016.

## Edgar Filing: ELECTRONIC ARTS INC. - Form 4

(2) Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$79.31 to \$80.29. The Company undertakes to provide to the Staff of the S.E.C. or a security holder full information regarding the number of shares purchased or sold at each separate price.

(3) Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$80.31 to \$81.25. The Company undertakes to provide to the Staff of the S.E.C. or a security holder full information regarding the number of shares purchased or sold at each separate price.

(4) Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$81.31 to \$82.04. The Company undertakes to provide to the Staff of the S.E.C. or a security holder full information regarding the number of shares purchased or sold at each separate price.

(5) Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$81.01 to \$81.93. The Company undertakes to provide to the Staff of the S.E.C. or a security holder full information regarding the number of shares purchased or sold at each separate price.

(6) This option, representing a right to purchase a total of 62,396 shares, became exercisable in three equal annual installments beginning on May 16, 2015, which was the first anniversary of the date on which the option was granted.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.