

Wilson Andrew
Form 4
September 05, 2018

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

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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 *
Wilson Andrew

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)

Director 10% Owner
 Officer (give title below) Other (specify below)

209 REDWOOD SHORES PARKWAY

09/04/2018

Chief Executive Officer

(Street)

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

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

REDWOOD CITY, CA 94065

(City) (State) (Zip)

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	09/04/2018		M		20,000	A	\$ 26.25
Common Stock	09/04/2018		S		7,536 <u>(1)</u>	D	\$ 112.4778 <u>(2)</u>
Common Stock	09/04/2018		S		12,164 <u>(1)</u>	D	\$ 113.5123 <u>(3)</u>
Common Stock	09/04/2018		S		300 <u>(1)</u>	D	\$ 114.0967 <u>(4)</u>

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Common Stock	09/04/2018	S	3,269 <u>(1)</u>	D	\$ 112.4489 <u>(5)</u>	222,659	I	By Family Trust
Common Stock	09/04/2018	S	5,531 <u>(1)</u>	D	\$ 113.4975 <u>(6)</u>	217,128	I	By Family Trust
Common Stock	09/04/2018	S	200 <u>(1)</u>	D	\$ 114.055 <u>(7)</u>	216,928 <u>(8)</u>	I	By Family Trust

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)	Amount or Number of Shares
Non-qualified Stock Option (Right to Buy)	\$ 26.25	09/04/2018		M	20,000 <u>(9)</u>	<u>(10)</u> 10/31/2023	Common Stock	20,000

Reporting Owners

Reporting Owner Name / Address

Relationships

Wilson Andrew 209 REDWOOD SHORES PARKWAY REDWOOD CITY, CA 94065	Director	10% Owner	Officer	Other
	X		Chief Executive Officer	

Signatures

/s/ Deborah Berenjfoorosh, Attorney-in-Fact For: Andrew Wilson

09/05/2018

**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 the Wilson Family Trust on May 21, 2018.
Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$112.02 to \$113.01. Electronic Arts Inc. 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.
- (2) Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$113.02 to \$114.01. Electronic Arts Inc. 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 \$114.02 to \$114.25. Electronic Arts Inc. 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 \$112.03 to \$112.99. Electronic Arts Inc. 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 \$113.03 to \$113.99. Electronic Arts Inc. 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) Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$114.05 to \$114.06. Electronic Arts Inc. 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.
- (7) Shares are held by the Wilson Family 2015 Trust. Mr. Wilson has investment control and pecuniary interest in all shares held by the Wilson Family 2015 Trust.
- (8) This exercise of this option was effected pursuant to a 10b5-1 trading plan established by the Wilson Family Trust on May 21, 2018.
- (9) Option was fully vested at time of exercise.
- (10)

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.