

Wilson Andrew
Form 4
October 03, 2018

FORM 4

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
Wilson Andrew

(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)

10/01/2018

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)

Chief Executive 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)
Common Stock	10/01/2018		M	20,000	A \$ 26.25	20,000	D
Common Stock	10/01/2018		S	8,800 (1)	D \$ 116.9365 (2)	11,200	D
Common Stock	10/01/2018		S	9,400 (1)	D \$ 117.8084 (3)	1,800	D
Common Stock	10/01/2018		S	1,100 (1)	D \$ 119.0045 (4)	700	D

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Common Stock	10/01/2018	S	700 ⁽¹⁾	D	\$ 119.8186 ⁽⁵⁾	0	D	
Common Stock	10/01/2018	S	3,900 ⁽¹⁾	D	\$ 116.9128 ⁽⁶⁾	213,028	I	By Family Trust
Common Stock	10/01/2018	S	4,300 ⁽¹⁾	D	\$ 117.8105 ⁽⁷⁾	208,728	I	By Family Trust
Common Stock	10/01/2018	S	400 ⁽¹⁾	D	\$ 118.9175 ⁽⁸⁾	208,328	I	By Family Trust
Common Stock	10/01/2018	S	400 ⁽¹⁾	D	\$ 119.76 ⁽⁹⁾	207,928 ⁽¹⁰⁾	I	By Family Trust

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

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(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)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Non-qualified Stock Option (Right to Buy)	\$ 26.25	10/01/2018		M	20,000 ⁽¹¹⁾	⁽¹²⁾ 10/31/2023	Common Stock 20,000

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
Wilson Andrew 209 REDWOOD SHORES PARKWAY	X Chief Executive Officer

REDWOOD CITY, CA 94065

Signatures

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

10/03/2018

__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 Mr. Wilson and the Wilson Family Trust on May 21, 2018.
Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$116.38 to \$117.35. 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 \$117.38 to \$118.28. 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 \$118.43 to \$119.34. 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 \$119.47 to \$120.32. 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 \$116.35 to \$117.33. 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 \$117.38 to \$118.23. 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) Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$118.43 to \$119.36. 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.
- (8) Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$119.52 to \$120.05. 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.
- (9) Shares are held by the Wilson Family 2015 Trust. Mr. Wilson has investment control over, and pecuniary interest in all, shares held by the Wilson Family 2015 Trust.
- (10) This exercise of this option was effected pursuant to a 10b5-1 trading plan established by Mr. Wilson and the Wilson Family Trust on May 21, 2018.
- (11) Option was fully vested at time of exercise.
- (12)

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

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