

Ubinas Luis A  
Form 4  
August 03, 2018

**FORM 4**

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

OMB APPROVAL

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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 \*  
Ubinas Luis A

(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)  
08/01/2018

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)

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)	
				(A) or (D)	Price			
				Code	V	Amount		
Common Stock	08/01/2018		M	226	A	\$ 127.48	1,191	D
Common Stock	08/02/2018		M	7,000	A	\$ 33.6	8,191	D
Common Stock	08/02/2018		S	7,000	D	\$ 128.4887	1,191	D
						(1)		
Common Stock	08/02/2018		S	750	D	\$ 128.622	441	D

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)
Non-qualified Stock Option (Right to Buy)	\$ 127.48	08/01/2018		A	226	<u>(2)</u> 08/01/2018	Common Stock
Non-qualified Stock Option (Right to Buy)	\$ 127.48	08/01/2018		M	226	<u>(2)</u> 08/01/2018	Common Stock
Restricted Stock Units	<u>(4)</u>	08/02/2018		A	2,020	<u>(5)</u> 08/02/2019	Common Stock
Non-qualified Stock Option (Right to Buy)	\$ 33.6	08/02/2018		M	7,000	<u>(6)</u> 07/31/2024	Common Stock

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Ubinas Luis A 209 REDWOOD SHORES PARKWAY REDWOOD CITY, CA 94065			X	

## Signatures

/s/ Deborah Berenjfoorosh, Attorney-in-Fact For: Luis A Ubinas

08/03/2018

        \*\*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).

Weighted average sale price for common stock sold. Actual sales price for shares sold ranged from \$128.47 to \$128.53. Electronic Arts

- (1) 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) This option was immediately exercised.
- (3) This option was issued to the reporting person in lieu of Board cash compensation of \$26,250.
- (4) Each Restricted Stock Unit represents the right to receive, at settlement, one share of Electronic Arts Inc. common stock.
- (5) The Restricted Stock Units vest in their entirety upon the earlier of (i) date of Electronic Arts Inc.'s next Annual Meeting of Stockholders or (ii) August 2, 2019.
- (6) Option was fully vested at time of exercise.

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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